



HOSTEX 2011

Gauteng

13 - 16 March, 2011
Sandton Convention Centre

The Leading Hospitality & Catering Exhibition

As South Africa's International Hospitality and Catering Exhibition and the largest and longest running exhibition of its kind in Africa, HOSTEX has been an integral part of the local foodservices and hospitality sector since 1986. Enjoy the buzz of new ideas and innovations for your business at the 2011 show, which is set to take place from 13-16 March 2011 at the Sandton Convention Centre, Johannesburg.

The South African tourism and hospitality industries are growing at a rapid rate on both domestic and international levels. This means that these sectors need to ensure that they are prepared for the deluge of visitors.

With 12 000m² of floor space, HOSTEX 2011 aims to enable industry members to gear up accordingly.

Held biennially in Johannesburg, HOSTEX 2011 is already attracting attention from visitors from Botswana, Zambia, Swaziland, Namibia and Mozambique, and as far afield as Italy and Germany. The 2009 HOSTEX event more than exceeded expectations with 223 exhibitors, 1 325 trade visitors and 1 506 hospitality students and was completely sold out and we expect the same for 2011.

Exhibitor profile

The following hospitality and catering products and services will fall under the spotlight:

- Access control and room safes
- Alcohol and non-alcoholic beverages
- Bar equipment and accessories
- Beds and bedding
- Catering and bakery equipment
- Cleaning and hygiene equipment
- Computers and computer software
- Cutlery, crockery and glassware
- Floor and wall coverings
- Food and beverage products
- Furniture and furnishings
- Guest amenities
- Laundry equipment
- Management and communication systems
- Packaging and container ware
- Point-of-sale and cash registers
- Promotional items
- Refrigeration and ice machines
- Tableware
- Training and education services
- Security and security systems
- Uniforms
- Vending equipment

Visitor profile

As well as attendees representing a number of blue chip companies, roughly 20 percent of HOSTEX visitors comprise MDs or directors, while the remaining 80 percent have purchasing authority. The main visitor business activities are catering, conferences, restaurants, hotels, guest houses and lodges.



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Reasons to exhibit

By exhibiting at HOSTEX 2011, you can benefit from any number of the following:

- Meeting your market face-to-face
- Direct selling to serious buyers in active buying mode
- Building prospect databases
- Generating high-quality sales leads
- Building relationships with existing customers
- Demonstrating products/services

Endorsements

- South African Chefs Association (SACA)
- The Franchise Association
- Café and Tea Room Association (CATRA)
- THETA
- Vending Association of South Africa (VASA)
- Housekeepers Association of South Africa
- FEDHASA
- Guest House Association of South Africa (GHASA)
- National Accommodation Association (NAA)
- Restaurant Association of South Africa (RASA)
- Speciality Coffee Association of South Africa (SCASA)

Rates & data

- South Africa/International rates upon request

Service Package Comprises:

Shell scheme, carpets, fascia board with company name (not logo), 1 x 15amp power point (shared power), 1 x fluorescent, stand shield, stand cleaning for the duration of the exhibition.

Features

SA Chefs Village; Home Grown / S M E Village; Global Pizza Challenge

The HOSTEX marketing campaign targets key decision-makers and buyers from:

- Architectural and interior design companies
- Canteens
- Casinos and gaming clubs
- Catering companies
- Clubs and pubs
- Coffee shops
- Conference centres
- Executive dining rooms
- Fast food outlets
- Forecourt and convenience stores
- Game farms and lodges
- Guest houses and B&Bs
- Hospitals and clinics
- Hotels
- Restaurants
- Supermarkets and retail stores
- Taverns, bars and shebeens
- Timeshare and holiday resorts

For further information contact:

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Visit our website on www.hostex.co.za

Trade only

No under 18's

Student day on Wednesday 16th March
(hotel schools and technikons only)

Exhibitions for Africa, Winner of Best Exhibition Organiser Award for four consecutive years (2004-2007). Specialised Exhibitions winner of Best Exhibition Organiser (2008). (Awarded by Exhibition Association of Southern Africa (EXSA).



Organised By:

Specialised
Exhibitions
(Pty) Limited

Pioneering Business Opportunities in Africa