

Hostex 2022

Africa's food, drink and hospitality trade expo

6-8 MARCH | Sandton Convention Centre,
Johannesburg, South Africa

SPONSORSHIP OPPORTUNITIES



VISITOR TICKETS

An exclusive opportunity to sponsor the visitor tickets, on which your company logo and message will be printed. As we will be printing and distributing over 150 000 invitation tickets, your exposure will be huge. Dramatic results can be achieved when used to promote a special stand offer, a chance to win a prize or inform visitors about competitions to be held.

R53 000

for a panels on the ticket, full colour.
(material to be supplied by the sponsor)

FLOORTILES

One company only may stick directional footprints from the entrance of either Hall 2 or 3 to direct visitors to their stand. These decals are very effective and fun. They can be of any shape to suit the client. We suggest 20-30 decals. Client to make up decals or we can recommend a supplier.

R16 000 per hall



REGISTRATION

This sponsorship allows for branding at the Hostex registration area. This will ensure that your brand will be the first brand every visitor to Hostex will encounter. With every visitor required to register, and at times having to queue, visibility at reception is great for brand exposure.

R74 500

DAILY SHOW NEWSLETTERS

Allows for prominent placement of your company banner on the show newsletters that are sent to our database of over 100 000 show visitors. This is a powerful opportunity to reach our database with your brand and message.

R14 000



WATCH THIS VIDEO!

WE CAN CUSTOMISE AN OPPORTUNITY
BASED ON YOUR COMPANY OBJECTIVES.
TALK TO US TO SEE HOW WE CAN HELP YOU!

SPONSORSHIP OPPORTUNITIES



SHOW BAGS

A walking advertisement for your company! Exclusive rights to feature your company logo and message on an estimated 8000 carrier bags provided to all visitors at registration. Include a promotional item or brochure in the bag at no extra cost. Your company is visible everywhere, as visitors carry bags around the event and back to their establishments afterwards.

Bags to be supplied by the sponsor.

R30 000

LANYARDS

Lanyards have historically been one of the most high profile opportunities available. The branded neck straps are distributed to every visitor on arrival, as well as being taken home after the show.

This sponsorship excludes the production costs. Sponsor to supply lanyards.

R38 500

BARISTA CHAMPIONSHIP STAGE NAMING RIGHTS

Branding on hanging banner above the stage. Branding on the back wall along with barista sponsors. A opportunity to distribute flyers and promotional / informative material on stage. Barista Championship Stage Naming Rights.

R74 000



INDUSTRY LIVE! NAMING RIGHTS

The INDUSTRY LIVE Theatre is the free-to-attend seminar space, one of the key high traffic features of the show. The programme is made up of industry experts presenting relevant industry specific talks & presentations – the opportunity of taking the naming rights to this theatre space is an excellent opportunity for companies to have their brand/s in key focus throughout the 3 days of the show, a fantastic platform for anyone looking to align themselves with industry education & inspiration.

R45 000



INTERESTED SPONSORSHIP? CONTACT US!

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#HOSTEX2022