

Are you a:

- Marketing manager or director
- Brand manager
- Business owner or executive manager
- Event planner or organiser
- Buyer of promotional gifts & peripheral items
- FMCG manager or sales manager
- Public relations practitioner?

Are you looking for creative ways to build your brand or that of your client, to reinforce a corporate image and assist in achieving strategic marketing objectives?

Markex & World of Events **offers you** a one-stop-shop from which to source the latest offerings and innovations available to you from the leading suppliers to the marketing and promotions industry. You will find fresh ideas and clever solutions covering every aspect of the marketing mix.

To make your visit **even more worthwhile**, you'll find a host of attractions that will provide you with valuable insight into and information relevant to the industry. Look out for:

- A 'Trade Only' section in Hall 1, giving trade buyers the opportunity to view and source products and services in a less public area, with an exclusive coffee shop.
- The Loerie Awards Travelling Exhibition, showcasing the illustrious winners of last year's Loeries to give up-and-coming creatives plenty of inspiration.
- The AdVantage Advertising Village, featuring a dedicated interactive area where advertising agencies will visually display all aspects of advertising and branding to the marketplace with open exhibition stands.
- The Speakers Inc Pavilion, an interactive village area with a targeted selection of top speakers providing information on their areas of expertise, presentation topics and services.

Markex remains the **leading trade show** of its kind in sub-Saharan Africa. With a 24-year proven track record, Markex is recognised as the premier marketing, promotions and special events trade exhibition in South Africa.

Invest a few hours of your valuable time to **visit Markex**, where you'll find two jam-packed halls showcasing the latest offerings in corporate gifts, unique ideas for special events and corporate functions, brand-building opportunities and ideas, as well as proven marketing tools and concepts.

One exhibition, one venue, one resource... multiple solutions from over 350 exhibitors.

Exhibitor Profile

Markex & World of Events will provide you with solutions for every possible marketing requirement. The exhibition features both 'tried and tested' products and services, and new and innovative companies with fresh and exciting ideas, products and solutions.

Markex

- Advertising and promotions – indoor and outdoor
- Corporate gifts and clothing
- Diaries and calendars
- Direct marketing
- Exhibition stand building and design
- Flags and banners
- Incentive travel
- Industry associations
- Lanyards and name badges
- Leather products
- Outdoor advertising and promotions
- Packaging and printing
- Point-of-sale advertising material
- Print and electronic media
- Production houses
- Promotion and marketing services and products
- Reproduction and printing
- Retail and display
- Signage
- Stationery
- Training and education
- Web marketing

World of Events

- Catering companies
- Conference solutions
- Décor and design
- Event planners and management
- Entertainment companies
- Industry associations
- Rental companies
- Special event producers
- Staging, lighting and audio visual companies
- Technical services and products
- Travel and transport
- Venues

COMPLIMENTARY TICKET

markex

world of events 2010

• Gauteng •

THE DEFINITIVE MARKETING, PROMOTIONS AND SPECIAL EVENTS TRADE EXHIBITION

New for 2010 – 'Trade Only' section

24 - 26
August
2010

Sandton
Convention
Centre

10h00 -
18h00

www.markex.co.za

Advertising

Media

Eventing

TRADE SHOW

Marketing

Corporate
Gifts

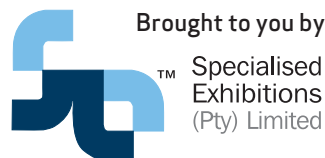
Concepts

Design

Signage

Promotion

Visit our website on www.markex.co.za



For further information,
contact Fran Lurie at
Specialised Exhibitions
Tel: +27 (0) 11 835 1565
Email: franl@specialised.com

Please note that access for students is limited to Thursday 26 August and is only applicable to senior students enrolled in relevant marketing-related fields of study. No under 18s allowed. Student groups must apply in writing to the organisers for approval to visit the exhibition by downloading the application form from the website and emailing lynnc@specialised.com.

Entrance without a ticket is R40.
You can also pre-register on www.markex.co.za to avoid the entrance fee.



VISITOR REGISTRATION FORM

Markex & World of Events 2010 has secured a 'Trade Only' section this year in Hall 1, giving trade buyers an exclusive area in which to view and source products and services. Should you wish to register as a trade visitor, please go to www.markex.co.za. Click on 'Visitor Registration' and then the 'Trade Buyer' button. To complete the registration, you will be required to insert a pin code, which can be obtained from one of the 'trade supplier only' exhibitors. Trade buyers who cannot obtain a pin code from an exhibitor can apply to lynn@specialised.com, and will be required to meet certain criteria as a trade buyer.

For all general visitors, please take a few moments to complete this form before arriving at the exhibition.

Title Mr Mrs Ms Prof Dr Other _____

First name

Surname

Company

Tel Fax

Cell

Email

If you do not wish to receive e-communications from us, please tick the box

Postal address

City Code

Country - if not from SA

Where did you hear about Markex? Invitation from organisers Invitation from an exhibitor Print media Street posters Radio
 Word-of-mouth Email communication

PLEASE MARK THE APPROPRIATE BOX WITH AN X

What is your company's main business activity?
(Mark one or more options):

- Advertising agency _____ A
- Agent/distributor _____ B
- Conferences/exhibitions _____ C
- Entertainment _____ D
- Event management _____ E
- Film/video _____ F
- Financial services _____ G
- FMCG/retail _____ H
- Healthcare _____ I
- Hospitality & catering _____ J
- IT & electronics _____ K
- Manufacturer/supplier _____ L
- Media (radio/press/TV) _____ M
- Music/sound _____ N
- Packaging/paper _____ O
- Promotional gifts _____ P

- Promotions _____ Q
- Publishing/printing _____ R
- Travel/tourism/leisure _____ S
- Other (please specify) _____

What is your job function?
(Mark one option only):

- Advertising manager _____ A
- Account executive _____ B
- Brand/product manager _____ C
- Chief executive officer _____ D
- Creative manager/director _____ E
- Consultant _____ F
- Event/exhibition/conference organiser _____ G
- Graphic designer _____ H
- Managing director _____ I

- Marketing co-ordinator/assistant _____ J
- Marketing manager/director/
general manager _____ K
- Procurement/buyer _____ L
- Owner _____ M
- Production _____ N
- Public relations _____ O
- Sales director/manager _____ P
- Secretary/PA _____ Q
- Other (please specify) _____

What is your level of purchasing authority?

- Make purchasing decisions _____ A
- Influence purchasing decisions _____ B
- No purchasing authority _____ C

Please note the following:

- ONLY trade visitors who qualify as a trade visitor and apply for a trade badge will be allowed into the 'Trade Only' section in Hall 1.
- NO children under 18 will be allowed into the exhibition halls (proof of age must be provided, i.e. birth certificate or ID document).
- Senior students enrolled in bona fide tertiary programmes in related fields of study, i.e. marketing, advertising, event management, promotions or public relations, will be allowed access only into the general section (i.e. not the 'Trade Only' section) on the final day - 26 August 2010. Students must apply in writing by downloading the application form on the Markex website and emailing it to lynn@specialised.com before 1 August 2010.
- NO infants or prams will be allowed into the exhibition halls.
- An entrance fee of R40 applies to non-ticket holders.

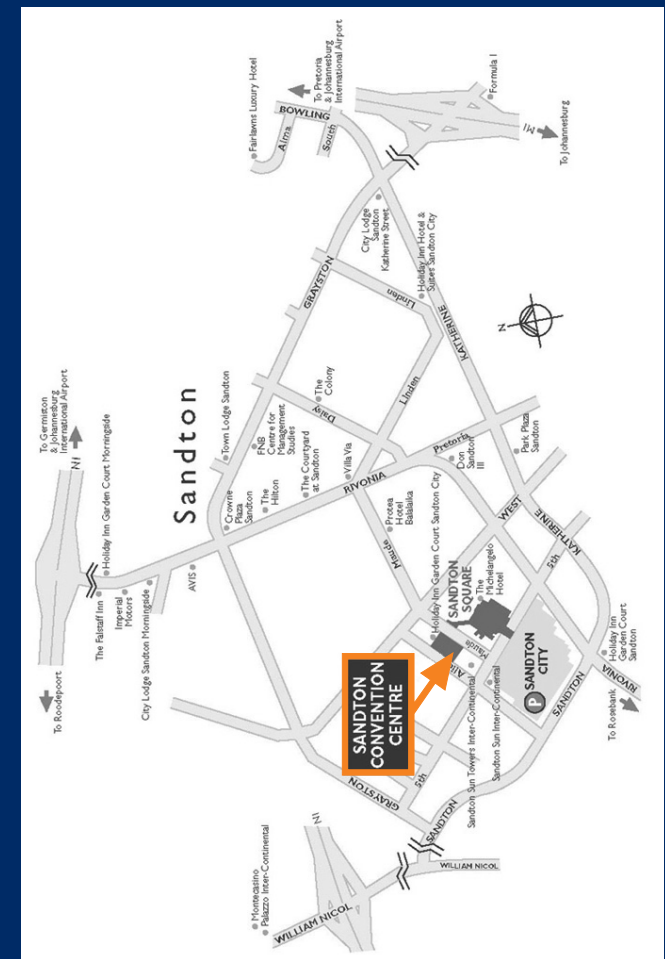
I confirm that I am over 18 years of age

Should you wish to apply for access to the 'Trade Only' section in Hall 1, please pre-register on www.markex.co.za by providing the code supplied to you by an exhibitor in the 'Trade Only' section. Trade Supplier Only exhibitors are listed on the Markex website.

www.markex.co.za

Parking for the Sandton Convention Centre is conveniently located in the Sandton City shopping complex garage.

GPS co-ordinates: S26° 06.394' / E028° 03.221'



For further information, contact Fran Lurie at Specialised Exhibitions on +27 (0) 11 835 1565, or email franl@specialised.com

Markex & World of Events is endorsed by:

