

Interactive Expedition Zone for Cape Getaway show

Lourensford Wine Estate

(15th to 17th March 2013)



The concept is simple; a visitor to the Getaway expedition zone should be able to visit with an idea for his or her next expedition/adventure, get guidance from world renowned adventurers and head away fully kitted and ready for an expedition.

This is a unique marketing opportunity for anybody with expedition related products and services products; 4x4s, Yachts, tents, off road trailers, mountain bikes, paragliders, surfski, kayaks, Navigation equipment, safety equipment, communication equipment...

The Adventure Zone is an Interactive Zone which opens up the opportunity to create Synergy amongst complementing products / services. By doing this we can all get maximum exposure at the lowest cost possible

Overview of the Expedition Zone

Due to its success in 2012(pic on the right), the expedition zone has increased from about 42 square metres to 200 square meters. (Stand 017). This year the focus is on internationally acclaimed adventurer Peter Van Kets and the Capri-X expedition. Adventure enthusiasts will be invited to attend a series of interactive workshops that demonstrate how expedition/adventure equipment works. Also, they will be invited to shoot the breeze with Pete and other high profile adventurers like Braam Malherber (who ran the Great wall of China) and find out first-hand what they did to make their respective expeditions a success. Their larger than life experiences are powerful and motivating - attending presentations like this normally cost an arm and a leg, they will be presented with our compliments at Getaway to attract people to YOUR stand.



To make the expedition zone work for participating exhibitors tourismZA will provide:

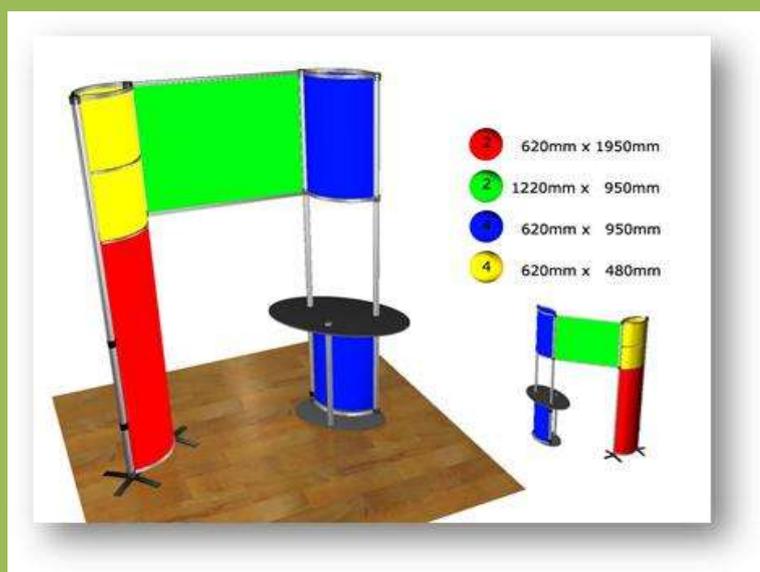
- A large Bedouin tent as a central meet/greet/presentation area complete with audio visual equipment.
- A presentation schedule for adventure enthusiasts – including a buy 1 get one free entry voucher
- A number of lucky draw prizes to motivate visitors to subscribe to the lucky draw newsletter.

GETAWAY exhibition options:

We invite you to exhibit with us. We have 200 square meters available - the area will be divided up in sections on 1 meter squared basis. We have numerous options to accommodate you. You are NOT limited to the options below, please contact us and we can create an option that works for you. You are welcome to mix and match as it suites you.

Option	Brief intro	Rate (4 months)
1. We attend for you.	If you can't make it to Getaway you simply subscribe to tourismZA's online network and you will be able to reach the contacts we make at Getaway, Indaba and other tourismZA marketing interventions	R380
2. Offer a lucky draw prize and make your brochures available	This gives us an opportunity/reason to promote you to everybody linked to our initiatives/expeditions and promotions over the next 4 months. This includes all the social media outlets and our own email marketing. The emails we send out will mention your prize and provide a hyperlink back to your website.	FREE! You need to be a subscriber as set out above
3. Attend and exhibit your product	If your product is suitable for the Expedition Zone this is an exceptional opportunity! We will allocate space for you to Exhibit as part of an exciting collaborative 200 square expedition zone. We will also supply you with FREE display structure onto which you can add prints (prints will be quoted separately / square metre)	/m2 Based on your specific footprint
4. Attend and use our display structure		

Example of a display structure:



(Prints for this entire presentation kiosk **R3,525.84**)

Panel Colour	Price
4 x Yellow panels	R 524.73
4 x Blue panels	R996.98
2 x Green panels	R980.90
2 x Red panels	R1,023.22

Includes delivery to Getaway and installation onto the structure

One size does not fit all! We can accommodate shape, dimensions or configurations that suit you

*The cost to you will depend on the size of the panel / panels you want us to print for you.

Feel free to contact our team at any time, we are always ready and willing to assist you.

You are invited to join us on our next expedition

Capri-X Earth Leaders Expedition: An un-motorised expedition around the world along the tropic of Capricorn to draw attention to climate change issues - finding tomorrow's Earth Leaders. The Capri-Earth Leaders initiative identifies and mentors young leaders that will champion climate change issues into the future

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The Getaway expedition zone will also be the registration point for the Capri-X Earth Ambassador selections. 50 people will be selected to attend an all expenses paid adventure week with Peter Van Kets – of which 16 will be selected to accompany him a Capri-X expedition hot spot somewhere around the globe! This too is an exceptional opportunity for your existing and prospective clients!