

30 MARCH - 1 APRIL 2012

PRETORIA

AIM WILD

www.aim-wildexpo.co.za



Expo 2012

Hunting, Fishing & Outdoor Activities • Heartfelt Arena, Thaba Tshwane

Dear Sir/Madam

AIM & WILD EXPO, 2012

The resounding success of the Aim & Wild Expo in 2011 gave a clear indication that visitors like the format of the event and enjoyed the entertainment on offer, and therefore our aim is to again have a very special event in 2012.

We cordially invite you to come and exhibit at the Aim & Wild Expo, which will take place from 30 March to 1 April at the Heartfelt Arena in Thaba Tshwane. This location is ideal because of its accessibility, fantastic facilities and because it is one of the best venues in Pretoria for the hosting of such an event.

Aim & Wild Expo is die perfect marketing opportunity for 2012. It offers a platform where you can meet your clients face to face, converse with potential buyers, promote your brand and stimulate sales. Aim & Wild Expo is promoted amongst nature and outdoor enthusiasts, animal lovers, hunters, anglers, game ranchers, conservationists and 4x4 enthusiasts – our visitors are serious about nature!

The displays are supplemented by demonstrations, competitions and information sessions, which vary from reptile shows to hiking, 4x4 driving skills to catching bass and carp. Entertainment for young and old will be available, with food to suit every taste as well as beer and wine from smaller breweries and wineries.

Aim & Wild Expo expects about 14 000 visitors in 2012. We will again have prizes in excess of R100 000 for visitors and we are striving to really present live, interactive displays in all disciplines with lots of entertainment for the young ones.

A comprehensive media and advertising campaign will promote the Aim & Wild Expo and we invite you to be part of the action and to use the advantages of participation to further your business goals. An application form and rate card are attached and we look forward to welcoming you as an exhibitor.

Yours sincerely

HANLIE DELPORT
Event Manager: Aim & Wild Expo



Rate card



3 x 3 (9m ²)	=	R 9 234 per stand
4 x 3 (12m ²)	=	R12 312 per stand
6 x 3 (18m ²)	=	R18 468 per stand

(VAT in included)

2. Space only (build your own stand)

Table and 2 chairs only	=	R 1 881 per stand
3 x 3 (9m ²)	=	R 7 980 per stand
4 x 3 (12m ²)	=	R10 659 per stand
6 x 3 (18m ²)	=	R15 846 per stand

3. Outdoor spaces (space only, no gazebo or electricity)

5 x 5 (25m ²)	=	R 6 840 per stand
5 x 10 (50m ²)	=	R10 260 per stand
5 x 20 (100m ²)	=	R13 680 per stand
To 500m ²	=	Up to 50% discount

(VAT in included)

Advertising:

All exhibitors will receive a one-line mention in the official AIM & WILD EXPO GUIDE. However, advertising space is also available in this guide at the following rates:

Full page, full colour	=	R2000
½ page, full colour	=	R1000
¼ page, full colour	=	R 500

Full page, black and white	=	R1500
½ page, black and white	=	R 800
¼ page, black and white	=	R 350

Artwork measurements are: A5 148mm wide x 210mm high (trim)
154mm wide x 216 mm high (bleed)

Other opportunities:

1. Visitor bag inserts R2 500 per company
2. Information kiosk announcements R 25 per mention of 30"

Visitor Profile:

- Lodge owners
- Wingshooters
- Bowhunters
- Anglers
- General public
- Outdoor enthusiasts
- Tourists
- Hunters
- Outfitters
- Campers
- 4x4 owners
- Game ranchers

Exhibition package options:

1. The standard option will include walling, carpeting, fascia name, two spotlights and one single-phase plug point.

Exhibitors profile:

- Rifles and equipment for rifles and hunting accessories
- Bows and archery accessories
- Game ranching
- Camping equipment
- Products for the outdoors
- 4x4 equipment and distributors
- Fishing rods, boats and fishing accessories
- Camo clothing
- Taxidermists
- Outfitters
- Destinations
- Meat processing
- Processed products
- Spices
- Pet care (gun dogs)
- Shoes and head gear
- Insurance for outdoor activities
- Saddlery
- Equestrian equipment

Who should exhibit:

- Travel agents
- Navigating systems
- 4x4 accessories
- Teambuilding institutes
- Dendrological society
- Property
- Health (animals and people in the bush)
- Books and film material about wildlife, hunting, fishing
- Quads
- Outdoor activities
- Bush food ideas
- Training & educational institutions
- Conservationist
- Wildlife auctioneers

Floor plan:

AIM & WILD EXPO will be presented at the Heartfelt Arena. The latest floorplan is available on www.aim-wildexpo.co.za

Dates and time:

Friday, 30 March 2012	09:00 - 19:00
Saturday, 31 March 2012	09:00 - 18:00
Sunday, 1 April 2012	10:00 - 16:00

Entrance:

Adults	R50 per person
Primary school kids	R20 per person
Parking	Free

** This fee gives visitors access to the exhibition, demonstrations and public viewing areas. Participation in any of the events (archery, 4x4, angling) will be for the visitor's own cost.



Booking Form

This serves as Exhibitor Contract between AIM & WILD EXPO (PTY) LTD (the organiser), and

SECTION A: THE EXHIBITOR

Company Name: VAT number:

Postal address:

Town: Postal Code:

Tel number: Fax number:

Contact person: Cell number:

E-mail address: Web address:

Stand name: (max 25 characters):

SECTION B: EXHIBITION PACKAGE BOOKED

Package options:

1. Standard (wall panels, carpets etc.)

<input type="checkbox"/> 3 x 3 (9m ²) = R 9 234 per stand	<input type="checkbox"/> 4 x 3 (12m ²) = R12 312 per stand
<input type="checkbox"/> 6 x 3 (18m ²) = R18 468 per stand	

2. Space only (build own stand)

<input type="checkbox"/> Table and 2 chairs only = R 1 881 per stand	<input type="checkbox"/> 3 x 3 (9m ²) = R 7 980 per stand
<input type="checkbox"/> 4 x 3 (12m ²) = R10 659 per stand	<input type="checkbox"/> 6 x 3 (18m ²) = R15 846 per stand

3. Outdoor spaces (space only, no gazebo or electricity)

<input type="checkbox"/> 5 x 5 (25m ²) = R 6 840 per stand	<input type="checkbox"/> 5 x 10 (50m ²) = R10 260 per stand
<input type="checkbox"/> 5 x 20 (100m ²) = R13 680 per stand	<input type="checkbox"/> To 500m ² = Up to 50% discount

SUB TOTAL: VAT included

SECTION C: ADDITIONAL BOOKINGS (advertising)

All exhibitors will receive a one-line mention in the official AIM & WILD EXPO GUIDE. However, advertising space is also available in this guide at the following rates:

Full page, full colour = R2 000 <input type="checkbox"/>	Full page, black and white = <input type="checkbox"/> R1 500
½ page, full colour = R1 000 <input type="checkbox"/>	½ page, black and white = <input type="checkbox"/> R 800
¼ page, full colour = R 500 <input type="checkbox"/>	¼ page, black and white = <input type="checkbox"/> R 350

Artwork measurements are: A5 148mm wide x 210mm high (trim) 154mm wide x 216 mm high (bleed)

Other opportunities:

1. Visitor bag inserts - R2 500 per company 2. Information kiosk announcements - R25 per mention of 30"

B + C = VAT included

AIM & WILD EXPO will contact you if you book any of the items in Section C to conclude a separate agreement with you.

Banking details: Aim & Wild Expo, ABSA, Account number: 4074917021

SECTION D

I herewith declare that I have read the terms and conditions of the AIM & WILD EXPO and agree to adhere to them. I am authorised to make this booking on behalf of my company and understand that we are liable for payment of this order as per the terms.

Signed at _____ on this _____ day of _____ 2012

Client name

Signature



**PLEASE FAX YOUR COMPLETED BOOKING FORM TO
086 547 3701 / 012 348 5551**

Terms and Conditions for exhibiting and participating in AIM & WILD EXPO

1. Introduction

Exhibitors are expected to adhere to the general regulations as they are designed to benefit the exhibitor, organisers and general public.

2. Booking of stalls & payment

- The Booking form signed and returned to AIM & WILD EXPO will serve as a legal and binding contract.
- Exhibitors must pay 50% deposit on the date of booking. The balance must be paid in full two weeks before the start of the event. No space will be confirmed without proof of payment.
- There is no binding agreement without a signed booking form. Non-payment will not be treated as cancellation and the exhibitor will still be liable for payment.
- The Organisers reserve the right to allocate all stands and reallocate unpaid stands and also to reject any application to exhibit without reason.
- Cheques/EFT must be made out to AIM & WILD EXPO and can be deposited into ABSA, Acc nr: 4074917021

3. Damage to exhibits and show venue:

Exhibitors will be liable for any damages that may occur during AIM & WILD EXPO in terms of the build-up, breakdown of their stalls, transport and handling their equipment at the venue. Exhibitors are responsible for structural certification of any and all construction not performed by the official service company of AIM & WILD EXPO. Exhibitors should ensure that they have sufficient insurance for the event and that their staff and equipment will be covered in the event of any unforeseen circumstances.

4. Cancellation

Cancellations must be made in writing. Exhibitors who cancel will forfeit/remain liable for 25% of the total amount due. Non-payment or non-showing does not qualify for cancellation and any exhibitors guilty of this conduct will remain liable for the amount.

5. Refunds

No refunds will be made to exhibitors if AIM & WILD EXPO is disrupted by an uncontrollable act of God/weather/incident. All other approved refunds will only be made after the AIM & WILD EXPO date.

6. Sub-letting of stalls

Exhibitors are not allowed to sub-let or share any allocated part of their stand without written permission from the organiser.

7. Security

- It is in the interest of exhibitors to have at least one representative present at their stand during show times.
- Security guards will be employed by the Organisers but they take no responsibility for any loss of property, equipment or stand.
- All exhibitors are requested to be aware of security throughout the event and to brief staff on security matters.

8. Loss and damage to property

AIM & WILD EXPO Ltd will not be held responsible for any loss to equipment or property.

9. Public liability insurance

It is in the exhibitors' own interest that they are covered by their own public liability insurance during the AIM & WILD EXPO.

10. Alcohol, beverages & food

It is illegal to serve alcohol to persons under the age of 18. Please do not serve alcohol to minors. Exhibitors must see that tasting and selling of wine are kept under strict control. Any violations of the above will result in immediate termination of the Organisers' temporary liquor licence. Handing out of free samples is permitted but please submit a request to the Organisers. Permission in writing must be obtained from the Organisers.

11. Additional instructions & regulations

Exhibitors agree to adhere to any additional instructions and regulations that will apply to the build-up, operation, show days and break-down of stands and the show that are contained in the exhibitors manual.

12. Surety

The representative signing on behalf of the company, by his/her signature, hereby binds himself/herself as surety and co-principal debtor together with the company, for the due payments of all amounts due and payable by the Exhibitor to AIM & WILD EXPO.

13. Full Agreement

This agreement constitutes the whole of the agreement between the parties relating to the subject matter thereof and no amendment, alteration, addition, variation or consensual cancellation will be of any force or effect unless reduced to writing and signed by the parties. No other terms or conditions, representations or warranties, whether oral or written, and whether express or implied, apply.

14. Cancellation or postponement

AIM & WILD EXPO reserves the right to cancel, shorten or postpone the EXPO for whatever reasons. In the case of cancellation on the AIM & WILD EXPO Organisers' side, all monies paid to the Organisers will be refunded in full. An appropriate explanation will be forwarded to the exhibitor at least one month prior to the exhibition date. The Organiser will not be liable for any compensation for the exhibitor's expenditure or damages incurred.

15. Exhibition/Hall layout

AIM & WILD EXPO reserves the right to change the layout of the exhibition and the position of stands due to the final exhibition space sold and/or the requirements of the venue and/or the authorities.

16. Organisers

AIM & WILD EXPO, P O Box 35299, Menlopark, 0102

Your contacts:

Angling, vehicles, boats and outdoor
Linda 084 515 8620
marketing@aim-wildexpo.co.za

Lindie 012-348 5550
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Game ranching, wildlife, energy and conservation
Jan van der Walt 012-348 5550
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Hennie van der Walt 012-348 5550
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Firearms, bows, hunting & accessories
Pierre 082 454 3018
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Administration and finances
Wendy 012-3485550
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General enquiries
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info@siyakula-events.co.za

