

markex

world of events 2010

• Gauteng •

THE DEFINITIVE MARKETING, PROMOTIONS
AND SPECIAL EVENTS TRADE EXHIBITION

Advertising

2010

Concepts

Corporate
Gifts

Media

Design

Signage

Marketing

Eventing

Promotional
Items

YOUR INVITATION TO ATTEND MARKEKX & WORLD OF EVENTS 2010

Dates: Tuesday 24 to Thursday 26 August 2010

Times: 10h00 to 18h00 daily

Venue: Sandton Convention Centre

We'd be delighted if you could join us this year at our stand at Markex & World of Events 2010.

As you're no doubt aware, Markex is the definitive exhibition in the marketing, promotions and event industries, and we will once again be displaying our products and services at the show.

We invite you to come and visit us at our stand, view a selection of our products and meet our sales people.

This year Markex will be giving visitors more opportunities than ever before to source the latest and most innovative marketing and promotional products and services, discuss specific business needs with specialist suppliers, consolidate business relationships and identify new branding opportunities.

Specialised Exhibitions have also added some exciting attractions to this year's show, all of which are designed to give you the best possible opportunity for networking, for sourcing services to meet your marketing needs and for marketing-related infotainment. These new attractions include:

- **The Loerie Awards Travelling Exhibition**, an annual roadshow which visits agencies, festivals and institutions around the country and abroad, showcasing the illustrious winners of last year's Loeries.
- **The AdVantage Advertising Village** will be returning to once again feature 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 Showcase** will feature an interactive village area with a targeted selection of top speakers providing information on their areas of expertise, presentation topics and services.
- A **'Trade Only' section** in Hall 1, giving trade

buyers the opportunity to view and source products and services in a less public area. The area will also feature an exclusive coffee shop. You will have to register as a trade buyer on the Markex website to gain access to this area.

Your easiest and most convenient option for access to Markex is to pre-register on www.markex.co.za - a process that should take you no more than a few minutes and will ensure that you avoid the registration queues. Alternatively, please contact our office and we will provide you with additional copies of the visitor ticket. Entry without a ticket is R40.

Should you want to gain access to the 'Trade Only' section in Hall 1, you will need to register specifically for Hall 1 access on the Markex website. 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 riccardo@specialised.com.

As a trade exhibition, Markex is not open to anyone under the age of 18. Senior students enrolled in marketing-related fields of study at tertiary institutions will only be allowed entry on the final day of the show, Thursday 26 August 2010. Schools interested in attending on 26 August should download the application form from www.markex.co.za and submit to lynnc@specialised.com.

We look forward to seeing you at Markex & World of Events 2010.

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