

Exhibitions

A worthwhile marketing investment

The year 2017 gets off to an exciting start at the Johannesburg Expo Centre (JEC). With Sexpo and the Rand Show in the pipeline, the team at the JEC is proving that exhibitions, conferences and events are still effective marketing platforms.



Despite a global economic slowdown, the exhibitions industry is expected to grow in 2017. "There is a level of uncertainty, but it would appear that organisations have realised the potential for the exhibitions industry to grow their markets," said **Craig Newman**, JEC chief executive officer.

"As a result, more companies are investing in exhibitions to showcase their products and engage with customers."

The Health, Sexuality and Lifestyle Expo, Sexpo, returns to the Expo Centre from 23-26 March 2017.

The largest event of its kind in the world, Sexpo strives to educate couples, as well as

the curious, on different aspects of lifestyle and sexuality while promoting all areas of healthy sexual relations.

"We are delighted to be hosting Sexpo again this year after a very successful 10th anniversary show in October last year," Mr Newman said.

An excellent example of the value that exhibitions can create for businesses, the iconic Rand Show will be returning to the Expo Centre from 14-23 April, providing exhibitors with access to an audience of more than 200 000 people.

This family favourite on the South African events calendar gives local businesses an opportunity to engage with thousands of members of a diverse audience.

"The Rand Show is an excellent event because of the wealth of opportunities it provides for South African businesses to connect with consumers of various ages, interests and tastes," Mr Newman said.

"Many companies rely on digital communication these days because it is cost-effective, but you lose that personal relationship and trust that exhibitions can give you."

Mr Newman added: "The Rand Show takes its audience through an exciting tour of themed shows, offering everything from lifestyle and home décor to fashion, science and an animal kingdom.

"It attracts every member of the family, allowing exhibitors to create extensive databases and test new products in front of a receptive audience.

"It's the one place you should be spending your marketing budget this year."

What you can expect at Joburg's biggest day out:

- Design Pavilion (original South African design).
- Science and technology.
- Feeling good (fashion, beauty and wellness).
- Out and about (outdoor living, hobbies, boating and motoring)
- Showcase SA (Highlighting innovative state-owned entities, SMME developments and private sector CSI developments). ■

