EXPO FACT SHEET & RATE CARD

7-9
SEPTEMBER 2027
Gallagher Convention Centre

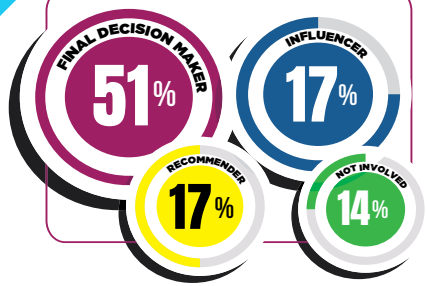
BRANDING | PRODUCTS | TECHNOLOGY
MODERN MARKETING EXPO 2027

TOP 10 VISITING COUNTRIES OUTSIDE OF SOUTH AFRICA



VISITORS FROM 25 COUNTRIES

PURCHASING ROLE



Number of Employees

1- 10	67%
11- 50	12%
51- 100	6%
Greater than 100	15%

TOP AREAS OF INTEREST TO SEE AT THE EXPO

Advertising + Media	68%
Marketing Technology	68%
AI Design + Content Technologies	64%
Branding	63%
Digital Experience + Engagement	58%
Promotional Products + Branded Apparel	52%
Signage, Displays + Visual Communications	43%
Print + Production Technologies	38%
Retail + Shopper Marketing	38%

CURRENT AREAS OF BUSINESS ACTIVITY

55%	MARKETING
44%	ADVERTISING + MEDIA
39%	BRANDING
32%	OTHER
23%	RETAIL

STAND SALES
Dyelan Copeland
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Melanie Jones
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EXPO FACT SHEET & RATE CARD

VISITOR PROFILE

- Marketing professionals
- Sales managers
- Brand managers
- Business owners
- Buyers of media and branding
- Advertising professionals
- Design professionals
- Interior decorators
- Retail designers
- Marketing Agencies
- Retail Marketing
- Marketing Directors

EXHIBITOR PROFILE

- Branding
- Advertising + Media
- Promotional Products + Branded Apparel
- AI Design + Content Technologies
- Marketing Technology
- Signage, Displays + Visual Communications
- Print + Production Technologies
- Digital Experience + Engagement
- Retail + Shopper Marketing

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EXHIBITOR QUOTES 2026 Expos

'It was very busy and we had a lot of visitors at our stand. Some customers came from far to see us, like Botswana,' **said Nardus Mouton, Gencotech.**

'All in all I think it was quite a good show. We saw a lot of people that had never seen our products before and then we saw some of our regular clients that want to go ahead with our training school,' **said Darryl Curtis, Cover Styl' South Africa.**

'The calibre of the client was great this year. There were people here that are really looking to add to their armoury and get into the business,' **said Darryl Braithwaite, Midcomp.**

'The visitors were great and the client base was exceptional. It was really worthwhile being at the show,' **said David Geere, DG**.

'The quality of the visitors were good. We had a lot of cross-border visitors from Mozambique and Zimbabwe. We also had a lot of our existing customers come back to us and see what is new and what we're launching,' **said Charmaine Poulter, Rexx Screen and Digital Supplies.**

'The visitors were high-quality, and we saw a lot of new faces,' **said Francois Badenhorst-Rossouw, Kolok Graphic Supplies.**

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2027 RATES

SPACE		
9sqm	x	R2995.00 per sqm
18sqm	x	R2895.00 per sqm
36sqm	x	R2745.00 per sqm
54-99sqm	x	R2615.00 per sqm
100sqm +	x	R2395.00 per sqm
300sqm +	x	R2230.00 per sqm

ABOVE PRICES EX VAT (15%)

SPACE REQUESTED

STAND STYLE (SIDES OPEN)

- ☐ Wall stand (1)
- ☐ Corner stand (2)
- ☐ Front stand (3)
- ☐ Island stand (4)

STAND OPTION

- ☐ Space Only
- ☐ Shell scheme*

* Includes carpets, walling, fascia with name and 1 x Fluorescent light per 9sqm.

REQUIRED STAND

Minimum Sqm _____ Maximum Sqm _____

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EXHIBITOR SPONSORSHIP OPPORTUNITIES: we are interested in sponsorship at Modern Marketing 2027

☐ Please sed me more info

PLEASE COMPLETE THIS FORM AND RETURN TO THE MODERN MARKETING TEAM BY EMAIL: DYELAN@PRACTICALMEDIA.CO.ZA

COMPANY NAME _____

ADDRESS _____

_____

_____ **CODE** _____

COUNTRY _____

TEL _____

E-MAIL _____

CONTACT PERSON _____

POSITION _____

Upon receipt, your application will be processed and the most suitable option(s) for your stand at Modern Marketing 2027 Expo will be sent to you. Due to demand we may not be able to match your request exactly. Should you have any special stand requests, e.g neighbouring companies, please also send an attachment with this form.

Returning this form does not commit you to exhibiting at Modern Marketing 2027 Expo nor does it constitute as an offer of space. After confirmation of your stand and location, a final contract will be sent subject to agreement.

SIGNATURE _____ **DATE:** _____

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