RATE CARD

MODERN MARKETING EXPO CAPE TOWN 2027

REGIONAL EXPO

The Modern Marketing Expo will be hosted in Cape Town for the first time in 2027 and will give industry professionals an opportunity to see branding, products and new technology opportunities in a city near them. The expo will provide an ideal platform to showcase products for the sign, branding, digital graphics and wide format Industries. We will make extensive use of our comprehensive databases and reach visitors.

#GRAPHICS/PRINT/SIGN GPS

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PRACTICAL PUBLISHING SA (Pty) Ltd
Proud hosts of the 2027 Sign Africa, Africa Print, Modern Marketing and Graphics, Print & Sign Expos
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	CAPE TOWN 2027
VENUE	CTICC
HALL	Hall 2
EXPO TIMES	17-18 March: 9am - 5pm
BUILD-UP	16 March: 8am - 8pm
BREAK DOWN	18 March: 5pm - 9pm
RATE*	R22 500-00 per 9sqm ex VAT
INCLUDES	9sqm floor space - Not carpeted

PAYMENT

- Stand will only be confirmed once the contract has been signed.
- A Deposit is Required on Booking.

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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STAND SALES

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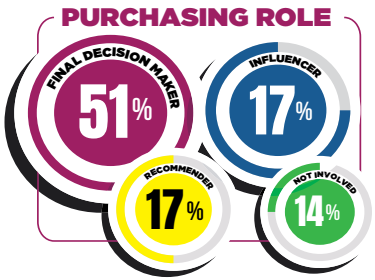
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PURCHASING ROLE



Number of Employees

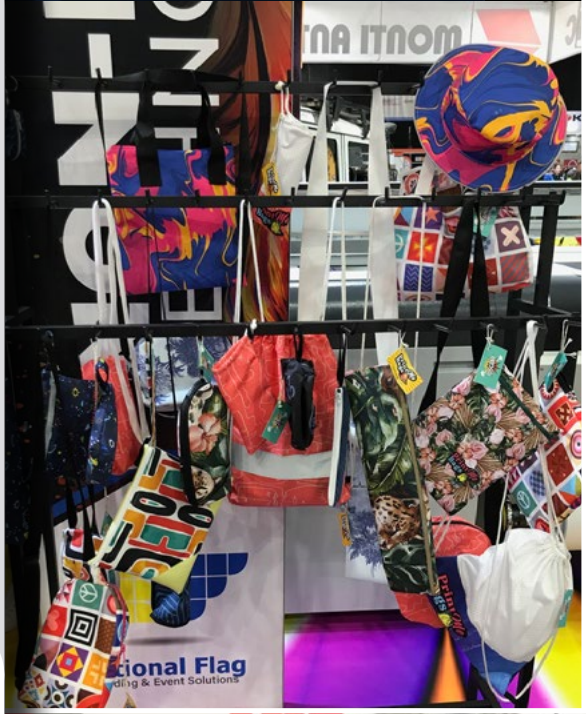
1- 10	67%
11- 50	12%
51- 100	6%
Greater than 100	15%

TOP AREAS OF INTEREST TO SEE AT THE EXPO

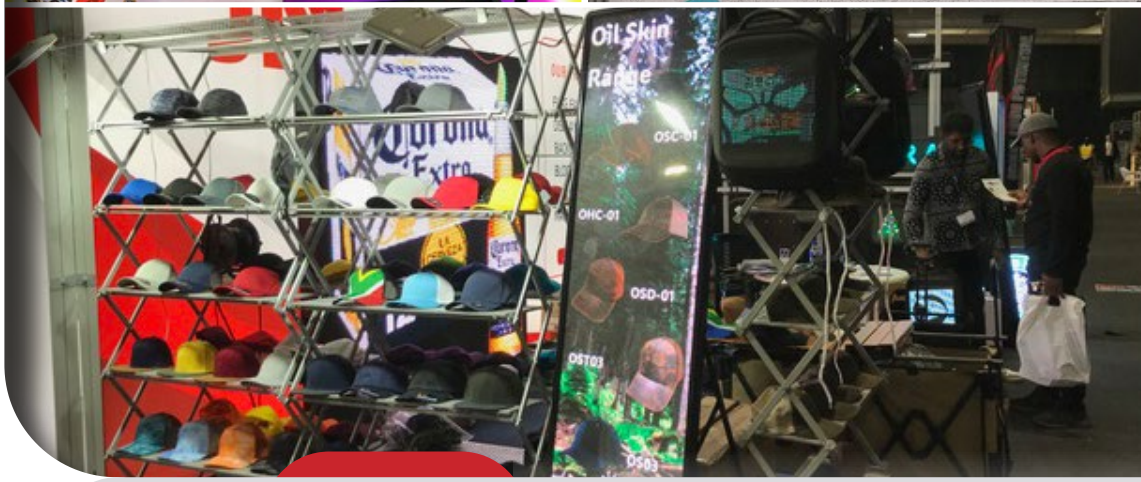
Advertising + Media	68%
Marketing Technology	68%
AI Design + Content Technologies	64%
Branding	63%
Digital Experience + Engagement	58%
Promotional Products + Branded Apparel	52%
Signage, Displays + Visual Communications	43%
Print + Production Technologies	38%
Retail + Shopper Marketing	38%

CURRENT AREAS OF BUSINESS ACTIVITY

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







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