

**AFRICAN**  
CONSTRUCTION  
EXPO



**TOTALLY**  
CONCRETE  
EXPO



**11 - 13 June 2019**

Gallagher Convention Centre, Johannesburg, South Africa

**Grow your business in Africa's multi-billion construction sector**



## Show highlights

**3 Days**

of exhibition and  
networking

**9,500+**

Participants

**250+**

Exhibitors

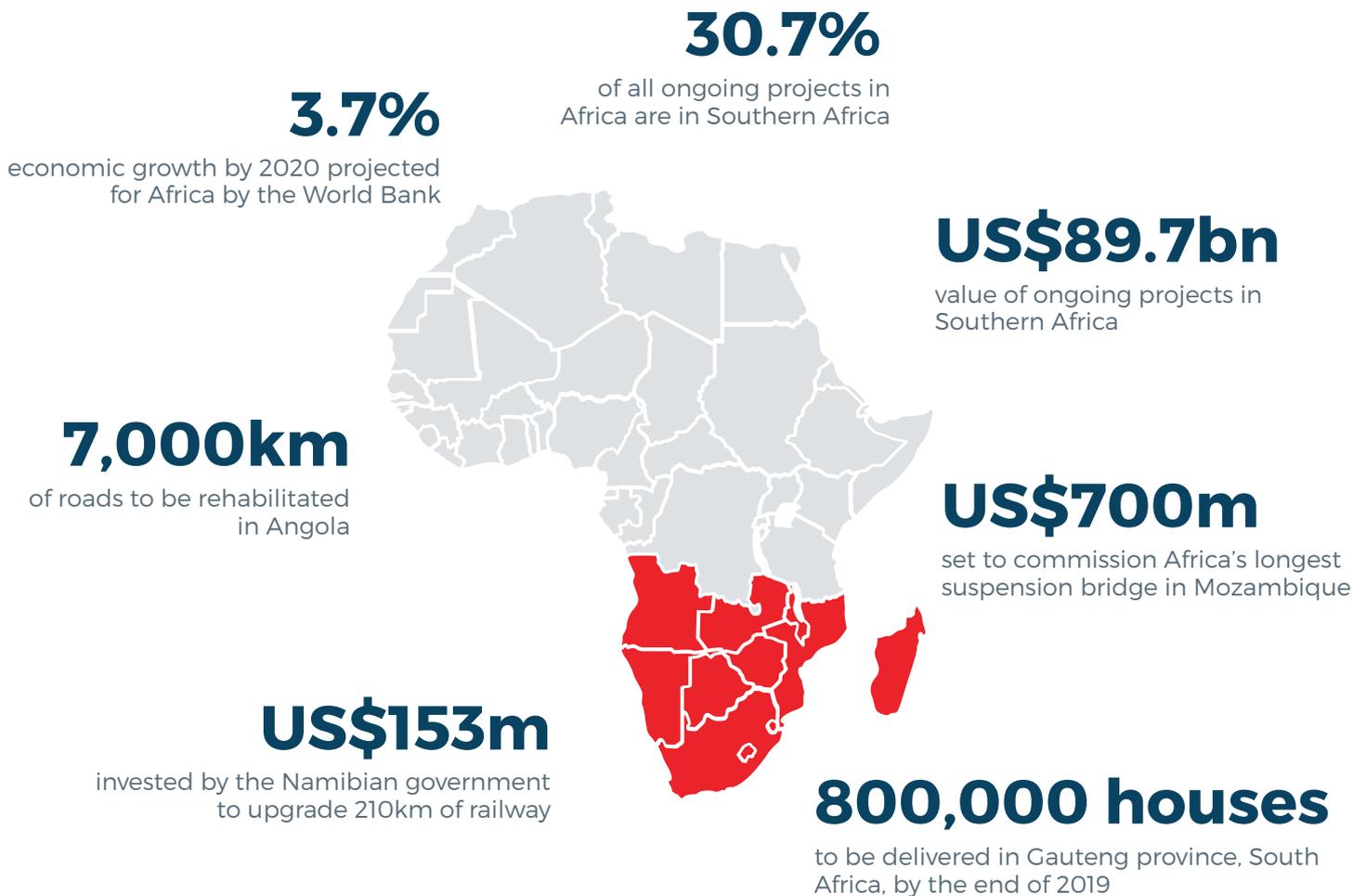
**45+**

Countries

**45+**

Free training  
workshops

# Multi-billion construction projects in Southern Africa



## Why exhibit and sponsor?

### INCREASE YOUR SALES

Build a network of local agents and distributors who will resell your products across the continent.

### PROMOTE YOUR BRAND

Stand out from the competition and place your brand in front of a highly targeted audience from the construction industry.

### MEET KEY BUYERS

Engage with the top buyers from the industry attending the expo.

### ENGAGE WITH INDUSTRY STAKEHOLDERS

Meet face to face with senior decision makers from the public and private sectors.

### CONNECT WITH A BURGEONING SECTOR OF BUYERS: SMALL AND MEDIUM CONTRACTORS

Connect with this influential group of customers who play a big role in the sector.

# Who attends the expo



Architects  
Concrete Technologists  
Consultants  
Contractors (Small / Medium / Large)  
Development Funding Institutions  
Distributors and Retailers

Engineers (EPCs)  
Facilities Managers  
Foreign Mission Representatives  
Government Officials  
Interior Designers  
Investors

Project Owners  
Procurement Managers  
Project Managers  
Property Developers  
Quantity Surveyors  
Real Estate Owners

## Targeted PR and marketing campaign

Our highly targeted marketing campaign delivers the right audience to the expo to ensure your brand is exposed to the professionals you want to meet. Below are only a few examples of marketing tools we utilise:

### EMAILS

A targeted database of 45,000+ construction professionals in South Africa and the continent.

### MEDIA PARTNERSHIPS

Partnerships with the most prominent media to promote the event to their readers.

### ASSOCIATION PARTNERSHIPS

Collaboration with key industry associations to reach an even larger audience.

### FREE EXHIBITOR MARKETING

Access to free marketing packages to exhibitors and sponsors to promote their brand alongside the expo.

### DIGITAL CAMPAIGN

A professionally executed digital campaign focused on Google AdWords, LinkedIn and Facebook advertising.

### PR CAMPAIGN

A targeted PR campaign delivered by experienced PR professionals to ensure extensive media coverage within the industry.

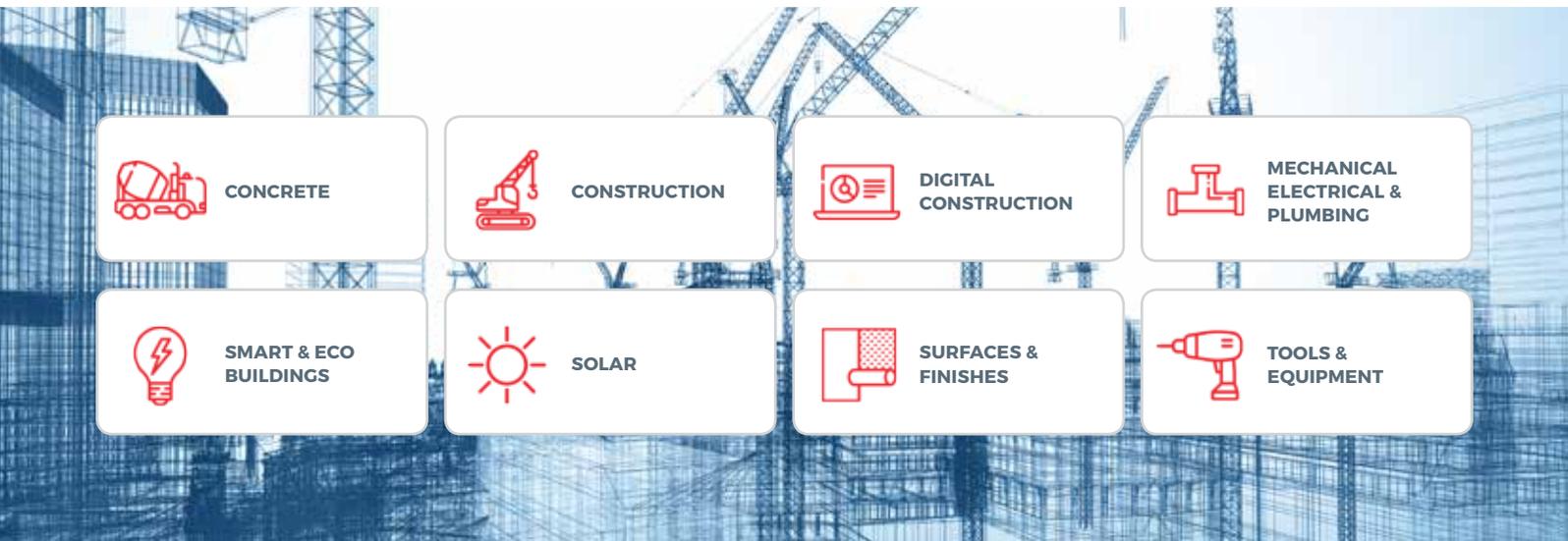


“We got a significant number of solid leads and enquiries, including some from Congo, Angola and Zambia, that will keep us busy for the next couple of months. The event truly enabled us to get a footprint into the African market.”

Rui Barbossa, Sales Manager,  
**Nu-Line Elevator Product**

# Eight dedicated product zones

Buyers and specifiers want to maximise their time at the expo and find the products they need with ease. By booking your stand in one of the eight dedicated product zones you will meet the right audience.



## Features to attract even more visitors

Learning, capacity building and live product demonstrations are popular with visitors and present an extra opportunity for your brand's exposure



### CONTRACTOR'S CORNER

Capacity building and skills development opportunities specifically designed to empower small to medium sized contractors operating in the local built environment.



### CONCRETE CORNER

Catering to users and specifiers of concrete, the concrete corner provides access to the latest technical innovations and concrete technology.

### KNOWLEDGE LOUNGE

An interactive forum for technology and knowledge transfer amidst built environment professionals operating in the local construction marketplace.

### ARCHITECTURAL ESSENTIALS CORNER

Providing progressive learning focused on transformation, promotion, and regulation for architectural professionals in the pursuit of excellence.



### SMART CITIES

Bringing together thought leaders, technology providers and communication integrators who are driving forward the future of Africa's smart cities.

### OUTDOOR EXHIBITION AREA

The outdoor exhibition area showcases large equipment and machinery and features live demonstrations.

# Tailored exhibiting and sponsorship packages

Our exhibiting and sponsorship packages can be tailored to suit your budget and needs – see some examples below:

## BRANDED VISITOR BAGS

Place your logo on the bag that will be distributed to all the expo attendees and ensure your brand is recognised not just at the expo but even long after it.

## SHOW FEATURES

Take ownership of one or more of the sessions or even a whole feature area to deliver valuable content to the attendees and expose your brand to a specialised audience that you want to target.

## REGISTRATION

Be the first brand that the attendees encounter when they arrive to the expo and see your logo throughout the show on printed lanyards. This is one of the most prominent sponsorship packages that will boost your brand.

## KEYNOTE SESSION

Place your name alongside that of industry thought leaders attending and presenting at the keynote session and position your brand as an industry innovator and trendsetter.

## Confirmed commercial partners for 2019

Join the industry leaders who know how to get brand recognition!

See some of the companies who are already onboard for the African Construction and Totally Concrete Expo 2019:



“Five years ago the Conchem brand was not very prominent, but now, thanks to the African Construction Expo, people know who we are and what we do.”

Graham Smith, Sales and Business Development,  
**Conchem**



“Our stand has been getting bigger over the years: we brought more products and machines and by doing that we opened the doors to a bigger market. And Totally Concrete has opened the market for us.”

Colte Smit, Technical Sales Manager,  
**Sanika Waterproofing Specialists**

## Contact us today

Get in touch with our team to get a tailored package designed for you.

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