



The Star
HUMAN
RESOURCES
DEVELOPMENT
E X P O 2 0 0 9

MARKETING & PUBLICITY HANDBOOK

12 – 14 August 2009

Sandton Convention Centre, JHB, South Africa

IMPORTANT !

**PLEASE RETURN ALL FORMS BY THE RELEVANT DEADLINES
STIPULATED ON THE RELEVANT FORMS**

Brought to you by:



Montgomery
Worldwide



Specialised
Exhibitions
(Pty) Limited

Pioneering Business Opportunities in Africa



Welcome to all **The Star Human Resources Development Expo 2009** exhibitors. The Marketing and Publicity Handbook highlights various marketing and promotional opportunities in and around the exhibition. You are encouraged to actively participate in these activities, maximising your company's presence and contributing to a well-attended and highly successful event. Fill out each form and return **ahead of the stipulated deadlines** to ensure you do not miss out on any exciting opportunities at **The Star Human Resources Development Expo 2009**.

CONTENTS:

ADVERTISING & PROMOTIONAL CHECKLIST (Page 3)	
EXHIBITION PREVIEW – The Star (Page 4)	FORM A
PUBLICITY INFORMATION (Page 5)	FORM B
COMPLIMENTARY TICKETS (Page 6)	FORM C
SPONSORSHIP (Page 7)	FORM D
VIP INVITATIONS (Page 8)	FORM E
TRAVEL AND ACCOMMODATION - Hotel Rates (Page 9)	
TRAVEL AND ACCOMMODATION – BOOKING FORM (Page 10)	FORM F
TOURS / EXCURSIONS / SAFARIS – BOOKING FORM (Page 11)	FORM G

YOUR CONTACT:

JOHN KAPLAN	Managing Director
GARY CORIN	Chief Operating Officer
TENDAI DUMBUTSHENA	Exhibition Director
NATALIE BUTCHART	Exhibition Assistant
LYDIA LABUSCHAGNE	Exhibition Manager
AMELIA VAN AS	Operations Assistant
GLADYS VON TONDER	Accounts

RETURN FORMS BY THE STIPULATED DATES ON THE RELEVANT FORMS

SPECIALISED EXHIBITIONS (PTY) LTD

P O Box 82196, Southdale 2135
 TEL: +27 (0) 11 835-1565
 FAX: +27 (0) 11 496-1161
 e-mail: natalie@specialised.com
 Website: www.hrde.co.za



IMPORTANT:

The deadlines in this handbook are critical, in order to ensure that exhibitors do not miss out on any opportunities to maximise their exposure at **THE STAR HUMAN RESOURCES DEVELOPMENT EXPO 2009**



ADVERTISING AND PROMOTIONAL CHECKLIST

- Complete and return all forms in this Marketing Handbook
- Calculate ticket requirements
- Representatives to telephone potential visitors
- Tele-sales to telephone potential visitors
- Include invitations to exhibition, exhibition logo and date of exhibition in your advertising
- Contact exhibition organisers for exhibitors' logos
- Take additional space in relevant media
- Advertising / PR agencies to be informed / consulted
- Copy / advert for The Star Preview entry
- Submit Press release for Exhibition Previews
- Discuss the possibility of a competition – eligible only to stand visitors
- Invite overseas principals / agents / clients / prospective clients and branch staff

DEADLINE: 17 JULY 2009

PLEASE CONTACT THE RELEVANT
PUBLICATIONS DIRECTLY.
CONTACT NAMES, TELEPHONE
NUMBERS ARE LISTED BELOW

MARKETING
HANDBOOK FORM
**EXHIBITION
PREVIEW**

A

The Star

The Star is partnering Specialised Exhibitions Pty(Ltd) in its tenth **Human Resources Development Expo 2009**. This exhibition is both relevant and appropriate as South Africa looks to develop it's greatest asset – the people.

To ensure maximum exposure for the event, **The Star is running a Preview of the Exhibition**. The readership of The Star is in excess of 1million readers a day, nationally.

The Star HRDE Exhibition Supplement would like all exhibitors to send a short story of not more than 200 words that describes the highlight of their stand.

Please e-mail your editorial to Gwen Watkins gwen@freelancers.co.za before **17 July 2009** with the Subject line of **HRDE**. For more details, contact her on **083 390 5686**

As signed Exhibitors of **Human Resources Development Expo 2009**, you automatically qualify for a 8cm x 2 column (7.2cm), black and white ad in the supplement. Should you wish to optimise your exposure in the Preview, the details are as follows:

- **Publication:** The Star
- **Issue:** 11 August 2009
- **Format:** Freestanding tabloid insert (39cm x 7 columns (25.2cm))
- **Booking Deadline:** 17 July 2009
- **Material Deadline:** 24 July 2009
- **Your Contacts:**
 - **Advertising:** LES GREYLING
Material sent via e-mail should be sent as high resolution (300dpi) jpeg files to:
e-mail: les.greyling@inl.co.za
Tel: +27 (0) 633 2795
Fax: 086 657 15040
 - **Editorial:** GWEN WATKINS
e-mail: gwen@freelancers.co.za
Cell: 083 390 5686

DEADLINE: 17 JULY 2009

Return or fax this copy to:
SPECIALISED EXHIBITIONS (PTY) LTD
P O Box 82196, Southdale 2135
TEL: +27 (0) 11 835-1565
FAX: +27 (0) 11 496-1161
e-mail: natalie@specialised.com

MARKETING
HANDBOOK FORM
**COMPLIMENTARY
TICKETS**

C

COMPLIMENTARY TICKETS

If additional tickets are required, please complete the section below:

You are exhibiting to see a quality professional audience of buyers and specifiers.

Extensive research has shown that your own distribution of Complimentary Tickets, with a covering letter, remains one of the most effective ways of attracting your present and potential customers to your stand.

Complimentary Tickets have been designed in such a way as to accommodate either your company stamp or your own overprinting requirements.

Complimentary Tickets – For Exhibitor Distribution

These tickets are issued to exhibitors and are packed in units of 250, which enables the visitor to enter the exhibition - **free of charge**.

- A. All current, prospective clients should receive an invitation attached to a well-worded letter describing what you will be exhibiting.
- B. Personal invitations – your representatives should hand out invitations when making sales calls.

Please indicate quantity requirements with an "X" in the appropriate box:

250	500	750
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FULL NAME OF COMPANY: _____ TELEPHONE: () _____ CONTACT PERSON: _____ SIGNATURE: _____ <small>Please Print Name After Signature</small>	EXHIBITION STAND NO. DATE: _____
--	--

DEADLINE: 21 JULY 2009

<p>Return or fax this copy to: SPECIALISED EXHIBITIONS (PTY) LTD P O Box 82196, Southdale 2135 TEL: +27 (0) 11 835-1565 FAX: +27 (0) 11 496-1161 e-mail: gcorin@specialised.com</p>	<p>MARKETING HANDBOOK FORM SPONSORSHIP</p>	
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SPONSORSHIP OPPORTUNITIES

The opportunity exists for you to take advantage of gaining additional exposure for your company by sponsoring various promotional materials.

Certain of these opportunities have already been secured, but are listed in order to draw attention to some of the key advertising and promotional activities being undertaken to heighten the success of **The Star Human Resources Development Expo 2009**.

- a) Road Posters
- b) Business Lounge
- c) Outdoor Advertising
- d) Show Signage
- e) Logo Mats
- f) Registration Area
- g) Media Lounge
- h) Restaurant

Should you be interested in any of the available opportunities for sponsorship, please fill out the form below and fax to **+27 (0) 11 496-1161**, or contact **Gary Corin/ Tendai Dumbutshena**, at **Specialised Exhibitions on** Tel: **+27 (0) 11 835-1565** as soon as possible to enable us to provide you with the appropriate details.

COMPANY: _____	EXHIBITION STAND NO.
NAME: _____	
SPONSORSHIP ITEM: _____	
<input type="checkbox"/> PLEASE PROVIDE MORE DETAILS	DATE: _____

DEADLINE: 30 JULY 2009

SPECIALISED EXHIBITIONS (PTY) LTD
P O Box 82196, Southdale 2135
TEL: +27 (0) 11 835-1565
FAX: +27 (0) 11 496-1161
e-mail: maywha@specialised.com

**MARKETING
HANDBOOK FORM
VIP INVITATIONS**

E

The key to a successful exhibition is a quality audience comprising important decision makers and influencers from your target market. In order to ensure that these very important people attend **THE STAR HUMAN RESOURCES DEVELOPMENT EXPO 2009** Specialised Exhibitions has implemented a VIP visitor campaign.

As an exhibitor, your contribution to the programme is vital. **Please type the names and contact details of your VIP's** (see below for an example of a format for setting out the details) and submit these to Specialised Exhibitions (Pty) Ltd (e-mail and fax details below). To assist with identifying and delivering a quality audience the following guidelines should be adopted:

WHO QUALIFIES AS A "VIP"

Key Industry: • Buyers • Specifiers • Influencers

Those individuals that are core to the decision making process leading to the purchase of your company's goods, services and/or products.

MAXIMUM OF 24 NAMES

Attempt to be selective when selecting VIP visitors. A quantity exceeding 24 per company, diminishes the impact of the status afforded these visitors.

THE VIP PACKAGE

VIP's will be afforded the following benefits –

- Easy and quick entry to the exhibition
- Multiple entry use
- A free show supplement
- Special parking facilities
- Access to the Business Lounge including :
 - access to e-mail facility
 - comfortable seating
 - meeting place
 - refreshments

Please make full use of the opportunity to attract the movers and shakers to **THE STAR HUMAN RESOURCES DEVELOPMENT EXPO 2009**.

E-mail your VIP details as per the layout sample below to:

maywha@specialised.com

marked "VIP's" in subject field.

OR

Fax your typed VIP details on your company letterhead as per the layout sample below to +27 (0) 11 496-1161

PLEASE NOTE: Handwritten submissions will not be accepted.

e-mail to: maywha@specialised.com

or

Fax to: +27 (0) 11 496-1161

EXHIBITION: Human Resources Development Expo 2009

NAME: Mr J. Doe

DESIGNATION: General Manager

COMPANY: Red Building (Pty) Ltd

POSTAL ADDRESS: P O Box 0000

Johannesburg CODE: 2000

TELEPHONE: (011) 123-1234

FAX: (011) 123-1234

E-MAIL: jdoe@company.co.za

Contact: SPURWING Tourism Services
Winnie Tulleken
Tel: +27 (0) 78 802 7777 (GMT +2)
Fax: +27 (0) 86 646 8440
e-mail: info@spurwingtourism.com
Internet: www.spurwingtourism.com

**MARKETING
HANDBOOK FORM
TRAVEL AND
ACCOMMODATION**

**HOTEL
INFORMATION**

TRAVEL PACKAGES / BOOKINGS THROUGH SPURWING TOURISM SERVICES

Special arrangements for Accommodation at Protea Hotels and Travel facilities at advantageous rates during **HRDE 2009**, have been organised. Take advantage of these facilities, which include all aspects such as accommodation, entertainment, tours, car hire and air travel. If you wish to accommodate staff from the coast or international destinations in Johannesburg during the show, contact Spurwing Tourism Services.

Tel: +27 78 802 7777 Fax: +27 86 646 8440 e-mail: winnie@spurwingtourism.com

Your Contact: Winnie (quote **HRDE 2009** as your reference)

**(FOR A COMPREHENSIVE LISTING AND RATES, PLEASE CONTACT SPURWING
TOURISM SERVICES DIRECTLY)**

The Michelangelo Hotel	R 1 500 per person sharing	R 2 600 per person single
Melrose Arch Hotel	R 1 820 per person sharing	R 3 100 per person single
Courtyard Sandton (Studio)	R 690 per person sharing	R 1 120 per person single
Courtyard Rosebank (Studio)	R 690 per person sharing	R 1 120 per person single
Protea Hotel Balalaika	R 1 050 per person sharing	R 1 620 per person single
City Lodge Katherine Street	R 590 per person sharing	R 875 per person single

TERMS & CONDITIONS

- Rates are quoted in South African Rand
- Rates are Net and non-commissionable
- Rates are per person sharing / per person single per night
- Rates excludes all flights, airport taxes, harbour fees or any taxes not mentioned
- All personal items ie. snacks, drinks, shop purchases etc. for your own expense
- Rates may change - subject to availability of rooms quoted on
- Breakfast included
- All extra's to be settled direct with hotel

**HOTEL RATES ARE AVAILABLE FROM SPURWING TOURISM SERVICES.
THEIR CONTACT DETAILS ARE LISTED IN THE BOX ABOVE.**

Should delegates require transfers, this could either be organised directly with Spurwing Tourism Services or directly with the hotel, as each hotel uses a different means of transport and costs vary.

Contact: Spurwing Tourism Services
Winnie Tulleken
Tel: +27(0) 78 802 7777 (GMT +2)
Fax: +27 (0) 86 646 8440
e-mail: info@spurwingtourism.com
Internet: www.spurwingtourism.com

MARKETING
HANDBOOK FORM
TRAVEL AND ACCOMMODATION
BOOKING FORM

F

THIS FORM MUST BE COMPLETED

Name Of Exhibition:	
Full Name Of Your Company:	
Telephone:	
Fax:	
Contact Person:	
E-mail:	
Full Name Of Clients:	
Country:	

ACCOMMODATION

Hotel:							
Number Of Single Rooms/double Rooms:							
Total Number Of Persons/rooms:							
Check In Date:							
Check In Time:							
Check Out Date:							
Total Number Of Nights:							
Breakfast/dinner Included:	<table border="1"> <tr> <td>Breakfast</td> <td>Yes</td> <td>No</td> <td>Dinner</td> <td>Yes</td> <td>No</td> </tr> </table>	Breakfast	Yes	No	Dinner	Yes	No
Breakfast	Yes	No	Dinner	Yes	No		

*Please provide full names of room occupants

FLIGHTS

Number Of Persons/full Name:	
Date Of Flight:	
Time Of Flight:	
Flying From:	
Destination:	

*Please provide full details of passengers

CAR HIRE

Type Of Vehicle /full Name:	
Time And Date Of Departure:	
Time And Date Of Return:	
Pick-up From:	Drop Off:

PLEASE FAX THIS FORM TO SPURWING TOURISM SERVICES. FEEL FREE TO CONTACT THEM FOR MORE DETAILS REGARDING THE ABOVE SERVICES.

The details of services booked will be processed as soon as it is received. Spurwing will send you a booking confirmation and Travel Vouchers as soon as payment for these services is received. Spurwing Tourism Services can only confirm any service once full payment has been received.

DEADLINE: 17 JULY 2009

**Contact: SPURWING Tourism Services
Winnie Tulleken
Tel: +27 (0) 78 802 7777 (GMT +2)
Fax: +27 (0) 86 646 8440
e-mail: info@spurwingtourism.com
Internet: www.spurwingtourism.com**

**MARKETING
HANDBOOK FORM
SPURWING TOURISM SERVICES
TOURS & EXCURSIONS**

G

Name Of Exhibition:			
Full Name Of Your Company:			
Telephone:		Fax:	
Contact Person:		E-mail:	
Pick-up Address:			
Drop-off Address:			

DAY TOURS FROM JOHANNESBURG

CODE	EXCURSION	DURATION	DEPARTURE TIMES	NUMBER OF PERSONS	DATE
JDT01	Soweto	2 1/2 Hours	09H00 & 13H00		
JDT02	Johannesburg	2 1/2 Hours	09H00 & 13H00		
JDT03	Johannesburg & Soweto	5 Hours	09H00 & 13H00		
JDT04	Apartheid Museum	2 1/2 Hours	09H00 & 13H00		
JDT05	Soweto & Apartheid Museum	5 Hours	09H00 & 13H00		
JDT06	Gold Reef City	6 Hours	08H00 & 12H30		
JDT07	Gold Reef City & Apartheid Museum	Full Day	09H00		
JDT08	Soweto, Gold Reef City & Apartheid Museum	Full Day	09H00		
JDT09	Pretoria	5 Hours	09H00 & 13H00		
JDT10	Cullinan Diamond Mine	5 Hours	09H00 & 13H00		
JDT11	Pretoria & Cullinan Diamond Mine	Full Day	08H00		
JDT12	Hot-Air Ballooning Excursion	5 Hours	04H30 TBC		
JDT13	Shopping Safari	3-5 Hours	No Set Time		
JDT14	Maropeng, Cradle of Mankind	5 Hours	09H00 & 13H00		
JDT15	Maropeng, Cradle of Mankind Incl. Sterkfontein	6 Hours	09H00 & 13H00		
JDT16	Maropeng, Cradle of Mankind & Carnivores	7 Hours	08H00 & 13H00		
JDT17	Lesedi Village	5 Hours	10H30 & 15H30		
JDT18	The Carnivore Restaurant (Lunch)	4 Hours	12H00		
JDT19	The Carnivore Restaurant (Dinner)	4 Hours	18H00		
JDT20	Health Spa- Full Day Treatment	Full Day	8H00		
JDT21	Trout Fishing Excursion	Half Day	8H00		
JDT22	Trout Fishing Excursion	Full Day	13H00		
JDT23	Rhino & Lion Park	5 Hours	09H00 & 13H00		
JDT24	Elephant Back Safari	Full Day	07H00		
JDT25	The Elephant Sanctuary (Incl. Sun City)	6 Hours	06H30 & 12H30		
JDT26	De Wildt Endangered Wildlife Centre	6 Hours	07H00 & 12H00		
JDT27	De Wildt Wildlife & The Elephant Sanctuary	Full Day	07H00		
JDT28	Sun City & The Lost City	Full Day	08H00		
JDT29	Pilanesberg Game Reserve	Full Day	08H00		
JDT30	Sun City, The Lost City & Pilanesberg Reserve	Full Day	08H00		

PLEASE NOTE: Discounts available for larger groups. Rates include all Government Taxes and Levies, however these are subject to change should an increase occur. All Services subject to the standard terms & conditions of Spurwing Tourism Services.

Please fax this form to Spurwing Tourism Services. Feel free to contact them for more details regarding the above services. The details of services booked will be processed as soon as it is received. Spurwing will send you a booking confirmation and Travel Vouchers as soon as payment for these services is received. Spurwing Tourism Services can only confirm any service once full payment has been received.