



WOODPRO

THE BUILDING SERVICES AND CONSTRUCTION EXHIBITION

That hosts the full spectrum of building and related industries in residential, commercial and industrial development

**8-11 SEPTEMBER
2010**

JOHANNESBURG EXPO CENTRE
NASREC
SOUTH AFRICA



www.woodpro.co.za

The Star



**INTERBUILD
AFRICA 2010**

CONSTRUCTIVE BUILDING SOLUTIONS

PRESENTS



**WOODPRO
AFRICA 2010**

wood is what you make of it

WOOD IS WHAT YOU MAKE OF IT

Woodpro Africa is the only comprehensive wood-processing exhibition in the whole of Africa. The show has built its reputation as being the definitive technology showcase for the latest developments and trends for a broad cross-section of the woodworking industry including timber processing, woodworking machinery, complementary equipment, finishes and fittings, and furniture manufacturing supplies – with a focus on services, equipment and machinery from forestry to the finished product.

Woodpro Africa attracts major decision makers and investors and the combined shows cover the full spectrum of building and related industries in residential, commercial and industrial development, historically providing a platform for buying and specifying and for developing and stimulating growth opportunities for business in South Africa and the sub-Saharan African region. Exhibitions provide an excellent opportunity to collect qualified leads, make sales and build relationships.

EXHIBITOR PROFILE

The exhibitor profile covers a broad spectrum of products and services including: The Manufacturers, Suppliers and Distributors of all kinds of Woodworking Machinery and Accessories, Sawmilling Machinery and Equipment, and Furniture Manufacturing Supplies.

VISITOR PROFILE

The visitor profile will include high quality decision makers in all areas of building and construction, such as: Owners, Directors, General Managers, Production Managers, Buyers and Specifiers, Research and Development, and Marketing Managers from organisations such as Furniture Manufacturers, Wooden Door and Frame Industry, Carpenters, Cabinet Makers and Government departments.

STANDS

20m² and smaller: a PACKAGED stand is compulsory for all stands 20m² and smaller. Package includes – Space, Shell Scheme, Fascia with Company Name, DB Board, 1 x 1,5m Double Fluorescent Light, Carpeting, Stand Cleaning, plus a listing in The Star Newspaper.

21m² and larger: available inside halls or outside space, with compulsory listing in The Star at set cost.

WHY EXHIBIT

It's an excellent, results-driven opportunity that makes good financial sense. Exhibiting at Woodpro Africa is the most cost effective way to reach the greatest number of decision makers in your specific target market in the shortest space of time. RESEARCH* indicates that only ONE call is needed to close a qualified exhibition lead compared to FOUR calls to close a typical business sale. STUDIES* show that approx. 67% of visitors to your stand are likely to be NEW PROSPECTS, 79% have buying influence and 49% are PLANNING TO BUY in the near future. 48% of EXHIBITION LEADS do not require a sales call to CLOSE the deal.

Backed by an INTERNATIONAL NETWORK of contacts across Chambers of Commerce, Trade Consuls and Agencies, with strong marketing support into Africa. STAGED at the Johannesburg Expo Centre, NASREC – the VENUE OF CHOICE for many high profile and successful shows, and selected as the media centre of choice for the soccer world-cup 2010.

* CEIR

CONTACTS

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