

MARKETING & PUBLICITY HANDBOOK



PROPAK CAPE 2011

PACKAGING • PROCESSING • PRINTING • PLASTICS

THE PACKAGING, FOOD PROCESSING,
PRINTING, PLASTICS & LABELLING EXHIBITION

25-27 OCTOBER 2011

THE CAPE TOWN INTERNATIONAL CONVENTION CENTRE
CAPE TOWN, SOUTH AFRICA

www.propakcape.co.za • Tel: +27 (0)11 835 1585

INCORPORATING



IMPORTANT !

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



Brought to you by:



Welcome to all **Propak Cape 2011** 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 dead-lines** to ensure you do not miss out on any exciting opportunities to optimize exposure and secure qualified business leads at **Propak Cape 2011**.

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YOUR CONTACTS:

JOHN KAPLAN	GROUP CHIEF EXECUTIVE OFFICER
GARY CORIN	MANAGING DIRECTOR
MICHELLE BEDSER	EXHIBITION MANAGER
DAWN NIEMACK	EXHIBITION ASSISTANT
ROBYN MILLIGAN	MARKETING MANAGER

SERVICES:

AMELIA VAN AS	OPERATIONS MANAGER
RICCARDO JAFTA	OPERATIONS ASSISTANT

ACCOUNTS:

ESTELLE POTGIETER	CREDIT CONTROLLER
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RETURN FORMS BY THE STIPULATED DATES ON THE RELEVANT FORMS

SPECIALISED EXHIBITIONS (PTY) LTD
 PO BOX 82196, SOUTHDALE, 2135
 TEL: +27 (0) 11 8351565
 FAX: +27 (0) 11 496 1161



IMPORTANT:

THE DEADLINES IN THIS HANDBOOK ARE CRITICAL IN ORDER TO ENSURE EXHIBITORS DO NOT MISS OUT ON ANY OPPORTUNITIES TO MAXIMISE THEIR EXPOSURE AT PROPAK CAPE 2011

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 exhibitions' logo's
- Take additional space in relevant media
- Advertising / PR agencies to be informed / consulted
- Copy / advert for exhibition catalogue entry
- Submit Press release for Exhibition Previews etc
- Discuss the possibility of a competition – eligible only to stand visitors
- Invite overseas principals / agents / clients / prospective clients and branch staff



Infixion Media (Pty) Ltd has been commissioned by Specialised Exhibitions (Pty) Ltd to produce the official **PROPAK CAPE 2011** catalogue.

Published in October 2011 the catalogue is indispensable to visitors to the show, providing a complete guide to products and services displayed by exhibitors. Participating advertisers' coverage doesn't end when the exhibition does. In-depth research has proven that the catalogue is generally retained for at least two years after the show, as it is considered to be the most up-to-date and authoritative buyer's guide available to the industry.

Circulation

A total of 2500 copies of the PROPAK CAPE 2011 catalogue will be distributed to VIP guests and exhibitors with the balance available for distribution to visitors at the exhibition.

Generally, all copies available are in fact utilised, thereby ensuring a captive audience.

Format

The format will be Crown Quad and the catalogue will contain two main sections: a company listing which describes the exhibitors' products on display and provides address details; and a classified product index which lists relevant products under specific category headings; and a section devoted to listing brand names linked to local suppliers will also be included to provide added value. Also included in the catalogue will be the standard exhibition information (such as floor plans, a list of exhibitors and their stand numbers) and relevant information to assist visitors to South Africa at the exhibition. The catalogue will be published in English.

Mechanical Data

Full Page type area 245mm deep x 170mm width

Page size 280mm deep x 200mm width (trimmed)

Standard Advertisement Sizes

Full Page 245mm (d) x 170mm (w)

1/2 page Horizontal 125mm (d) x 170mm (w)

1/2 page Vertical 245mm (d) x 85mm (w)

Contact: Natalie Da Silva
Infixion Media
P.O. Box 2735, Johannesburg 2000
Tel: +27 (0)11 835-2221 Fax: +27 (0)11 835-2631
email: natalie.dasilva@infixion.co.za



DEADLINE: 26 September 2011

FREE EXHIBITORS' PRODUCT INFORMATION & CLASSIFIED PRODUCT INDEX ENTRIES (ONLINE)

You will be e-mailed a link to a specific URL by 15 August 2011, to access and update your exhibitor profile (including your free editorial entry and classified product listing) for the catalogue. Kindly ensure the organisers are in possession of an up-to-date e-mail address for this purpose.

NB: THE DEADLINE FOR FREE ENTRIES IN THE CATALOGUE IS 26 SEPTEMBER 2011

Late entries will be included in an addendum section, deadline for which is 3 October 2011.

NO ENTRIES CAN BE ACCEPTED AFTER 3 OCTOBER 2011.

**** Please ensure that Specialised Exhibitions (Pty) Ltd has an up-to-date e-mail address for the catalogue compilations exercise.***

Contact: Natalie Da Silva
Infixion Media
P.O. Box 2735, Johannesburg 2000
Tel: +27 (0)11 835-2221 Fax: +27 (0)11 835-2631
email: natalie.dasilva@infixion.co.za



DEADLINE: 21 September 2011

Published in October, the catalogue is indispensable to visitors to the show, providing a complete guide to products and services displayed by exhibitors. But its coverage doesn't end when the show does - research has proven that the catalogue is generally retained for at least a year after the show, and it is considered to be the most up-to-date and authoritative buyer's guide available to the packaging, plastics, printing & food processing industries.

All materials must be supplied in digital format, to Infixion Media specifications:

- Infixion Media would prefer that all advertising material be supplied as a print-ready **high-resolution CMYK PDF file**.
- All fonts and images must be embedded and all images should be **300dpi, CMYK**
- Files must be supplied as single pages
- Please allow a minimum of 3mm bleed all round where required
- Delivery via Websend would ensure that PDFs meet Infixion Media specifications.
 Websend: **+27 11 712 5700**

Infixion Media also accepts material in the following formats, provided that all images are embedded and 300dpi, CMYK:

- **Photoshop** - EPS, TIFF and JPEG files (flatten image)
- **Illustrator** - EPS or AI files (create outlines for text)
- **Indesign** - (Package)

ADVERTISING RATES*

Full Page

full colour	(trim size: 238mm depth x 168mm width)	R	16 628
std spot colour	(type area; 215mm depth x 145mm width)	R	15 243
black & white		R	13 615

1/2 Page

full colour	(H: 105mm x 145mm width)	R	12 044
std spot colour	(V: 215mm depth x 75mm width)	R	10 652
black & white		R	9 031

1/4 Page

full colour	(H: 50mm x 145mm wide)	R	8 435
std spot colour	(V: 105mm depth x 75mm width)	R	7 044
black & white		R	5 423

Exclusive floor plan sponsorship	R	26 800
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GUARANTEED POSITIONS

Outside Back Cover	R	18 113
Inside Front Cover / Inside Back Cover	R	16 100
Inserts	POA	
Special sizes	POA	

*** THESE PRICES ARE EXCLUSIVE OF VAT**

Please contact the relevant publications directly.
Contact names, telephone numbers are listed below.



DEADLINE: 21 September 2011

Packaging Review Online, Pharmaceutical & Cosmetic Review, Food Review and **Graphix** will be previewing and reviewing the **Propak Cape 2011** exhibition in their **September and November 2011** issues respectively.

These publications are widely acclaimed in the packaging and printing industries, and in the food and beverage manufacturing sectors. Their authoritative standing is emphasized by the fact that they act as official or endorsed journals for eminent associations and institutes, including the Institute of Packaging (SA), and the SA Association for Food Science & Technology.

For the past three decades, **Packaging Review Online, Pharmaceutical & Cosmetic Review, Food Review** and **Graphix** have been regularly adjudged the best publications in their respective sectors in South Africa by the Magazine Publications Association CMPA, attesting to the relevance and value to their target audiences.

ADVERTISING RATES*

Full Page

full colour	(trim size: 282mm depth x 200mm width)	R	17 250
standard spot colour	(type area; 245mm depth x 170mm width)	R	15 320
black & white		R	13 695

1/2 Page

full colour	(H: 125mm x 170mm width)	R	12 380
standard spot colour	(V: 245mm depth x 85mm width)	R	10 695
black & white		R	9 070

* Please note that discounted packages are available to companies who wish to advertise in more than one of these publications.

* Online advertising opportunities are available; please contact the relevant sales people for online packages.

CONTACTS

Advertising Sales:	Carla Melless	083 260 6060
	Anita Raath	082 976 6541
	Kay-Leigh Els	072 262 6839
Editorial:	Darryl Linington	+27 11 835 2221

Please contact the relevant publications directly.
Contact names, telephone numbers are listed below.



PACKAGING and Print Media plans a comprehensive preview and review of **Propak Cape** in its **September** and **Festive issues 2011** respectively.

This publication, launched 5 years ago, has taken the market by storm to claim the undisputed leadership position as South Africa's most-read packaging and printing magazine, thanks to its highly-experienced, well-regarded, award winning team.

Evidence of this journal's standing is the fact that it is the official journal of the Printing Industries Federation and the Flexographic Technical Association, and official media partner for the Institute of Packaging (SA)'s Gold Pack Awards. In addition, the magazine's Editor serves on the national bodies of both the Institute of Packaging (SA) and the packaging council of South Africa, while the other members serve on the institutes regional committees.

PACKAGING & Print Media's preview and review of this exhibition will be the most comprehensive and most widely read feature prior to and post the show, thanks to this magazine's large number of readers (the highest of any trade magazine in its sector). Your participation in this preview and review will undoubtedly influence prospective customers to visit your stand and to carefully consider your products or services for future purchase.

ADVERTISING RATES*

	Preview or Review	Preview AND Review
A4 FC	R 15 800.00	R 13 500.00 each
1/2 A4 FC	R 11 300.00	R 10 000.00 each
1/3 A4 FC	R 9 700.00	R 8 600.00 each
1/4 A4 FC	R 8 000.00	R 7 100.00 each

*The above prices exclude vat.

CONTACTS:

Editorial:	Emma Rowberry	076 681 9455	emma@packagingmag.co.za
	Karen Stretch		Karen@packagingmag.co.za
Advertising:	Susi Moore	082 568 6729 083 465 5874	susi@packagingmag.co.za
	Glywnnis Wells		glywnnis@packagingmag.co.za

DEADLINES:

	Preview	Review
Editorial and advertising	07.09.11	08.11.11
Material	09.09.11	10.11.11

Duplicate for your file, and return/fax this copy to:
Caroline Tointon
The PR Partnership
Cell: +27 (0) 82 900 3666
Fax: +27 (0)86 689 9150
Email: caroline@prpartner.co.za



DEADLINE: 31 August 2011

EXHIBITOR'S MATERIAL FOR A NEWSWORTHY PRESS RELEASE

NB. We will utilize this information for Press Releases only. It will not be incorporated in the Catalogue but will be considered (based on newsworthiness) for additional publicity for your Company and the Exhibition.

Company: _____ Date: _____
Address: _____ Tel: () _____
_____ Fax: () _____
Contact: _____ Designation: _____
Company's Activities: _____

Some useful pointers for newsworthy information:

- New product/service launch
- Applications of the product/service
- Importance of new product/service to the industry
- Recent quotations from the MD/Executive
- General Comments on trade exhibitions to stimulate Leads, customer contact and export opportunities
- General comments on the industry i.e. trends, growth, job creation, economic empowerment and burning issues
- Involvement of overseas principles in exhibition

PRESS RELEASE

IMPORTANT!! PLEASE FORWARD YOUR PRESS-KITS TO THE ORGANISER'S OFFICE AT THE EXHIBITION

Duplicate for your file, and return/fax this copy to:

Dawn Niemack

Specialised Exhibitions (Pty) Ltd

P.O. Box 82169, Southdale 2135

Tel: +27 (0)11 835 1565

Fax: +27 (0)11 496 1161



**PROPAK
CAPE 2011**

PACKAGING • PROCESSING • PRINTING • PLASTICS

DEADLINE: 16 September 2011

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 which enables the visitor to enter the exhibition – free of charge.

- A. All current, prospective clients should receive an invitation attached to a well-worked 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	1000	1250	1500	other:
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2. Entrance Tickets – For Organiser Distribution

Entrance tickets have been designed for insertion into relevant publications and direct mail to specifically targeted market segments. These enable the visitor to enter the exhibition **free of charge**.

Full Name of Exhibiting Company: _____

Contact Person: _____ Tel: () _____

Signature: _____ Print Name: _____

EXHIBITION
STAND NO.

Return or Fax this copy to:
Specialised Exhibitions (Pty) Ltd
P.O. Box 82169, Southdale 2135
Tel: +27 (0)11 835 1565
Fax: +27 (0)11 496 1161



DEADLINE: 16 September 2011

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 your attention to some of the key advertising and promotional activities being undertaken to heighten the success of **Propak Cape 2011**.

- a) Show Feature Displays
- b) Business Lounge
- c) Show Signage
- d) Official Luncheons
- e) Registration Area
- f) Restaurant
- g) Signage and logo mats

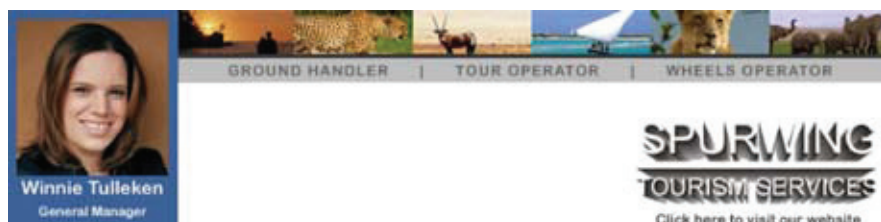
Should you be interested in any of the available opportunities for sponsorship, please contact **Gary Corin** or **Michelle Bedser** at **Specialised Exhibitions (Pty) Ltd** on : **Tel: +27 (0)11 835 1565** as soon as possible to enable us to provide you with the appropriate details.

Exhibition Accomodation

All accomodation, airport transfers and hotel transfers can be organised through Spurwing Tourism Services or 1st Travel Travel - TICKETING AFFILIATE OF CLUB TRAVEL in addition to general local tours and sightseeing.



Spurwing Tourism & Tours



Spurwing Tourism & Tours

Contact: Winnie Tulleken

Tel: +27 (0) 78 802 7777

Fax: +27 (0) 86 646 8440

Email: winnie@spurwingtourism.com

Website: www.spurwingtourism.com



1st Travel - TICKETING AFFILIATE OF CLUB TRAVEL

Contact: Andree Venter - Director

Tel: +27 (0) 11 431 1510/071 607 2919

Fax: +27 (0) 11 431 1513/ 086 528 2938

E-Mail: andree@1sttravel.co.za

Website: www.first-travel.co.za

NB: This is a service for exhibitors and visitors, offered on the same no-risk to Specialised Exhibitions (Pty) Ltd basis we do with all our other exhibition contractors.