

#**GPS**
GRAPHICS/PRINT/SIGN

POP UP EXPO

29 July-1 Aug 2021

LIVE DEMONSTRATIONS

ANY QUESTIONS?

Contact the event organisers:

PRACTICAL PUBLISHING | Office: +27 11 568 1894
Charnia Yapp | Cell: +27 (0) 83 260 4584 | charnia@practicalpublishing.co.za
Dyelan Copeland | Cell: +27 (0) 83 300 3509 | dyelan@practicalpublishing.co.za

PLATINUM SPONSOR:



VENUE	Menlyn Park Shopping Centre Atterbury Road And, Lois Ave, Menlyn, Pretoria, 0063
COURT	Cavendish Court
ACTIVATION TIMES	29 July-1 August 2021 LIVE DEMONSTRATIONS Thursday: 09h00- 20h00 Friday: 09h00 - 21h00 Saturday: 09h00-21h00 Sunday: 09h00-18h00
BUILD-UP	28 July build up when shops close at 20h00 29 July from 06h00
BREAKDOWN	Sunday 1 August (Pack up Sunday night)
RATE*	R12 990 per 2m X 2m ex VAT
INCLUDES	1 X 2m Shell Scheme (No branding) • 1 x LED long arm spotlight • 1 x 15amp 220v standard plug • 4sqm carpets (charcoal) • 1 x company name
ADDITIONAL	• Branded Prints • Furniture • Additional Electricity
PAYMENT	• Stand will only be confirmed once the contract has been signed. • A 50% deposit is required on booking.

GPS combines Graphics, Print and Signage in one exciting platform. This responds to the trend of industry convergence, where businesses aim to become 'one-stop shops' for customers by offering start up business opportunities in multiple print processes, marketing and visual communications solutions.

MARKETING

We would put a marketing plan together which would include the following actions:

- Advertising and articles in our own industry publications that we publish Sign Africa Journal, www.signafrica.com, www.africaprint.com, www.modernmarketing.co.za
- Smses to our database.
- Emailers sent to our databases.
- Social media campaign
- Google Ad words/ SEO and banner campaign.
- Around venue branding

ENTRANCE & COVID PROTOCOLS

- The area will be open and there will be no registration or entrance fee.
- All exhibitors will comply with Covid protocols of wearing masks, hand sanitiser and social distanced.

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