



WINDHOEK INDUSTRIAL & AGRICULTURAL SHOW

30 SEPTEMBER – 5 OCTOBER 2019

EXHIBITOR INVITE

**TO LOCAL MANUFACTURERS, PRODUCERS, PROCESSORS, VALUE-ADDERS
PLUS
AUXILIARY SERVICE PROVIDERS**

The focus of the annual WIAS will henceforth be on promoting the above mentioned vital business activities by offering a platform for showcasing outputs with local content.

Government policies contained in the National Development Plan (NDP5) also highlight these commercial activities as being critical for economic growth and employment creation. Our research about this sector has yielded surprising discoveries about the growth of “local content” outputs. But their existence is generally not known, hence, the continued culture of simply importing supplies from beyond our borders. This trend must be addressed and the WIAS aims to contribute towards this change.

What are the benefits of exhibiting at the WIAS2019 ?

1. Raise brand awareness, even beyond the duration of the WIAS.
2. Forge business relationships through exposure to a large number of potential leads.
3. Personal interaction with other stakeholders.
4. Platform for new product launches.
5. Benefit from the exposure of the national WIAS marketing campaign.
6. Gauge market response to your product / service.
7. Education

What are the costs (excl. VAT)?

Indoor exhibition space for duration of WIAS (6 days):

- Complete with full shell scheme, lights and power plug – N\$672.00 / m² / duration of WIAS.

E.g., a full shell scheme 9m² indoor space will cost N\$6,040.00.

Outdoor stand for duration of WIAS (6 days):

- Basic cost - N\$60.00 / m² / duration of WIAS (100m² = N\$6,000.00)
- Inclusive of shadenet or lockable office – N\$90.00 / m² (100m² = N\$9,000.00).

Inclusive of these rates come a fully functional infra-structure and support services, comprising:

7 halls and ±45 outdoor spaces, secure parking, security surveillance camera system, LAN wi-fi system, access control, general security, indoor /outdoor cleaning, judging of exhibition display, wide open spaces for easy crowd flow, etc.

* Attached you will find an advertisement print rate cost chart for the sake of comparing the once off print to a 6 day interactive exhibition platform.

What are the set requirements for your participation at the WIAS2019?

- Your product / service needs to fall into the category of: Local Manufacturers, Producers, Processors, Value Adders or Auxiliary Service Provider.
- The presentation of your exhibition should be interesting, engaging and professional.
- A “Show Special” with a real WOW-Factor needs to be added. E.g. incredible savings on price; free service offered to WIAS visitors; special rate of service for deals clinched at the WIAS2019.

What is done to attract visitors to the WIAS2019?

In collaboration with an independent advertising agency, all print-, electronic-, radio-, TV and social media avenues will be deployed to promote the WIAS. A 5-week promotion campaign, financed by the WSS, will highlight the individual components of the 6-day programme covering: Livestock, Agricultural, and Industry exhibits as well as the “Show Specials”, Food Outlets, the Entertainment programme and specific events (official opening, product launches, presentations).

The advertising campaign also incorporates possibilities for direct engagements by exhibitors at additional costs to enhance their branding exposure.

The WIAS strives to create an atmosphere conducive to business that appeals to the family and to healthy social interaction.

Participation at the WIAS

Attached you will find the WIAS2019 Registration Form.

We look forward to receiving your Application and, once approved, to start this new important Show chapter under the WIAS2019 banner together with you.

With WIAS2019 regards,

WIAS2019 Management Team
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2019 Advertisement Print Rates

SIZE COLUMN / cm		SIZE mm		PAGE SIZE	Mon-Thurs	Friday
Height	Width	Height	Width			
39	14	390	528	2 Full Pages (DP Spread) 10% loading fee	48 048	60 060
39	7	390	264	1 Full Page	21 840	27 300
30	6	300	225.7	A4 Portrait (Tarrif + 12.5% loading)	16 200	20 250
19	7	190	264	(1/2) Half Page Landscape	10 640	13 300
28	5	280	187.5	(1/2) Half Page Portrait	11 200	14 000
19	4	190	149	1/4 Page Portrait (A5)	6 080	7 600
16	5	160	187.5	1/4 Page Landscape	6 400	8 000
15	3	150	111	Postcard Portrait	3 600	4 500
11	4	110	149	Postcard Landscape	3 520	4 400
10	3	100	113		2 400	3 000
10	2	100	72.5		1 600	2 000
7	3	70	111	1/2 of a Postcard Portrait	1 680	2 100
15	7	150	264		8 400	10 500
12	7	120	264	Banner/Strip Advertisement	6 720	8 400
10	7	100	264	Banner/Strip Advertisement	5 600	7 000
8	7	80	264	Banner/Strip Advertisement	4 480	5 600
7	7	70	264	Banner/Strip Advertisement	3 920	4 900
5	7	50	264	Banner/Strip Advertisement	2 800	3 500
4	7	40	264	Banner/Strip Advertisement	2 240	2 800