

# AFRICA SHOWCASE™

## EAST AFRICA



EXHIBITOR INVITATION 2019

ON SHOW  
exhibitions • events • tourism



# AFRICA MEETS AFRICA!

01 – 04 April 2019  
Kampala | Nairobi | Dar es Salaam

Our roadshow in East Africa continues to show how much business is being done in Africa and how much intra-regional travel there is on our continent.

Africa Showcase is designed to boost your share of this travel, foster partnerships and educate the travel trade on ideas and opportunities for their clients. We know that business in Africa is built on loyalty, trust and relationships which come from face-to-face interactions.

We select countries with fast economic growth and rising disposable income. Join us in April 2019 as we visit Uganda, Kenya and Tanzania to tap into this potential for outbound travel.

Air access routes and ever-increasing connectivity in Africa make business and leisure travel easier and more frequent. Southern African exhibitors pick up good interest for last-minute bookings and honeymooners. East African exhibitors find the roadshow to be an impactful way to blitz sales efforts across the region saving time and money.

Our events are always well attended and feedback from both exhibitors and attendees shows the need for professional events that connect the right people. We introduce you to top outbound specialists, in three major cities, where buyers are handpicked by our market facilitator to create a perfect match for you. We focus on corporate, incentive, FIT and honeymoon business.

**We look forward to traveling with you!**

**From the Africa Showcase Team**

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Jambo and welcome to Africa Showcase 2019. I am excited to bring you a host of buyers in the region who specialise in leisure and/or corporate travel. Outbound travel from East Africa has and will continue to grow as the economic climate continues to grow and as travelers look to explore new destinations or revisit others, travel within Africa will see growth as airlines offer better connectivity and more competition. The 2019 Africa Showcase promises to be as exciting as the previous years as we bring you the best of East Africa's travel buyers all under one roof.

**Shazmin Manji, Twiga Tours**

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**KAMPALA, UGANDA:** The outbound market from Uganda is growing rapidly. Exhibitors from our 2017 and 2018 roadshows are recording good arrivals from Uganda as a new source market for our continent. Now is a lucrative time to invest in the market growth.

**NAIROBI, KENYA:** Kenya is the dominant and most established player in East Africa with many of our buyers and exhibitors at the Nairobi event doing deals on the spot. The Kenyan market is more developed and knowledgeable about products available for their clients, however the travel trade is keen to discover what is new. Fresh itineraries are being explored, especially with the growing opportunities provided by more air access.

**DAR ES SALAAM, TANZANIA:** Exhibitor feedback is that there is scope to return to Tanzania to remind the agents about the need to continue selling our destination. Our event in 2017 attracted good quality buyers with several of the attendees requesting private meetings after the event. We look forward to taking our showcase back here.

## WHAT DOES AFRICA SHOWCASE DELIVER?

- Direct access to the source market
- Pre-qualified buyers in each city
- Market insight
- Pre-show marketing and media awareness in country
- Exhibitor mentions on social media
- Group travel arrangements
- An enjoyable, productive week on the road
- Post show report and photographs of you in action
- A real buyer database with tangible contacts

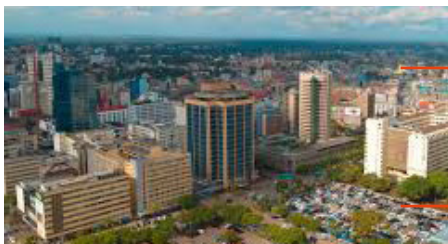
## YOUR ITINERARY

Get the most out of your trip by planning independent sales calls before and after the roadshow



### KAMPALA

|                      |  |
|----------------------|--|
| <b>01 April 2019</b> | Exhibitor welcome lunch<br>Kampala: afternoon event and cocktails<br>Overnight Kampala |
|----------------------|--|



### NAIROBI

|                      |                                   |
|----------------------|-----------------------------------|
| <b>02 April 2019</b> | Fly to Nairobi, overnight Nairobi |
| <b>03 April 2019</b> | Nairobi: morning event and lunch  |



### DAR ES SALAAM

|                      |  |
|----------------------|--|
| <b>03 April 2019</b> | Evening flight to Dar es Salaam, overnight Dar es Salaam |
| <b>04 April 2019</b> | Dar es Salaam: morning event and lunch                   |

Please note that your travel arrangements are an additional expense. Our travel manager can assist with the roadshow package as well as international flights if you wish. The group hotels are usually in the same hotel as the event venue, or in close proximity. 3-star package option is available on request. The estimated travel costs for the standard roadshow package at time of opening bookings is USD 2,300 for one representative, excluding international flights.

### PARTICIPATION PACKAGE

|  |                  |
|--|------------------|
| <b>Early bird special - all 3 cities:</b>  | <b>USD 2,800</b> |
| <b>Early bird special - 2 cities only:</b> | <b>USD 1,960</b> |
| .....                                      |                  |
| <b>Standard rate - all 3 cities:</b>       | <b>USD 3,200</b> |
| <b>Standard rate - 2 cities only:</b>      | <b>USD 2,240</b> |
| .....                                      |                  |
| <b>Atta member special:</b>                | <b>USD 3,100</b> |
| .....                                      |                  |
| <b>Additional representative:</b>          | <b>USD 500</b>   |

Early bird special available until 30 September 2018

### REGISTER NOW

Please complete the online application. Go to [www.africashowcase.travel](http://www.africashowcase.travel) and login to your dedicated account on our Exhibitor Zone, select 'Africa Showcase: East Africa 2019' and complete your details. This is a legally binding contract and a 25% deposit is required on application to secure your spot. Spaces are limited!

For any questions please contact +27 11 431 4126,  
[ideas@onshowsolutions.co.za](mailto:ideas@onshowsolutions.co.za).

**CLICK HERE  
TO  
REGISTER**