

## **REQUEST FOR PROPOSAL**

<b>Exhibition:</b>	<b>Africa's Travel Indaba 2024</b>
<b>Dates:</b>	<b>BONDay: 13 May 2024</b>
	<b>Exhibition Days: 14 -16 May 2024</b>
<b>Services:</b>	<b>Welcome Networking Event</b>
<b>Venue:</b>	<b>Inkosi Albert Luthuli International Convention Centre</b>

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We are pleased to extend this opportunity for provision of services for Africa's Travel Indaba 2024. Our Request for Proposal (RFP) requires you to submit a detailed proposal and breakdown of your proposed concept and costs by the specified closure date to be considered as a preferred supplier for the above services for Africa's Travel Indaba 2024.

**Synergy Business Events (Pty) Ltd** has been appointed as the official management company of **Africa's Travel Indaba 2024** on behalf of **South African Tourism** for the year 2024. As part of this contract, **Synergy Business Events (Pty) Ltd** team is responsible for the planning and implementation including all of the operations and logistics around the execution of one of the largest events on the African tourism calendar - **Africa's Travel Indaba 2024**. This event is held annually in Durban during the month of May.

**Africa's Travel Indaba 2024 – Inkosi Albert Luthuli International Convention Centre, (Durban, KwaZulu-Natal) 13<sup>th</sup> to 16<sup>th</sup> May 2024.**

### **OBJECTIVE:**

To create a platform that promotes networking, but simultaneously balances the platform for SA Tourism and the National Department of Tourism to message our strategic objectives for the Leisure Tourism industry.

To bring to life the Positioning – “Africa's Excellence, Endless Possibilities”;

The Theme - “Unlimited Africa”

### **Key communication points:**

Africa's Travel Indaba is the best place to connect with the who's who of Africa's Leisure Tourism Industry, and for exhibitors and buyers to connect informally.

South African Tourism supports and promotes industry collaboration for growth

- Africa's Travel Indaba is the platform of choice through which we can grow the tourism industry.
- Ensure an authentic African & South African experience that is indicative of a vibrant, modern and dynamic culture.

### **Services Required:**

The Welcome Networking event is shaped to create an informal business networking session, open to all exhibitors, buyers, media, and stakeholders at an appropriate free-flow venue, within comfortable walking / travelling distance of the ICC. This platform will also be the official welcome function of Africa's Travel Indaba 2024.

The Appointed agency will provide and manage all logistical and technical requirement of the show as per the requirements below:

- To create a platform that promotes networking, but simultaneously balances the platform for SA Tourism and the National Department of Tourism to message our strategic objectives for the Leisure Tourism industry.
- To bring to life the Positioning – "Africa's Excellence, Endless Possibilities"; The Theme - "Unlimited Africa"

### **Operational Objectives:**

- Prepare for all registered delegates in attendance – approximately 8 000 delegates
- Manage the issuance of 1 x complimentary pass to each exhibiting company; Manage the sale of additional access passes at a financial value to be proposed.
- Manage the distribution of food vouchers; to include 1 x welcome drink and an additional complimentary beverage (rest would be on a cash bar basis)
- Creative an aesthetically appealing concept
- Bring to life an authentic and unique Durban experience at the venue
  - Enable delegates to have an authentic yet safe experience
  - Ensure that VIP guests are considered as part of the planning process (Minister, Deputy Minister, Board Members and EXCO) with designated areas allocated to the VIP's, with food, beverages and service.

- Potential Concepts to explore:
  - A Night Market – identify a pre-existing market that can be taken over for ATI delegates, with inclusion of basic entertainment & catering
- Manage RSVP and logistics including logistics for transportation
- Smooth operational running of programme and concept that is strategically sound
- Experiential positivity
- Seamless access control ensuring that delegates receive accreditation for attendance in advance and access is managed to ensure only invited / RSVPed/Paying guests are in attendance,
- To maintain stipulated programme timing / duration of event
- To ensure that media, exhibitors, buyers and stakeholders have been communicated to regarding the event, timing and location well in advance, and encouraged to RSVP and attend.
- We require:
  - Venue/s experiences that can be engaged in a seamless and meaningful way.
  - Creative concept development with Key entertainment, at identified location – utilise local Durban entertainment as far as possible.
    - This can include a location in the city that enables an immersive experience.
    - RSVP and management to be proposed by agency
    - Communication and logistics plan
    - Directional signage and crowd management
    - Event Safety and security
    - Must include a rain plan
  - Technical rider to support entertainment requirements
  - Programme and Running Order development and management
  - Management and procurement of catering and beverages that will be part-and- parcel of the immersive experience.
    - Propose solutions for catering and management thereof.
  - Management and procurement of all technical requirements against a technical rider.
  - Sourcing of Entertainment / entertainers and co-ordination of entire programme.
  - Co-ordination of associated rehearsals and dry run ahead of opening. (Entertainment is budget dependent).
  - Erection of relevant Branding, staging and podium (if necessary)
  - Procurement and co-ordination of transport logistics where applicable

- Procurement and arranging of all logistics for artists and artist equipment (Transport and S & T– the preference is to procure local artists)
- Clearly designated areas for VIP's
- Identification of delegates that have RSVP'd – e.g. tags, bracelets etc. and process flow for managing deployment of tags, arrivals at venue and return to hotels
- Establish a beverage budget in advance, obtain approval, and manage onsite budget thresholds and limit accordingly
- Design and Development of electronic invitations for deployment by the Exhibition Management Company
- Onsite Registration and management of return of delegates to the SCC

Entertainment:

- Scene-setter and ambient entertainment : Local DJ

Target Market to attend the Welcome Networking Event:

- Minister & Deputy Minister of Tourism, Exhibitors, Buyers, Media, Stakeholders (Bid Parties, NDT, TBCSA) & SAT Staff
- PAX: All registered Delegates

Elements envisioned for this campaign:

- Potential flighting of Africa's Travel Indaba AV as part of the formal programme

Operational objectives:

- Should there be an outdoor venue, there must be a rain plan in place
- Attendance – ALL Registered attendees – must manage seamless access control.
- Streamlined logistics – incident free
- Ensure safety and security of all delegates
- Encourage talkability of delegates
- Social Media Coverage - tweets on twitter, profiling of exhibitors and buyers; Facebook and Instagram activity; promotion of #(Hashtag)
- Manage Directional signage to the venue so delegates do not get lost and confused.
- Streamlined execution with specific focus on the management of the bar area and quota of drinks
- Management of number of delegates

#### **Cost Structure of Proposal:**

Please provide costs as a total project fee rather than a monthly retainer. All prices to be inclusive of VAT and all payment terms to be specified. No additional costs to be considered over and above the RFP submissions. Should you wish to sponsor these services, please advise what your requirements would be in order for us to make an informed decision. Additional points will be awarded for any innovative suggestions, as well as submission of your company sustainability / environmental policy and how you aim to implement this at Africa's Travel Indaba 2024. Consideration should be given to using energy efficient appliances and recycling material should be put in place in conjunction with the organisers.

#### **Event Greening:**

In line with international best practice Africa's Travel Indaba 2024 aims to be a reduced carbon event where event greening is considered in all the different work streams and appointment of suppliers. You are required to indicate in your proposal how you intend to implement this. Please include all relevant costs into your proposal, bearing in mind that it needs to still be competitive and make financial sense. The emphasis should be on innovation around current business practice to ensure positive impact around social and environmental issues, while it is still financially viable.

#### **RFP Submissions:**

Should you wish to sponsor these services, please advise what your requirements would be in order for us to make an informed decision.

**Submission date – 14:00, Monday, 11 March 2024**

Please note that the following documentation must be submitted with the application:

- A valid tax clearance certificate
- Certified copies of your company registration
- Certified copy of a valid B-BBEE verification / rating certificate
- Association Certificate
- Greening Questionnaire

Please email your proposal to Molebogeng Masote at [molebogeng@synergybe.co.za](mailto:molebogeng@synergybe.co.za) and deliver to Synergy Business Events Offices: No.6 Susman Avenue, Blairgowrie, Randburg, Johannesburg, Gauteng. Should you have any questions relating to this RFP, please contact us on 27 11 476 5104.

On successful appointment, a service level agreement (SLA) agreement will be provided for all parties. Your primary point of contact will be Synergy Business Events.