



**21 - 23 FEBRUARY 2011  
SANDTON CONVENTION CENTRE  
JOHANNESBURG, SOUTH AFRICA**

Known as *Africa's business tourism lekgotla*, Meetings Africa is a business tourism marketing platform which aims to expose local and international buyers to the range of services and products in Southern Africa's MICE (Meetings, Incentives, Conference, Exhibitions) industry.

If you travel for business, book business travel or organise events, conferences, meetings, team incentive trips or teambuilding activities then Meetings Africa provides the ideal platform for you.

Diarise to attend the next edition of Meetings Africa which takes place at the Sandton Convention Centre in Johannesburg, South Africa, from 21 - 23 February 2011.

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As the only MICE exhibition in Southern Africa, Meetings Africa forms a key part of the central growth strategy for South Africa's tourism sector. South African Tourism CEO Ms January-Mclean states that '*Meetings Africa is gaining international stature each year which is due to South Africa's meeting and incentive industry that is fast maturing, offering a wide variety of products and solutions to choose from as well as its high levels of sophistication.*'

**Meetings Africa 2010 broke its own records delivering:**

- 14% increase on international hosted buyers
- 28% increase on overall visitors
- 25% increase on exhibitors
- 20% increase on media

**Meetings Africa 2011 promises to be bigger and better introducing a range of new initiatives:**

- Revised show days running from Monday to Wednesday, allowing 3 full days for interactions
- Meetings Africa Golf Day for additional networking
- Exhibitor categorisation to help visitors navigate the show better and maximize limited time
- Exhibition Greening in line with international standards
- Matchmaking Programme delivering guaranteed pre-scheduled appointments run via an online diary system fully integrated into MS Outlook (can para-phrase)

**Register now to visit Africa's business tourism lekgotla in 2011!**



## Attendee Profiles

| Who Visits?  | Who Exhibits?  |
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| <ul style="list-style-type: none"> <li>• Local and international meeting and event planners</li> <li>• Association buyers who organise international conventions</li> <li>• Local corporate executives who book business travel</li> <li>• In-house event co-ordinators</li> <li>• Travel agencies specialising in incentive, business and conference travel</li> <li>• Incentive houses</li> <li>• Conference organisers</li> <li>• Sales and promotion agencies</li> <li>• Marketing companies</li> <li>• PR and Advertising agencies</li> </ul> | <ul style="list-style-type: none"> <li>• National and provincial tourism authorities</li> <li>• Convention and visitor bureaux</li> <li>• International convention centres</li> <li>• Conference and exhibition centres</li> <li>• Conference hotels and accommodation providers</li> <li>• Destination management companies</li> <li>• Event management specialists</li> <li>• Transportation companies</li> <li>• Luxury trains</li> <li>• Cruise liners</li> <li>• Spa &amp; wellness resorts</li> <li>• Trade associations</li> <li>• Travel trade publications</li> </ul> |

## Registration

Visitor Registrations are available online at [www.meetingsafrica.co.za](http://www.meetingsafrica.co.za)

Visitor categories include: International Buyers; Local Buyers; Visitors (student, government, allied industry, guest); Media

Pre-show registrations for travel trade are free of charge. All visitor applications will be vetted to ensure buyer quality is maintained.

South African Tourism's international offices identify key buyers in their regions to apply for Hosted Buyer Status. Please contact your relevant country office to be considered for this programme.

Should you have any queries, or require assistance with online registration, please contact the Scan On Show team on the details below.

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South Africa

It's Possible



**MEETINGS AFRICA**

Africa's business tourism lekgotla