




COATINGS FOR AFRICA 2020

The Southern African Coatings Show

6-8 May 2020

Sandton Convention Centre, Johannesburg

**DISCOVER ATTRACTIVE
BUSINESS OPPORTUNITIES**

THE EVENT THAT HELPS YOUR BUSINESS EVOLVE

Organised by:



In association:



www.coatings-group.com/cfa



Innovation and education for success

Coatings for Africa is THE major showcase for the southern African coatings market, and with a rich history of success, through its 50 year association with the Oil and Colour Chemists' Association (OCCA) and South African Paint Manufacturing Association (SAPMA), the event continues to provide an unrivalled opportunity for those looking to forge new friendships across the continent. With SAPMA members responsible for 90% of paints and coatings manufactured in South Africa alone, the two associations teamed up with DMG Events in 2018 to stage a truly international event which saw more than 1700 total attendance from 42 countries (12 from Africa). Six out of the world's 10 fastest growing economies are in Africa and with rising prosperity and increased investment, both pan African and international, this is an unrivalled opportunity in a growing market for your business to share new ideas, be inspired, create cross-border business relationships and discover new revenue streams.

The largest dedicated coatings event in Africa, part of the DMG coatings portfolio, which includes the long running and well established Middle East Coatings Show, North African Coatings Congress, East African Coatings Congress amongst others, returns to Johannesburg to connect the entire paint and coatings value chain, from manufacturers, raw material/equipment suppliers to end users of the finished product.

Attendance

In an ever more competitive market exhibiting at **Coatings for Africa 2020** will help you achieve your sales and marketing goals, allowing you the opportunity to:

- ▶ Boost your profile in the industry and add value to your brands
- ▶ Show your full product range in real life rather than via a catalogue or website
- ▶ Overcome objections face-to-face and accelerate the buying process
- ▶ Meet active new buyers
- ▶ Launch a new product and generate instant interest
- ▶ Develop a personal relationship with your clients
- ▶ Locate new agents and distributors for your products

Attendance



1734 total attendance



149 exhibiting companies from **18** countries



Quality visitors - **89%** of exhibiting companies were extremely happy with the quality of visitors



Attracting business from across Africa and further afield - **42** countries represented, including **12** from Africa



In excess of **210** conference attendees



27 speakers and **11** Sponsors

*Figures taken from CFA 2018

Boost your profile in the industry and add value to your brands with a stand at #CFA2020

If you supply any of the following products or services then you should be exhibiting at the Coatings for Africa 2020 show:

Coating Raw Material

such as Binders, Solvents, Pigments, Additives, Chemicals, Resins, Polymers, Biocides and many more

Laboratory, Production and Packaging Equipment

such as Dispensers, Drums, Mixers, Filters and many more

Testing and Measuring Equipment

such as Quality Control, Process Control, Other Testing and Measuring Equipment

Environmental Protection and Safety at Work

such as Occupational Safety, Container Washing Equipment, Emission Treatment and much more

Services

including Software/Hardware, E-Commerce, Consultancy, Research/Development and many other services

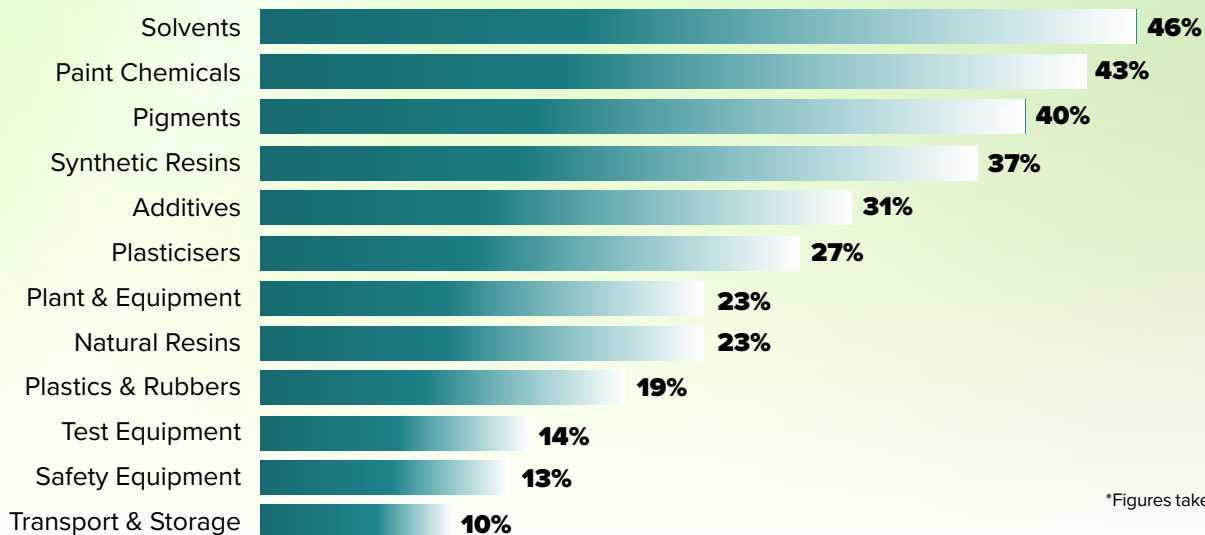
Other Sectors

such as Print Ink Raw Material, Adhesives/Sealants Raw Material, Intermediates for Construction Chemicals and many more

Products and services for the following end user industries include:

Automotive, Aviation, Architecture, Construction, Furniture Industry, Oil/Gas/Petrochemical Industries, Plastics/Packaging, Printing, Processing/Electrical/Machinery Industries, Shipbuilding, Wind Power/Renewable Energy, Marine, and many more

What visitors come to buy



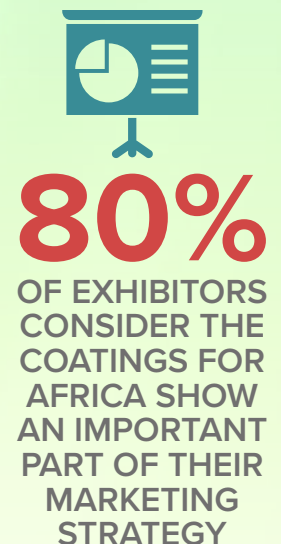
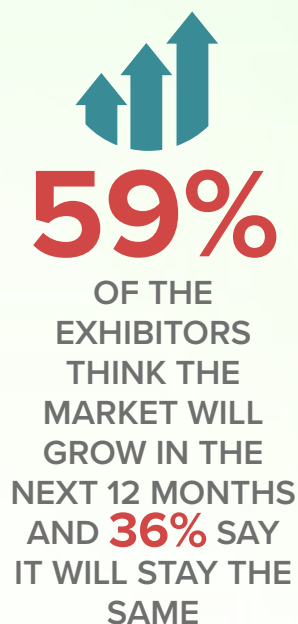
*Figures taken from CFA 2018

Overcome objections face-to-face and accelerate the buying process

Why Africa could be exciting for your business?

By being a sponsor at **Coatings for Africa 2020** you will maximise the visitor numbers to your stand at the show and create a longer lasting impression of your brand, company name and products or services.

Below is a range of sponsorship opportunities that can be tailor-made to meet your needs and marketing objectives – whatever your budget. When booking your stand ask for further details.

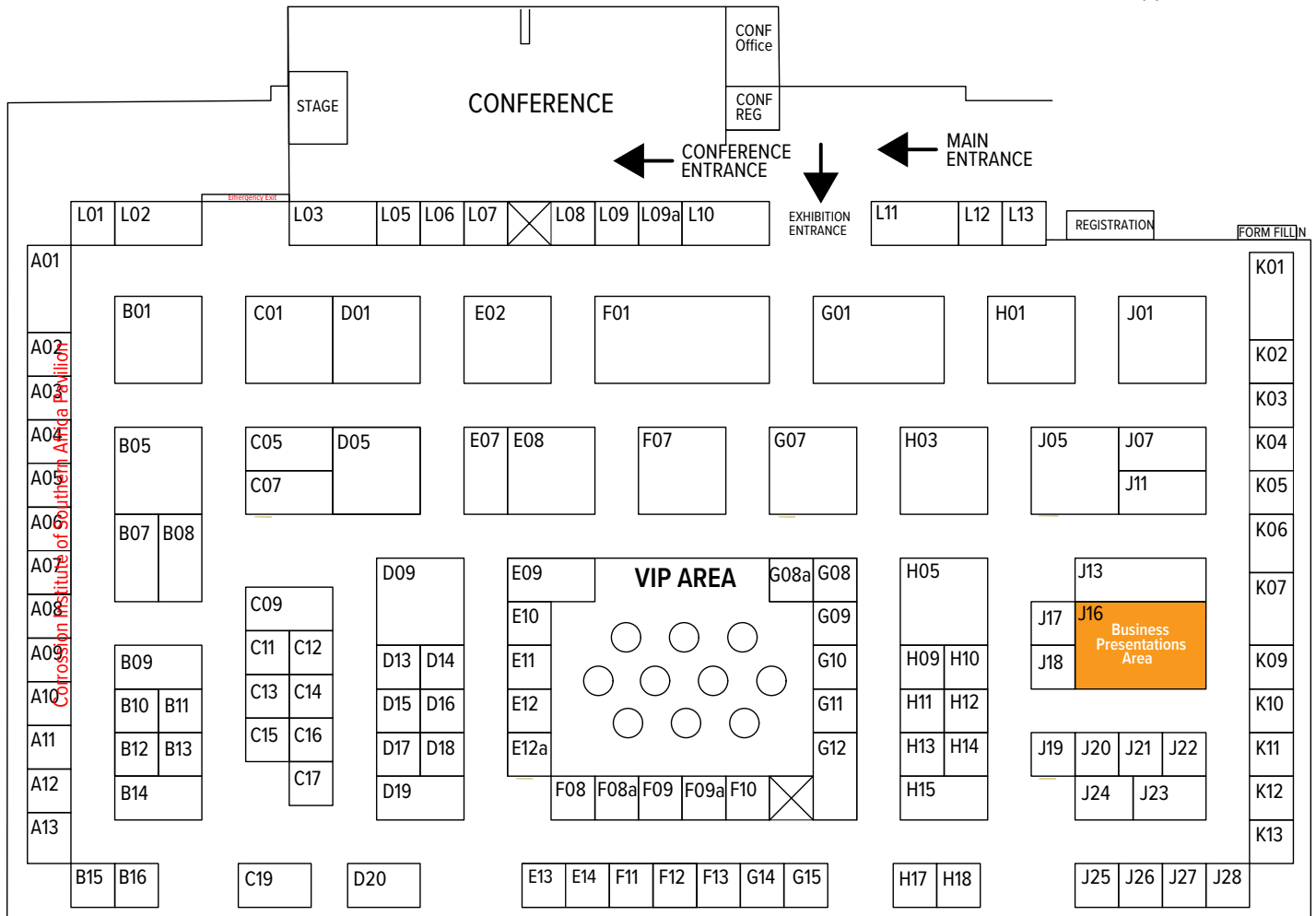


*Figures taken from CFA 2018

Locate new agents and distributors for your products

Stand	Description	South African Exhibitors	International Exhibitors
Space only	Exhibitors are free to make their own stand construction and design arrangements, subject to the approval of the Organiser.	ZAR2530	US\$468
Shell Scheme	<ul style="list-style-type: none"> • Hard walled shell scheme panels, carpet, lighting, power point, company name fascia • Stand cleaning 	ZAR2875	US\$500
The full support of the Coatings Group, professional and experienced exhibition organisers*			
SAPMA members 10% discount		M ² costs	

* Applies to both



COATINGS FOR AFRICA ENABLES SPONSORS AND EXHIBITORS TO MEET THE RIGHT PEOPLE TO HELP DRIVE THEIR BUSINESS FORWARD

www.coatings-group.com/cfa

Useful Contacts for Coatings for Africa 2020

Contact us now to reserve your stand, discuss sponsorship opportunities or if you have any other enquiries:

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t: +27 11 7837250 m: +27 812313006

Sponsorship Opportunities

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VIP Area Sponsorship	US\$4,000.00	ZAR51,960.00
Includes: Company logo on show website on Sponsor section with a link to your company website • Company logo on onsite signage and promotional marketing material • Company logo on banner at the VIP Area • Distribution of corporate information		
Gala Dinner Sponsorship	US\$4,000.00	ZAR51,960.00
Includes: Acknowledgement of sponsor during Vice President - Coatings Group speech • 5 minutes' welcome speech from your company • Distribution of corporate items • Company logo on show website on Sponsor section with a link to your company website • Company logo on onsite signage and promotional marketing material		
Business Presentations Area Sponsorship	US\$4,000.00	ZAR51,960.00
Includes: Company logo on show website on Sponsor section with a link to your company website • Company logo on onsite signage and promotional marketing material • Company logo on banners inside the Business Presentations Area • Distribution of company information to attendees		
Visitor Lanyards - Produced by dmg events	POA	POA
Includes: Company logo on show website on Sponsor section with a link to your company website • Company logo on onsite signage and promotional marketing material		
Visitor Lanyards - Produced and delivered by the sponsor	US\$3,000.00	ZAR38,970.00
Includes: Company logo on show website on Sponsor section with a link to your company website • Company logo on onsite signage and promotional marketing material		
Visitor Badge Sponsorship	US\$3,000.00	ZAR38,970.00
Includes: Company logo on show website on Sponsor section with a link to your company website • Company logo on onsite signage and promotional marketing material		
Registration Area	US\$6,000.00	ZAR77,940.00
Includes: Company logo on show website on Sponsor section with a link to your company website • Company logo on onsite signage and promotional marketing material • Company logo on Visitor registration email confirmation • Company logo on screens at registration area • Company logo on registration forms onsite		

BESPOKE OPPORTUNITIES Share your ideas with us

MARKETING AND BRANDING OPPORTUNITIES

	Price US\$	Price ZAR
Poster Sites	US\$500 per poster	ZAR6,495.00 per poster
Hall Banners	US\$4,200 per banner	ZAR54,558 per banner
Footprint	US\$1,200 per 10 tiles	ZAR15,588 per 10 tiles
"You are here" board	US\$500 per company	ZAR6,495 per company
Distribution Racks	US\$700 per rack	ZAR9,093 per rack
Exhibitor catalogue advertising	POA	POA
Show daily advertising	POA	POA
Website banners	POA	POA
Bookmark in the catalogue	US\$3,000	ZAR38,970.00
Belly band for exhibitor catalogue	US\$3,000	ZAR38,970.00

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