

# LIFESTYLE EXP



HOME BUILDING & RENOVATING

DESIGN PAVILION

LIVING ZONE

SLEEP ZONE

KITCHEN & DINING ZONE

OUTDOOR LIVING ZONE

HOME TECH ZONE

Give us a bit of a background on the Rand Show?

A South African heritage brand, the Rand Show was first staged in 1894 at the Old Wanderers cricket grounds. Over the years it has moved to new venues and embraced new themes whilst enduring as a firm favourite with South African families. Attracting over 200 000 visitors annually the Rand Show is one of the largest consumer shows outside of the USA and the largest in Southern Africa.



The modern Rand Show explores families' needs, enthusiasms and living spaces and caters to the interests of all family members on a guided journey through six themed exhibitions. It encapsulates family lifestyles whilst providing brands with opportunities to meet their market face-to-face.



You have a strong focus on design, why?

The team constantly review themes continually improving on the offering. Visitor feedback indicates a need for a stronger focus on design and the Lifestyle Expo housed in Hall 6 caters to this need. Whilst there are a number of niche décor and design expos countrywide these are not always enticing for the entire family. This is where the Rand Show is unique and lives up to its tag line, Johannesburg's Biggest Day Out, providing an engrossing experience for every member of the family.

Globally South Africa is making its mark in original design but this is only appreciated and shared to a very limited audience. The Lifestyle Expo aims to make design accessible to a broader audience ultimately making great design, and an understanding of design within everyone's reach. South Africans across all walks of life are design conscious and the future for brands lies in great design and manufacture with the Rand Show providing these brands with market access.

With the large number of feet coming through gates returns for brands must be fantastic?

For brands with good business disciplines the sales and leads generate at the Show can provide returns for the entire year. It is based on scale and we see exhibitors booking larger stands than at other exhibitions. In tough trading conditions many exhibitions do not encourage participants to retail directly at the event. In this aspect the Rand Show is unique with exhibitors able to retail directly off their stands.

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