

Media Release

Kids Expo @ Rand Show

Friday 30 March – Sunday 8 April 2018
Johannesburg Expo Centre, Nasrec



FOR IMMEDIATE RELEASE

18 July 2017

**The Kids Expo @ Rand Show 2018: New Expo provides brands with
opportunity to make a lasting impact on young families**

The organisers of Rand Show 2018 are delighted to announce the launch of a definitive new event aimed at the whole family, with the Launch of the Kids Expo @ Rand Show. This is a one-of-a-kind event that caters to the whole family from expectant parents, to tots kids, tweens and teens.

“There is no other event of this magnitude in South Africa today, that provides exhibitors with a targeted platform for this specific market,” says Craig Newman, CEO of Johannesburg Expo Centre and official Spokesperson for the Rand Show.

“While South Africa has a number of targeted maternity and baby exhibitions, they often don’t cater to the needs of older children. The Kids Expo @ Rand Show has a unique component that encompasses every stage of child’s development from birth to adolescence,” he added.

He goes on to say that the Rand Show delivers more than 200 000 visitors on an annual basis and 72% of these visitors are families with children. The Kids Expo @ Rand Show therefore not only offers our visitors a completely new concept, but it also offers our exhibitors a target-rich environment for significant brand building exposure, onsite sales and valuable leads and marketing insight.

The exhibitor profile for the Kids Expo @ Rand Show includes all brands and organisations that target young families from clothing, toys, games, as well as learning and educational products and services. There will be ample opportunities for exhibitors to engage audiences’ senses with highly interactive brand activations.

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As the largest consumer exhibition in South Africa, with a legacy that spans over 123 years, the Rand Show offers a multitude of entertainment platforms, including the annual fun fair and daily live entertainment that draws visitors from across the region for one of the most entertaining, action-packed and value-packed days out.

Rand Show 2018 will take place at the iconic JEC in Nasrec from Friday 30 March to Sunday 8 April 2018, to coincide with the annual April school holidays, and is once again expected to draw thousands of young families looking for high-value entertainment and fresh new purchasing opportunities.

“We are constantly looking for new ways to add value not only for our exhibitors but also our visitors,” added Newman.

The Rand Show is already attracting the right demographic of visitor and the Kids Expo @ the Rand Show is the ideal platform for brands to grow awareness of their products and services to a captive audience and create a lasting and favourable impression.

“The Rand Show provides opportunities for heightened memorable experiences, and 87% of our surveyed visitors, said that attending live shows, helped them to form a clearer understanding of exhibiting brands,” says Newman. “Potential exhibiting companies are encouraged to collaborate with the organisers of Rand Show to maximise additional brand exposure opportunities through creative activations and sponsorship that will appeal to an already receptive visitor audience and create a lasting impact,” he concluded.

ENDS

Notes to Editors:

Since its establishment in 1894, the Rand Show has become one of South Africa’s largest and most iconic consumer events and a highlight on the annual events calendar, having entertained multiple generations of South African families. Staged annually at the Johannesburg Expo Centre in Nasrec, it serves as an important launch pad for exciting brands and businesses and caters to the entire family. Categories include sport, children’s products and services, wellness, outdoor living, science, technology, government departments, trends, design and home living, as well as world-class exhibits by the SANDF, a unique feature not seen anywhere else. The expo attracts over 200 000 visitors each year, mostly families across all cultures in the middle to upper income brackets. Often referred to as Johannesburg’s biggest day out, 2018 promises to prove yet again why Rand Show has been in existence for over 120 years. This is not just another expo.

Rand Show 2018 Dates: Friday 30 March to Sunday 8 April

Rand Show 2018 Venue: Johannesburg Expo Centre, Rand Show Road, Nasrec
(GPS – S26°14.484’ E27°58.510)

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