

Media Release

Diamond Arrow Award at PMR.Africa for Rand Show

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



FOR IMMEDIATE RELEASE

7 September 2017

Rand Show Takes Diamond Arrow Award at PMR.Africa 2017

The Rand Show is pleased to announce that it has scooped the coveted Diamond Arrow Award at the 2017 PMR.Africa Awards Ceremony held on Monday 4 September 2017.

The Rand Show was rated as an outstanding exhibition and event, taking the top accolade in the 100 000m² category, as rated by a sample of independent senior event managers in the annual National Survey on Event and Exhibition Organisers in South Africa.

“We are honoured to receive this award, and so proud that Rand Show is rated so highly by our industry peers,” says Craig Newman, Chairperson of Dogan Exhibitions and Events (Pty) Ltd, which is the company that owns the Rand Show.

The Johannesburg Expo Centre, which is the permanent home of Rand Show, was also recognised as one of the leading National Event and Exhibition Venues in Southern Africa, taking first place with a Diamond Arrow Award for Excellence in the Event and Exhibition Venues category.

The purpose of the PMR.Africa functions is to create an opportunity and platform to recognise and reward excellence where companies have excelled in their areas of expertise and set a benchmark in the industry. The national survey covers several attributes, including: the reputation of organisers, creativity, leadership, customer service skills and security as well the efforts of the company’s employees to acknowledge hardwork and dedication.

Dogan Exhibitions and Events (Pty) Ltd, which organises and manages leading exhibitions and events in Southern Africa is the owner of Rand Show, which is the largest consumer exhibition in South Africa. With a 123-year legacy, Rand Show has become one of South Africa’s most iconic events, entertaining multiple generations of South African families.

Diamond Arrow Award at PMR.Africa for Rand Show
Friday 30 March – Sunday 8 April 2018
Johannesburg Expo Centre, Nasrec

Rand Show 2018 will take place at the Johannesburg Expo Centre (JEC), Nasrec in from Friday 30 March to Sunday 8 April and according to its organisers the show will unveil a series of exciting new features and initiatives that will significantly boost its position in the marketplace as the definitive consumer exhibition.

“The Rand Show provides a value-packed family outing with over 200 000 visitors each year,” says Newman. “But we are raising the bar even further to provide the ultimate consumer experience with a multi-faceted event that meets the needs of every member of the family and provides our exhibiting companies with maximum return on investment,” he says.

According to Dogan Exhibitions and Events, a noticeable turnaround in the marketplace since 2016, has necessitated the need for variations to the show’s overall offering to meet the needs of its diverse audience and provide exhibitors with maximum return on investment. The Rand Show organisers have already launched a number of brand new expos for the 2018 event, including: The Sports Expo, The Kids Expo, The Lifestyle Expo, Showcase SA, and Into The Future. Rand Show is also preparing to launch exciting new features that have never been seen at this event in previous years. Watch this space for more announcements in this regard.

“There is no other consumer event like the Rand Show in South Africa today, and we look forward to taking what is already an impressive event and turning it into the ultimate experience for exhibiting brands and visitors,” concluded Newman.

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)

Official Spokesperson: Craig Newman

Tel: 011 494 1920

Email: craign@expocentre.co.za

Exhibitor Enquiries:

Robyn Abrahams

Tel: 011 494 4143

e-mail: robyn@randshow.co.za

Media Enquiries:

7 Colors Communications (PR Company)

e-mail: eugene@7colors.co.za / neo@7colors.co.za

Telephone: 011 782 6208 / 011 494 0797