



Exhibitor Briefing

The Proudly South African Buy Local Summit & Expo 2025

6 MARCH 2025



Agenda

1. Welcome and Purpose of the meeting

Sibusiso Ketwa – Activations Manager (Proudly SA)

2. Opening Remarks

Ms Happy MaKhumalo Ngidi - CMO (Proudly SA)

3. Exhibition Stand Building

Rembu Moshapo – Synergy Business Events

4. Exhibitor Brief

Lerato Masepe (Events Manager)

Sibusiso Ketwa (Activations Manager)

5. PR and Social Media

Dambisa Maqoga – PR Manager (Proudly SA)

6. Branding

Zineida Pomuser – Brand Manager (Proudly SA)

7. Business Matchmaking

Sudeshnee Pillay – Synergy Business Events

8. Payment Solutions

Vincent Pillay - ABSA

9. Questions and Answers

10. Closing Remarks

Ms Happy MaKhumalo Ngidi – CMO (Proudly SA)



Welcome and purpose of the meeting

To brief the exhibitors on all aspects relating to the Buy Local Summit & Expo 2025:

- Registration
- Details about build up, break down
- Exhibition Stand Etiquette
- Do's & Dont's
- Branding
- PR & Social Media
- Business Matchmaking
- Other relevant information





Opening remarks

Ms Happy MaKhumalo Ngidi
Chief Marketing Officer
Proudly South African

Stand building: Synergy Business Events

EXHIBITOR REGISTRATION

Exhibitor registration will take place only on Sunday, 16 March 2025, from 12:00 to 18:00. Please note that exhibitor registration will not be permitted on the event days. Registration will be held in the foyer on the ground floor.

Build - up days: 14th to 16th March

Build - up times

14th March: 06:00am - 20:00pm

15th March: 06:00am - 20:00pm

16th March: 06:00am - 12:00pm

16th March: 12:00pm - 18:00pm (exhibitor stand set up)

Break- down days: 18th – 19th March

Breakdown times

18th March: 18:00pm -23:00pm

19th March: 06:00am – 20:00pm



Exhibition stand building

DELIVERIES

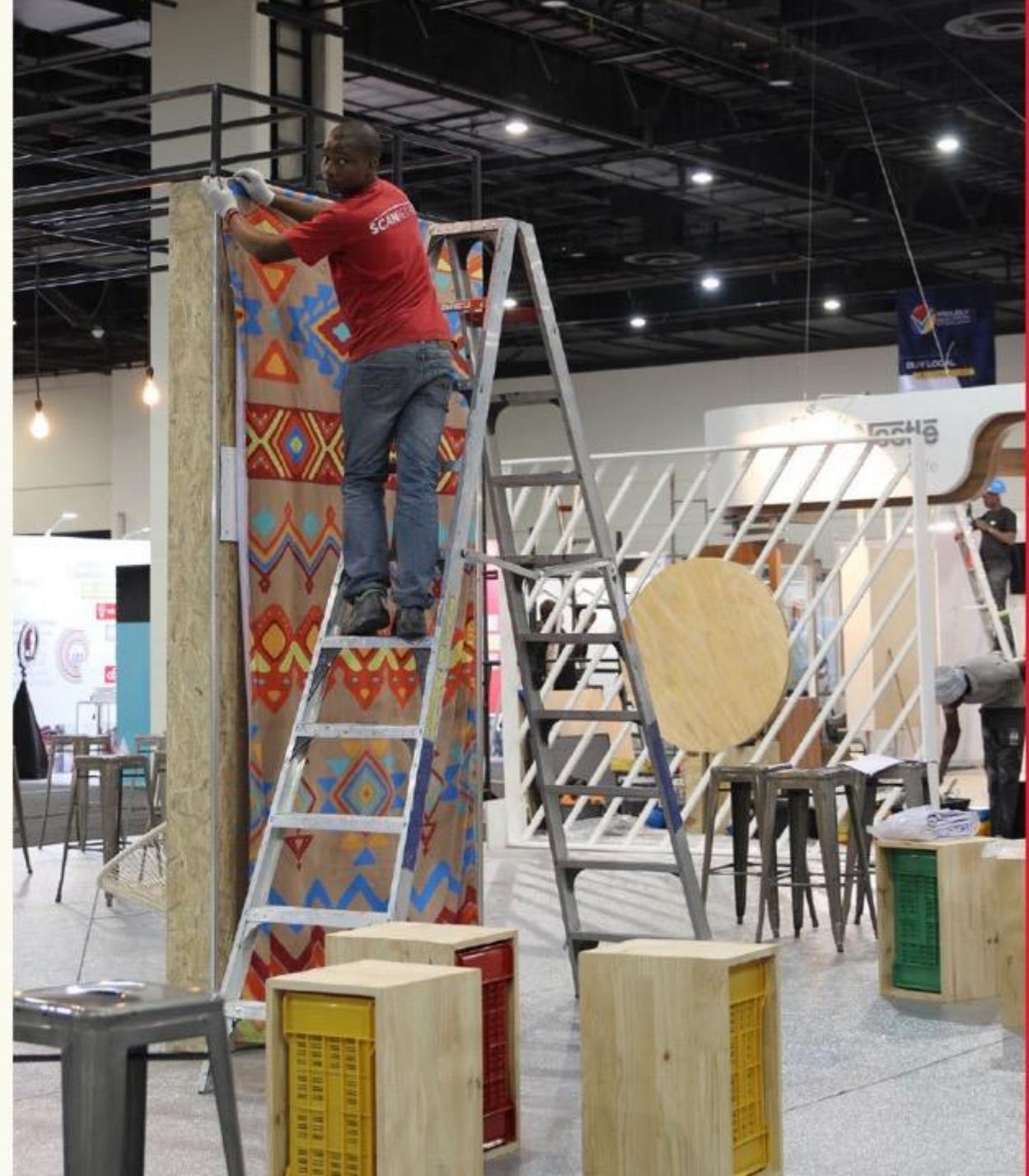
- Deliveries must be scheduled when a representative is onsite to receive them. The organisers will not sign for deliveries on behalf of exhibitors.

All delivered items must be clearly labelled as follows:

- BLSE 2025
- Exhibiting Company Name & Stand Number
- Onsite Contact Name & Mobile Number
- Expo1 Hall, Sandton Convention Centre

LOADING

- Stacking Lanes: Located on Alice Lane
- Loading Bay Access: Via Maude Street
- Truck Length Restriction: Maximum of 12m
- Access Door Dimensions: 6000mm W x 4600mm H
- Floor Load Capacity: Maximum of 1 500kg per sqm





Important notice

- All Independent Stand builders need to bring their safety files before building all documents up to date.
- Breakdown is a high-risk period for theft. Exhibitors must remain at their stands until all goods are removed. Neither Proudly South African, its contractors, nor Sandton Convention Centre will be liable for loss, damage, or injury during this period.

Contact persons

- Rembu Moshapo: Rembu@synergybe.co.za / 076 296 0944
- Gill Gibbs: Gill@synergybe.co.za / 083 260 8035



Parking

Exhibitors will receive two parking tickets per stand per day.

Limited undercover parking is available at SCC, accessible via Alice Lane.

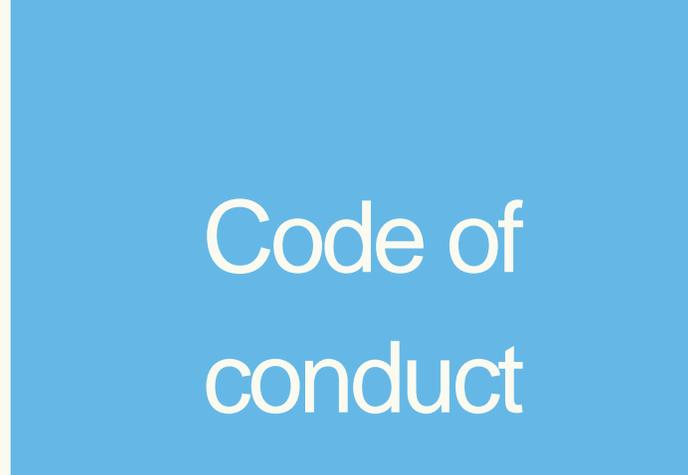
Additional parking is available at:

- Nelson Mandela Square: underground bays, accessible via Maude Street.
- Sandton City Parking: Access via Alice Lane, Sandton Drive, Rivonia Road, and 5th Street. Level 4 parking is recommended for easy access via the Skywalk on Level 3.

Exhibitors are responsible for their staff, contractors, and service providers.

Unacceptable behaviour, including excessive alcohol consumption, loud music, or disrespectful conduct, will not be tolerated.

The organisers reserve the right to restrict or remove disruptive exhibitors.



Catering

Exhibitors will receive meal vouchers for two people per stand.

SCC is the exclusive food and beverage provider.

Additional meals and platters may be ordered from the SCC catering service





- Exhibitors that sell food products, e.g. sauces, snacks, etc. will need to have a valid COA (Certificate of Acceptability)
- Fines - R5 000 on the spot
- The products will be removed

Food products

Giveaways and activations

Exhibitors are requested to send a list of the items they will be giving away to the visitors at their stands

Exhibitors are requested to also advise what type of activations they will be doing at their stands



Floor plan

The floor plan will be shared with all exhibitors.

The floor plan has been approved by JOC (Joint Operations Committee)
The stall that has been allocated to you is final and cannot be changed





PRESIDENT

F10



Damages

Any damage to the venue is the exhibitor's responsibility.

The use of nails, screws, glue, or bolts is prohibited.

Paint and construction work must be completed offsite.

Debris and waste must be removed promptly; failure to comply may result in fines.



Exhibitor stand etiquette

- Stands must be manned at all times.
- Stands must be kept neat and tidy.
- No pull-up banners or free-standing branding are permitted.
- Exhibitor activities must remain within their stand's boundaries.
- Aisles must remain unobstructed to ensure traffic flow.
- The organisers reserve the right to rearrange displays obstructing other exhibits.



Success stories

Focus Areas

- Capture success stories from participation in the Buy Local Summit & Expo
- Measure key outcomes:
 - Number of leads generated
 - Sales achieved
 - Business growth indicators

Importance of Your Input

- Demonstrates the value of local procurement
- Showcases the positive impact of being part of the Proudly South African movement

Traditional PR

Media Presence: Journalists and media representatives will be in the room.

Brand Exposure Opportunity: A chance to engage and generate interest in your brand.

Coverage Not Guaranteed: Media decides what to cover—your approach matters.

Be Proactive:

- Approach media representatives.
- Share your unique story.
- Highlight what makes your brand stand out.

Be Tactful:

- Respect their time and focus.
- Keep your message clear and compelling.
- Offer valuable insights or newsworthy angles.





Social media

Create your own content driving your consumers to the summit.

Proudly SA will also be spreading the amazing news on its platform

Own your space by spreading the news that you will be at the summit.



Brand management

OWN YOUR BRAND & MAKE AN IMPACT

DO'S

- Show up strong
- Know your story
- Engage & network
- Leverage social media
- Be prepared
- Be professional, confident, and knowledgeable
- Align with the **Proudly South African** ethos
- Speak with passion
- Make it an experience

DONT'S

- Don't be passive
- Don't clutter your booth
- Don't be unprepared
- Don't ignore leads

Business Matchmaking

Sudeshnee Pillay

Synergy Business Events

Proudly SA Buy Local Summit & Expo 2025

A guide to the B2B Matchmaking
Programme

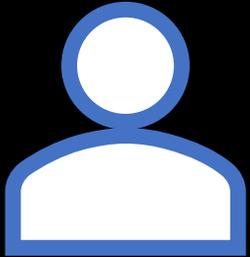


What is B2B Matchmaking?



B2B (Business-to-Business) Matchmaking is a structured process that connects businesses, professionals, and industry stakeholders for strategic networking and collaboration. It facilitates targeted meetings between buyers, suppliers, investors, and partners, helping them explore opportunities, form partnerships, and drive business growth. Our dedicated matchmaking specialists partnered with artificial intelligence will ensure you are matched accordingly.

What can B2B Matchmaking offer?



Profile Assistance

We help update your profile—just email or call us! This includes:

- ✓ Personal details
- ✓ Company information
- ✓ Target preferences

VERY NB: If your profile is incomplete, you will not be able to schedule meetings NOR receive meeting requests



Curated Match List

We identify participants and companies that align with your business goals and send you a tailored list via email.



Meeting Scheduling

If requested, we handle scheduling on your behalf, ensuring you connect with the right people at the right time.



Follow-ups & Reminders

We actively push meetings to be actioned by calling and emailing participants who have yet to respond.

How to use B2B Matchmaking?

Watch our quick and informative video guide here



Frequently Asked Questions pt1



Q1: How do I find my log in details?

A: Please email: proudlysa@aiconnect.co.za, or call/WhatsApp us on: +27 83 446 2955

Q2: How do I change my company name?

A: Please email: proudlysa@aiconnect.co.za, or call/WhatsApp us on: +27 83 446 2955

Q3: Can I edit my availability?

A: Yes, log in to your profile, click the "Meetings" page and untick the times you wish to close off. It will then say "Not Available"

Q4: Where do I find the registered Buyers?

A: Log in to your profile, click on Attendees page, here you can view profiles and schedule meetings

Q5: Where will my meetings take place?

A: All meetings will default to Exhibitor stands. **NB:** If you are meeting another Exhibitor, check the location as it may be on their stand

Q6: How do I find the contact details for my confirmed meetings?

A: Go to your Meetings page, click on the name of the participant and their contact details will appear

Q7: How do I reschedule a meeting?

Are you the organiser of the meeting

A: Yes / No

If Yes: Go to your Meetings page, find the meeting, click 'edit' to amend meeting time

If No: Go to your Meetings page, find the meeting, click on Propose New Time to amend

Frequently Asked Questions pt2



Q8: Can I get the contact details of all participants?

A: Due to POPI Act, we are not able to share the personal details of the other participants unless there is a confirmed meeting

Q9: Where do I report a 'no-show' meeting?

A: Log in to your profile, find the meeting you would like to report, click “No-Show” OR inform us on site

Q10: Will I be able to connect with participants after the event?

A: Yes, for UP TO 3 MONTHS you can access and use the chat option available on the platform

Q11: Why can't I see a meeting in my calendar?

A: The meeting may have been declined, cancelled or expired. Use the filters on the side to display these meeting statuses

Q12: Can I print out my calendar?

A: Yes, log in to your profile, go to your schedule and click “Print”

Q13: Can I rate my meetings?

A: Yes, go to your Meetings page, click the stars displayed next the subject of the meeting and a drop down will pop up

Q14: When will I receive a survey to rate my experience with B2B Matchmaking ?

A: A survey will be emailed to you after the show, where you will be able to rate your experience, rate the quality of buyers, mention any areas of improvement and share your suggestions to be implemented at next years show.



Tips and Tricks For Managing Your Meetings On Site

Familiarise yourself of your upcoming meetings



Who, when and where are you meeting?

(This helps you prepare for the type of conversation you will have based on the other party and their designation)

Honour your schedule



Time is of the essence. Stick to your schedule to ensure smooth time management. If someone does not attend your meeting on time, mark them as a 'No -Show'.

(NB: This goes both ways, should you miss a meeting, the other party can report it to us too.)

Prepare your marketing collateral



Bring as much information as you possibly can. Remember, you are trying to MARKET your company

Contact us



Ensure to save our contact details for ease of open communication on site.

(Message us on WhatsApp for quicker responses)



**FIND YOUR DEDICATED
B2B MATCHMAKING
SUPPORT TEAM IN THE
EXHIBITION HALL!**

Contact Us

**Sudeshnee Pillay | Bianca Hindmarch
Tracey Lodrich | Jo Sansom**

proudlysa@aiconnect.co.za

**Call/ Whatsapp +27 (0)83 446 2955
Office +27 476 5104**

Payment Solutions

Vincent Pillay

ABSA



Payment Solutions

Exhibitors will receive meal vouchers for two people per stand.

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Questions and Answers





Closing remarks

Ms Happy MaKhumalo Ngidi
Chief Marketing Officer
Proudly South African