

# SALES BROCHURE

BRAND AWARENESS | LEAD-GENERATION | THOUGH-LEADERSHIP



**27 - 29 JUNE 2023**

GALLAGHER CONVENTION CENTRE,  
JOHANNESBURG, SOUTH AFRICA

## CONNECTING SOUTHERN AFRICA'S CONSTRUCTION INDUSTRY

Co-located with:



# SUPPORTING AFRICA'S CONSTRUCTION GROWTH AND RECOVERY

The Big 5 Construct Southern Africa, formerly African Construction Expo, is a significant contributor to the economic growth, recovery and transformation within Southern Africa's construction industry and places a special focus on buyer and seller engagements.

## ACCELERATE YOUR BUSINESS BY PARTICIPATING IN 2023:



### MEET INDUSTRY BUYERS AND DISTRIBUTORS

Meet key decision makers and form strategic connections looking for the latest product solutions and technologies



### GAIN ACCESS TO LATEST PROJECT UPDATES

With our content offerings, professionals will have access to current and relevant industry insights



### ACCESS TO ALTERNATIVE MARKET OPPORTUNITIES

Our 3-day event gives you convenient accessibility to meet direct buyers and expand your brand into Southern Africa's multi-billion dollar construction industry



### ACCESS TO CREDIBLE AND AFFORDABLE TRAINING

The industry faces skill shortages, skills deficiencies and gaps in training and development. Gain credible and free-to-attend training, supported by and in partnership with accrediting associations



Exhibitions are incredibly important as a one-on-one marketing tool. After Covid, we have not been able to interact with our customers personally, therefore exhibiting has given us a lot of value. Being able to see our customers in person and for them to see how we have progressed in terms of our product lines, is invaluable. We had a lot of inquisitive people come to our stand and we are very happy to have targeted clients in the construction industry. It was great to see the right people and we look forward to exhibiting at The Big 5 Construct in the future.

**Belinda Gouws**  
Strategic Account Manager, NEXTEC



# WHY EXHIBIT OR SPONSOR?

- **Reduce your per lead generation cost** – reach a large audience of the Southern African concrete, cement and construction industries in just three days – saving you time and money!
- **Fill your sales pipelines** – the focused marketing campaign attracts a targeted audience which gives you access to the latest insights including new projects and tenders
- **Position your company as a thought leader** – the programme is widely regarded as THE leading event. This is a unique opportunity to position your company as one of the leading manufacturers or service providers in Africa
- **Participate in one of the best value expos in Africa, giving you 365 days of ROI** – with expo booths from only \$3 465 per 9m<sup>2</sup>

## BEST VALUE EXPO IN SOUTHERN AFRICA!

All exhibitor packages include valuable additional benefits:

- **Free product listings** to assist in marketing your solutions and technologies across marketing channels, including website, email and social media
- **Opportunity to disseminate white papers** to our community - which will be posted to the event website and social media

Secure a prime position today

Contact – [info@pittscheidt.de](mailto:info@pittscheidt.de)

## 5 EVENTS UNDER ONE ROOF!

### STRATEGIC CO-LOCATED EVENTS:



**African  
Smart Cities  
Summit**

**DECK &  
FLOORING  
expo**

**TOTALLY  
CONCRETE  
EXPO**



**WoodEX  
for Africa**

# MEET QUALITY BUYERS FROM ACROSS THE CONSTRUCTION INDUSTRY

## The INFLUENCE of expos...the INFLUENCE of The Big 5 Construct Southern Africa

Key construction industry buyers and influencers will be participating at the 2023 live event. These prospects represent a cross-section of Southern Africa's entire construction value-chain, including: a large number of project owners (government and private sector), architects, civil/consulting/structural engineers, concrete technologists, large/medium/small contractors and quantity surveyors, who are eager to learn how your products and services can you help them deliver their projects on time and on budget during this recovery period.

	<b>32%</b> <b>Contractors</b> <ul style="list-style-type: none"> <li>• Khanyiso Construction</li> <li>• Permanite Industrial</li> <li>• Ramosiba Projects</li> </ul>		<b>8%</b> <b>Architects</b> <ul style="list-style-type: none"> <li>• Boogertman and Partners Architects</li> <li>• PLW Architects</li> <li>• Werner van der Watt Architects</li> </ul>		<b>8%</b> <b>Retailers and distributors</b> <ul style="list-style-type: none"> <li>• BUCO</li> <li>• Builders Warehouse</li> <li>• Fibertex South Africa</li> </ul>
	<b>7%</b> <b>Engineers</b> <ul style="list-style-type: none"> <li>• Aurecon</li> <li>• Arup</li> <li>• Demuco Civil &amp; Structural Engineers</li> </ul>		<b>6%</b> <b>Building consultancy</b> <ul style="list-style-type: none"> <li>• AKK Consulting</li> <li>• Enza Construction</li> <li>• HBC Construction</li> </ul>		<b>5%</b> <b>Government</b> <ul style="list-style-type: none"> <li>• Department of Human Settlements</li> <li>• Department of Infrastructure Development</li> <li>• Department of Public Works &amp; Infrastructure</li> </ul>
	<b>4%</b> <b>Property developers</b> <ul style="list-style-type: none"> <li>• Century Property Developments</li> <li>• DKM Property Development</li> <li>• Rawson Properties</li> </ul>		<b>3%</b> <b>Project managers</b> <ul style="list-style-type: none"> <li>• Alchemy Building Projects</li> <li>• Gauteng Department of Infrastructure Development</li> <li>• Hlomang Group</li> </ul>		<b>3%</b> <b>Quantity surveyors</b> <ul style="list-style-type: none"> <li>• ArcelorMittal</li> <li>• Consolidated Performance Projects</li> <li>• Fairstone Ltd</li> </ul>



This is the third time we've exhibited and the event attracts the right kind of audience for us in terms of architects, engineers, quantity surveyors and developers. From our perspective, the right professionals come to the show and that's why we are here.

**Victor Bourguenon**  
Managing Director, CemteQ





# THE EXPO FEATURES SOLUTIONS AND PRODUCTS FOR THE ENTIRE CONSTRUCTION VALUE CHAIN



## BUILDING INTERIORS & FINISHES

Kitchen, Bathroom & Related Surfaces | Flooring, Ceiling, Walling & Other | Interior Finishes | Lighting | Protective Coatings, Sealants & Adhesives | Paints, wall and surface textures | Tiles



## BUILDING MATERIALS & TOOLS

Hand tool | Power tools | Construction tools and equipment | Roofing | Trusses | Specialized equipment | Landscaping and paving | Reinforcing | Fencing | Walling | Insulation | Aluminum | Timber | Alternative building solutions



## CONCRETE

Aggregates | Cement and Admixtures | Chemicals and Additives | Concrete Solutions | Concrete Mixers | Concrete Pumps | Concrete Repair Equipment | Decorative Concrete | Formwork Solutions | Pre-cast | Readymix Concrete



## MECHANICAL, ELECTRICAL & PLUMBING SERVICES

Plumbing & Water Technology | Electrical Systems | Security | Fire protection systems | Lighting



## PLANT MACHINERY & VEHICLES

Access Platforms | Construction Vehicles | Commercial Vehicles | Construction Equipment and Tools | Commercial Tyres | Cranes and Lifting Equipment | Earth Moving Machines | Appliances and Conveyors Loaders | Skid Loaders | Material Processing and Handling | Pumping Equipment | Site Clearing, Demolition Tankers | Trailers and Tractors | Spare Parts and Components | Truck Mixers



## GREEN CONSTRUCTION

Precast building materials | Renewable energy solutions | Alternative building materials | Waste treatment | Engineering companies



## SMART CONSTRUCTION

Smart Building & Eco Buildings | Automation | Prefabrication | Wireless sensors | Solar | Software & IT Solutions | Building Information Modeling (BIM) | 3D Printing | Robotics



## WINDOWS, DOORS & FACADES

Windows, Doors & Sun Protection Systems | Roofing, Cladding & Glazing | Special Construction | Metal, Steel & Aluminium

# EXTEND YOUR BRAND PRESENCE

Extended opportunities to expose your brand through unique content driven features!

## Thought leadership

### STAKEHOLDERS ENGAGEMENT FORUM



With a growing emphasis on stakeholder centricity, the Stakeholders Engagement Forum, provides an platform for open discussion surrounding current challenges faced and current measures to expedite job creation and economic stability.

**COLLABORATION**

## Conference

### African Smart Cities Summit



Co-locating with The Big 5 Construct Southern Africa, African Smart Cities will take a candid look at the rate at which African cities are progressing, the obstacles encountered and the innovative solutions which serve as catalysts for the advancement of African smart cities.

**THOUGHT-LEADERSHIP**

## Youth development



The Youth Symposium is an exciting initiative for students and young adults wanting a career in the construction industry. Over the course of the exhibition, interactive workshops will be held focusing on how the Youth can take advantage of the opportunities that present themselves in the built environment. The Youth Symposium will leave the students, youth and job-seekers equipped to enter the job market of the construction industry.

**SKILLS DEVELOPMENT**

## CPD accredited workshops



The Big 5 Construct Southern Africa & Totally Concrete Expo Talk Series delivers world-class educational programmes and CPD accredited knowledge-sharing sessions.

**EDUCATIONAL**

## Interactive discussions



Discussions taking place during the Smart and Contractor Talks will ensure visitors are provided with the knowledge and solutions to improve their everyday work life and promote business sustainability.

**KNOWLEDGE**

**FOR SPEAKING  
OPPORTUNITIES  
CONTACT:**

**Lindiwe Nkosi**

**E: [lindiwenkosi@dmgevents.com](mailto:lindiwenkosi@dmgevents.com)**

**T: +27 21 700 5584**

# SPONSORSHIP PACKAGES

The Big 5 Construct Southern Africa offers organisations an opportunity to tailor-make packages to suit your objectives and budgets.

## DIAMOND SPONSORSHIP

**INVESTMENT \$30 000\***

As a Diamond Sponsor you will receive unsurpassed recognition, with continuous brand exposure before, during and after the event. This package is limited to one sponsor.

### THE DIAMOND SPONSORSHIP INCLUDES THE FOLLOWING ITEMS:

- Branding of the Stakeholders Engagement Forum
- Opportunity to join the Stakeholders Engagement Forum panel
- Exclusive branding of registration area
- 36 sqm exhibition booth
- A full-page colour advert in the show guide
- Prominent logo placement and company profile on the event website
- Acknowledgement of sponsor status and logo placement on all relevant promotional material produced for the event
- Logo placement on the cover page of the show guide
- 100-word company description in the show guide
- The opportunity to send one email blast to all the registered attendees prior to the event
- Placement of collateral (to be supplied by sponsor) in visitor areas

## PLATINUM SPONSORSHIP

**INVESTMENT \$22 500\***

This premiere sponsorship package is limited to two sponsors and it offers you one of the highest levels of visibility throughout the exhibition.

### THE PLATINUM SPONSORSHIP INCLUDES THE FOLLOWING ITEMS:

- Branding of the Stakeholders Engagement Forum
- Badge and lanyard sponsor
- 24 sqm exhibition booth
- A full-page colour advert in the show guide
- Logo placement and company description on the event website
- Acknowledgement of sponsor status and logo placement on all relevant promotional material produced for the event
- Logo placement on the cover page of the show guide
- 80-word company description in the show guide
- Placement of collateral (to be supplied by sponsor) in visitor areas

\*All rates quoted exclude 5% admin fee

**The Big 5 Construct Southern Africa, connects key construction industry stakeholders to build lasting relationships within the Southern African built environment.**

**Michael Pittscheidt | Official Representative Germany – Messe & Marketing**  
**0049 2251 86 65 65 8 | [info@pittscheidt.de](mailto:info@pittscheidt.de)**

# SPONSORSHIP PACKAGES

## GOLD SPONSORSHIP

**INVESTMENT \$15 000\***

This sponsorship is designed for companies seeking to establish a prominent profile and it creates a close association of your brand with the event. The Gold Sponsorship package is being offered to an unlimited number of companies and it includes the following items:

### A CHOICE OF ONE OF THE FOLLOWING ITEMS:

- Sponsorship of a 45 min workshop session
- Sponsorship of the Youth Symposium
- Visitor bag sponsorship

### THE GOLD SPONSORSHIP INCLUDES THE FOLLOWING ITEMS:

- 18 sqm exhibition booth
- A full-page colour advert in the show guide
- Logo placement and company description on the event website
- Acknowledgement of sponsor status and logo placement on all relevant promotional material produced for the event
- Logo placement and 80-word company description in the show guide

## SILVER SPONSORSHIP

**INVESTMENT \$9 500\***

All Silver sponsors will have a strong presence at the event and will get to access lead generation opportunities. The Silver Sponsorship is being offered to an unlimited number of companies and it includes the following items:

### A CHOICE OF ONE OF THE FOLLOWING ITEMS:

- Sponsorship of a 45 min workshop session
- Sponsorship of the Youth Symposium

### THE SILVER SPONSORSHIP INCLUDES THE FOLLOWING ITEMS:

- 9 sqm exhibition booth
- Logo placement and company description on the event website
- Acknowledgement of sponsor status and logo placement on all relevant promotional material produced for the event
- Logo placement and 80-word company description in the show guide

## BRONZE SPONSORSHIP

**INVESTMENT \$4 750\***

By becoming a Bronze Sponsor you will ensure that your brand remains at the top of the industry stakeholders' mind with impactful exposure. The Bronze Sponsorship is being offered to an unlimited number of companies.

### THE BRONZE SPONSORSHIP INCLUDES THE FOLLOWING ITEMS:

- 9 sqm exhibition booth
- Logo placement and company description on the event website
- Acknowledgement of sponsor status and logo placement on all relevant promotional material produced for the event
- Logo placement and 80-word company description in the show guide

\*All rates quoted exclude 5% admin fee



# ADDITIONAL SPONSORSHIP OPPORTUNITIES

Additional sponsorship opportunities can be booked individually or as part of one of a comprehensive package.

Visitor bag sponsor	\$12 500	Press / Media Lounge	\$3 750
Badge and lanyard sponsor	\$9 500	Workshop session (45 min)	\$2 500
Networking reception	\$11 000	Hanging banner	\$1 250
Lunch area	\$4 250	Fence branding (10 metres)	\$750
Youth Symposium	\$3 750	Advert in show guide (full page)	\$750

## EXHIBITION PRICES

### Shell scheme (per m<sup>2</sup>)

\$425 per m<sup>2</sup>\*

Every shell-scheme stand will receive the following for hire as part of the package:

Walling, fascia board with your company, name in vinyl lettering, spotlights, 1 x plug point, blue carpet, 1 x table, 2 x chairs

### Raw space (per m<sup>2</sup>)

\$385 per m<sup>2</sup>\*

Floor space only:

Electricity, walling, lighting, furniture, carpeting and any extras can be ordered from the services manual

### Outside space (min 20m<sup>2</sup>)

\$125 per m<sup>2</sup>\*

Outdoor space only:

Electricity, furniture and any extras can be ordered from the services manual

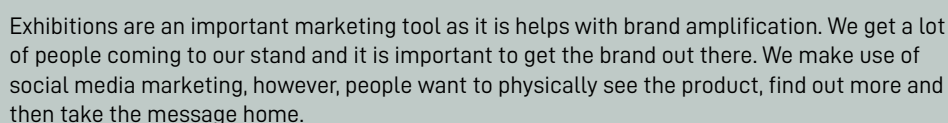
\*All rates quoted exclude 5% admin fee

VALUE ADD!

A dedicated team of Account Managers will support sponsors and exhibitors throughout the entire campaign! Contact [KennethMasviken@dmgevents.com](mailto:KennethMasviken@dmgevents.com) to finalise your participation!

Our highly targeted marketing campaign delivers the right audience to the expo to ensure your brand is exposed to the professionals you want to meet. Below are only a few examples of marketing tools we utilise:

 <h3>EMAILS</h3> <p>Over 30 email campaigns will be sent over the duration of the marketing campaign – reaching 55 000+ construction professionals at a time</p>	 <h3>TELEMARKETING</h3> <p>Over 2 000 professionals will be invited to the event and registered through our telemarketing team</p>
 <h3>ASSOCIATION PARTNERS</h3> <p>We form strategic partnerships with over 15 industry associations to promote the event to their members and secure their attendance</p>	 <h3>SMS</h3> <p>More than 5 000 SMS invitations will be sent to construction professionals across South Africa</p>
 <h3>DIGITAL CAMPAIGN</h3> <p>A professional executed digital campaign including Google Adwords marketing and paid campaigns across social media channels will be implemented</p>	 <h3>SOCIAL MEDIA</h3> <p>Regular updates and exhibitor features will be posted to our followers on Facebook, Twitter and LinkedIn</p>
 <h3>MEDIA PARTNERSHIPS</h3> <p>30+ online banners and 15+ print adverts will be published by our leading industry publications supporting the event</p>	 <h3>PUBLIC RELATIONS</h3> <p>A dedicated PR team will be running a campaign 16 weeks prior to the event reaching trade and mainstream media</p>
 <h3>OUTDOOR ADVERTISING</h3> <p>Mobile trailers will be used in high traffic zones across Johannesburg</p>	 <h3>ONSITE MEDIA COVERAGE</h3> <p>Over 40 members of press are expected onsite to cover the event</p>
 <h3>EXHIBITOR MARKETING SUPPORT</h3> <p>Free tailored marketing packages are sent to exhibitors to invite client to the event – amplifying the marketing campaign</p>	 <h3>EVENT WEBSITE</h3> <p>Marketing efforts will push over 25 000 unique visitors through to the event website for the duration of the marketing campaign</p>
 <h3>BRAND CHAMPIONS</h3> <p>Dedicated team of industry expert brand champions to advocate for our event through their communities and social media channels</p>	 <h3>ADVISORY BOARD</h3> <p>15 industry experts providing strategic guidance and market insight, to ensure all content offerings are relevant and helpful to industry we serve</p>





**27 - 29 JUNE 2023**

GALLAGHER CONVENTION CENTRE,  
JOHANNESBURG, SOUTH AFRICA

# LET US HELP YOU ACHIEVE YOUR BUSINESS OBJECTIVES

## SECURE YOUR PARTICIPATION TODAY!

**Michael Pittscheidt**

**Official Representative Germany – Messe & Marketing**  
**0049 2251 86 65 65 8 | [info@pittscheidt.de](mailto:info@pittscheidt.de)**

Co-located with:

