

## REQUEST FOR PROPOSAL

<b>Exhibition:</b>	<b>Africa's Travel Indaba 2019</b>
<b>Dates:</b>	<b>BONDay Day: 06 May 2019</b> <b>Exhibition Days: 07 - 09 May 2019</b>
<b>Services:</b>	<b>Official Exhibition App Supplier</b>
<b>Venue:</b>	<b>Inkosi Albert Luthuli Durban International Convention Centre</b>

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We are pleased to extend this opportunity for provision of services for Africa's Travel Indaba 2019-2020

Our Request for Proposal (RFP) requires you to submit a detailed breakdown of your proposal and costs by the specified closure date to be considered as a preferred supplier for the above services for Africa's Travel Indaba 2019-2020

**Synergy Business Events (Pty) Ltd** has been appointed as the official management company of **Africa's Travel Indaba** on behalf of **South African Tourism** for the period 2018 to 2020. As part of this contract, the **Synergy Business Events (Pty) Ltd** team is responsible for the planning and implementation including all of the operations and logistics around the execution of one of the largest events on the African tourism calendar – **Africa's Travel Indaba**. This event is held annually in Durban during May.

**Africa's Travel Indaba – Inkosi Albert Luthuli International Convention Centre, (Durban, KwaZulu-Natal) 07<sup>th</sup> to 09<sup>th</sup> May 2019, 6<sup>th</sup> May 2019 BONDay (Business Opportunity Networking Day)**

**Africa's Travel Indaba**, a trade exhibition, is one of the largest tourism marketing events on the African calendar and one of the top three 'must visit' events of its kind on the global calendar. **Africa's Travel Indaba** is a three-day trade event that attracts well over 8000 delegates from the travel tourism and related industries. The exhibition accommodates over 1000 exhibitors, almost 550 local and international media, and more than 1 500 local and international buyers.

The focus for South African Tourism is to market South Africa as a destination to both domestic and international travellers. This is a trade show that provides a platform for the entire tourism industry to conduct business and network.

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### **Objective of the APP**

1. Tangible experience of technology.
2. Amplifying the holistic Africa's Travel Indaba experience
3. Generating talk-ability around Africa's Travel Indaba

### **APP functionality requirements (but not limited to these options)**

1. Improved segmentation of users to fine tune communication relevant to those users (easily identify Media/Exhibitors/Buyers)
2. Notifications of meetings in the online diary system, allocation of exhibitors stand details in the app with a map that directs users to the relevant locations for meetings/events/media talks/etc – allowing for push notification technologies to communicate better with attendees for surprising and delighting opportunities at the event.
3. GPS technology system within the venues for the purposes of navigating point-to-point within the venue – to investigate potential partners to come on board with a trade exchange due to budgetary constraints.
4. A simplified way of sharing contact information between attendees to eliminate physical collateral
5. Investigate NFC technology and gamification opportunities within the Durban ICC Hall 1-6, DEC Hall 1 & 2, Outdoor (Walnut Rd), Suites, VIP Holding rooms, Breakaway Rooms – encouraging users to perform or check in at various points for example on order to complete a task – this will encourage exhibitors to explore the full show and perhaps engage with products or exhibitors that they may not have
6. Suggestions for attendees related to what to do, where to eat, what to experience over the period of Africa's Travel Indaba
7. A rating system for talks and activations, on-site during Africa's Travel Indaba

## Digital Mandatories

### APP Functionality requirements:

1. Responsive Design
2. Offline Caching
3. Google Maps Integration
4. Venue features to help users navigate to the venues, hotels, local attractions, restaurants, etc.
5. GPS functionality
6. Potential AR viewer to integrate to potential digital activation
7. Social Feed
8. News Feed
9. Gallery
10. Video Content
11. Exhibitor Brochure
12. App download instructions can be sent to registered users
13. The user can immediately be prompted to change their password
14. Reset password requirement will be sent to the users selected and preloaded email address
15. Social Platform Integration
16. Day Planner
  - a. Show Schedule of events for attendee in chronological order
  - b. Viewing event details
  - c. View additional information about event including location navigation etc
17. Interactive Map
18. Favourites: This can be done by adding it to "My Schedule" or "My Exhibitors"
19. Predictive Search
20. User Rating
21. Event and meeting reminder
22. Shuttle schedule
23. Push notifications
24. QR scanner to scan other attendee contact details to load into phone contacts
25. Survey
26. Training/FAQ/How to use the app

### **Additional Activation Requirements**

- Develop always-on messaging to push app downloads and usage of Africa's Travel Indaba app
- Pre: amplify event on social platforms like Twitter
- During: Social media promotion of app download using #africatravelindaba2019
- App support stand onsite

### **Learnings from the Past to taken into consideration**

- Low download rate due to app being launched late
- Delegates find it difficult to navigate their way from one meeting to another and from one venue to the next.
- Attendees prefer being rewarded physically for performing actions – they must be encouraged to perform a function by ensuring a reward or incentive
- People prefer being able to participate rather than watching someone else perform functions
- Relate the activations to real world solutions that may be beneficial in the tourism value chain

Organisers will provide you with the look and feel of the master head based on a successful proposal.

The organisers of the show will provide a space for the Onsite App Support Personnel within the Foyer for the duration of the three (3) days. This will exclude a phone line.

**Cost Structure of Proposal:**

Please provide a clear breakdown of costs for services provided, and clearly indicate any discounted rates, where applicable. All prices to be inclusive of VAT and all payment terms to be specified. No additional costs to be considered over and above the RFP submissions. Should you wish to sponsor these services, please advise what your requirements would be in order for us to make an informed decision.

Additional points will be awarded for any innovative suggestions, as well as submission of your company sustainability / environmental policy and how you aim to implement this at Africa's Travel Indaba 2019. Consideration should be given to using energy efficient appliances and recycling material should be put in place in conjunction with the organisers.

**Event Greening:**

In line with international best practice Africa's Travel Indaba 2019 aims to be a reduced carbon event where event greening is considered in all the different work streams and appointment of suppliers. You are required to indicate in your proposal how you intend to implement this. Please include all relevant costs into your proposal, bearing in mind that it needs to still be competitive and make financial sense. The emphasis should be on innovation around current business practice to ensure positive impact around social and environmental issues, while it is still financially viable.

For additional information about event greening please visit the resource section of the Event Greening Forum on [www.eventgreening.co.za](http://www.eventgreening.co.za)

**RFP Submissions:**

**Submission date – 12:00, Friday, 05 October 2018**

Please note that the following documentation must be submitted with the application:

- A valid tax clearance certificate
  - Certified copies of your company registration
  - Certified copy of a valid B-BBEE verification / rating certificate
1. Please **deliver your proposal** to Phetogo Kubheka at the following address:  
Synergy Business Events Offices - 15 Catherine Avenue, Misa Office Park, Northcliff, Johannesburg, Gauteng
  2. Please ensure you **also email a soft copy** through to [phetogo@synergybe.co.za](mailto:phetogo@synergybe.co.za)

**Queries:**

Should you have any questions relating to this RFP, please contact Phetogo Kubheka on [phetogo@synergybe.co.za](mailto:phetogo@synergybe.co.za) or +27 11 476 5104.

On successful appointment, a service level agreement (SLA) agreement will be provided for all parties. Your primary point of contact will be Synergy Business Events.