

WE'RE BACK!


DURBAN ICC
INTERNATIONAL CONVENTION CENTRE
INHOE ALBERT LUTHULI ICC COMPLEX
SOUTH AFRICA

The adventure
starts here



Offroad and road Vehicles • Camping
Sports Cars • Boats & Jetskis
Motorbikes • 4x4 Demonstrations
Vintage Cars • Sports Equipment
PLUS LOTS MORE...

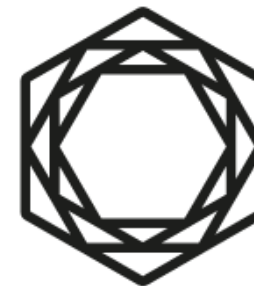
Durban Exhibition Centre

**31 AUG &
1 SEP '24**


GREAT OUTDOORS EXPO



Scan here or visit goexpo.co.za for more info



DELTA SPORT

SOUTH AFRICA

WHAT IS THE 2024 GREAT OUTDOORS EXPO?

After what feels like a lifetime of searching, deliberations and negotiations, we are very excited to announce that the 2024 GREAT OUTDOORS EXPO will be taking place on the 31st of August and the 1st of September at the sought after Durban Exhibition Centre.

Opportunities Await: The Great Outdoors Expo serves as a platform for exhibitors to showcase their products, services, and innovations to a diverse audience of outdoor enthusiasts. Whether you specialize in vehicles, boats, tyres, tents, camping gear, hiking equipment, fishing tackle, or outdoor apparel, the Expo provides an unparalleled opportunity to connect with your target market.

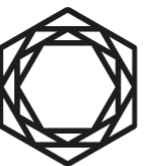
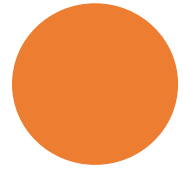
Networking: One of the most significant benefits of participating in the Great Outdoors Expo is the chance to network with industry professionals, fellow exhibitors, and potential customers. Forge new partnerships, exchange ideas, and build relationships that can propel your business forward.

Visibility and Brand Exposure: Exhibiting at the Great Outdoors Expo puts your brand in front of thousands of attendees who are actively seeking the latest and greatest in outdoor gear and experiences. Take advantage of this high-visibility platform to increase brand awareness, generate leads, and drive sales.

Product Launches and Demonstrations: Debuting a new product or showcasing your latest innovations? The Great Outdoors Expo is the perfect venue to launch your offerings and provide hands-on demonstrations to eager attendees. Engage with customers directly, gather feedback, and create buzz around your brand.

The new venue gives our exhibitors a choice of indoor and outdoor stands, with 75% of the Exhibitor space being inside the 90 000m² Exhibition venue and a further 4000m² of open outside space. The venue is no stranger to events, with over 45 events being staged there per year. The Venue also offers back up electricity which covers 70% of the area as well as secure parking for over 1000 vehicles per day underground at the ICC, as well as another 1500 of open parking bays next to the Work Shop.

We would love to have you and your brand part of our exciting Expo. For further information, please read the attached document and use the link to our new *LIVE*, online booking and payment platform.



[CLICK HERE FOR THE 2023 EXPO VIDEO](#)



GREAT **OUTDOORS** EXPO



DURBAN ICC
INTERNATIONAL CONVENTION CENTRE
INKOSI ALBERT LUTHULI ICC COMPLEX
SOUTH AFRICA

31st AUGUST & 1st SEPTEMBER 2024



DELTA SPORT
SOUTH AFRICA

QUICK EXPO STATS:

2019 @ Shongweni Club

- November date
- 10 000 Sq m floor space
- 112 Expo Stands
- Approximately 1500 attendees per day

2023 @ Suncoast Car Park 3

- March date
- 20 000 sq m floor space
- 173 Expo Stands
- Approximately 3500 attendees per day.
(very bad weather)

- 2024 @ DEC / ICC Durban
- 31st August & 1st September
- 15 000 sq m floor space
- 220 Stands
- We expect around 6000 attendees per day



GREAT OUTDOORS EXPO



BOOK YOUR STAND

Durban Exhibition Centre
**31 AUG &
1 SEP '24**



Scan here or visit goexpo.co.za for more info

The adventure starts here



MOTOR BIKES

Born to ride,
fueled by
freedom



Durban Exhibition Centre
**31 AUG &
1 SEP '24**

GREAT OUTDOORS EXPO



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STANDS & ACTIVATIONS:



- OFFROAD VEHICLE ACCESSORIES
- OFFROAD AND ROAD VEHICLES
- CARAVANS AND CAMPING TRAILERS
- OUTDOOR ACCESSORIES
- CAMPING EQUIPMENT
- SPORTS CARS
- KIDS ENTERTAINMENT
- STAGE ACTIVITIES
- LIVE MUSIC
- 4X4 DEMONSTRATIONS
- CHILI EATING COMPETITION
- BEER TENT AND GIN GARDEN
- LOCAL UNIQUE FOOD STANDS
- CRAFTERS AND WOODWORK
- FLEA MARKET
- BOAT AND WATERCRAFT DISPLAYS
- MOTORBIKE DISPLAYS
- UNIMOG DISPLAYS
- VINTAGE CARS
- MOUNTAIN BIKES / ROAD BIKES AND ACCESSORIES
- SPORTS EQUIPMENT
- PAINTBALL AND CLIMBING WALL

PLUS LOTS MORE...



- **2024 Date:** 31st August & 1st September 2024
- **Expectant visitors:** 10 000 – 15 000 visitors over 2 days
- **Attendees Target Market:** KZN, Joburg, South Coast, North Coast, Inland
- **Gate entry fees:** R100 Adults / R50 Students and Pensioners
- **Online Bookings:** WEBTICKETS / **Stands:** 220 Expo stands
- **Stand Sizes:** 120m2 down to 9m2
- **Approx 50 x Indoor Shells scheme Stands & 150 Other stands**
- **Education: 220 Exhibitors over 2 days.** We will have Educational stands from local Charity and Environmental Companies and Communities available for Kids and Schools.
- **Exhibitors:** 20% Vehicles / 15% Vehicle Accessories / 20% Trailers, Caravans, Boats / 10% Food & Drink / 15% Family & Kids stands / 20% Lifestyle Products
- **Times: SATURDAY** 9am to 6pm, **SUNDAY:** 9am to 3pm
- **ARENA X** – Outside Display area with vehicle obstacle course, demo's and other activities.
- **Exhibitor set up on Friday:** 7am to 7pm (Friday)
- **Exhibitor Breakdown:** Sunday 3pm to 7pm & Monday 8am to 5pm.
- **Marketing Reach:** 4.7 million people
- **Marketing Reach in value:** R16.2 million



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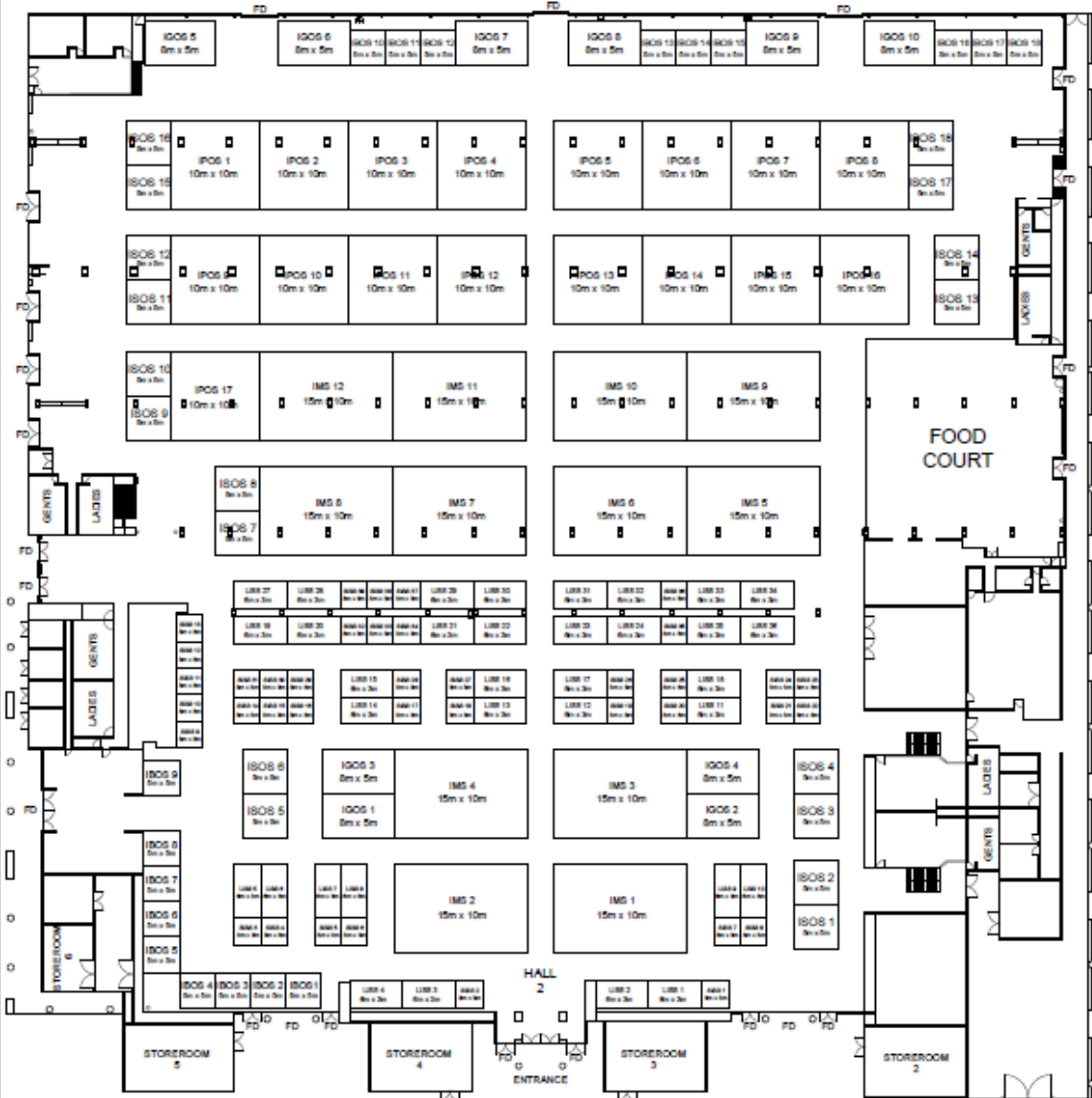
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THE GREAT OUTDOOR EXPO 2024
 31 August - 01 September 2024
 Floor plan layout
 drawn 2024.03.22

STAND ANNOTATION & QUANTITIES

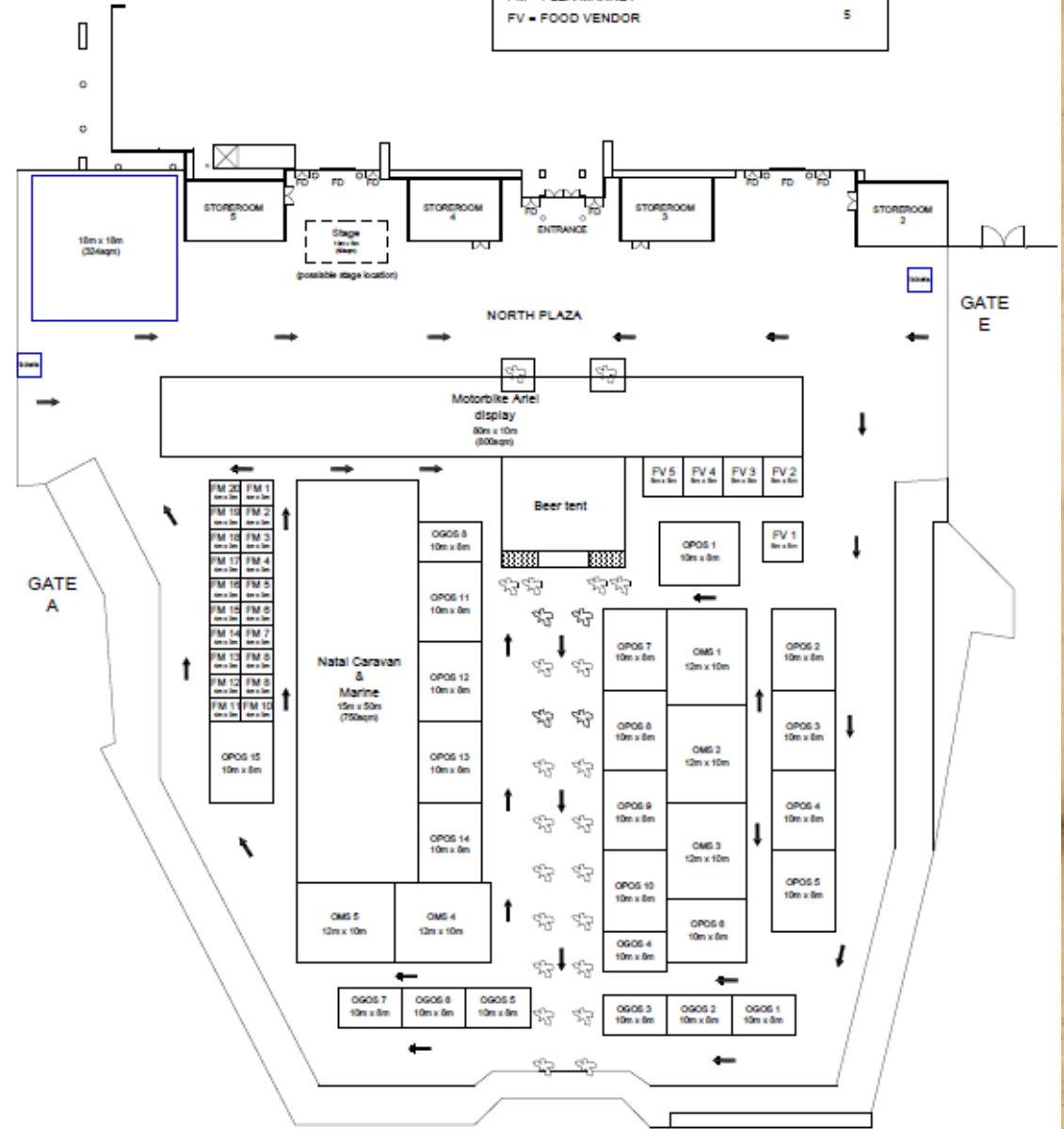
IMS - INDOOR MEGA STAND	12
IPOS - INDOOR PLATINUM OPEN STAND	17
IGOS - INDOOR GOLD OPEN STAND	10
ISOS - INDOOR SILVER OPEN STAND	18
IBOS - INDOOR BRONZE OPEN STAND	18
LISS - LARGE INDOOR SHELL SCHEME	34
SISS - SMALL INDOOR SHELL SCHEME	39



THE GREAT OUTDOOR EXPO 2024
 31 August - 01 September 2024
 North Plaza plan layout
 revision no.2 - 2024.04.03

STAND ANNOTATION & QUANTITIES

OMG - OUTDOOR MEGA STAND	5
OPOS - OUTDOOR PLATINUM OPEN STAND	15
OGOS - OUTDOOR GOLD OPEN STAND	8
FM - FLEA MARKET	20
FV - FOOD VENDOR	5



MARKETING & COMMUNICATION OF THE EXPO

Media Partners:

- East Coast Radio
- KZN Tourism
- Durban Tourism

Marketing Channels:

- Social Media
- Street Posters
- Billboards
- Caravan SA Magazine
- East Coast Radio
- Database emails
- KZN Tourism
- Exhibitor networking



