



**DELTA SPORT**  
SOUTH AFRICA



**DURBAN ICC**  
INTERNATIONAL CONVENTION CENTRE  
INKOSI ALBERTI LUTHULI ICC COMPLEX  
SOUTH AFRICA

# EXPLORE DISCOVER THRIVE



Durban Exhibition Centre

**31 AUG &  
1 SEP '24**



The adventure  
starts here



Scan here



[goexpo.co.za](http://goexpo.co.za)

# WHAT IS THE GREAT OUTDOORS EXPO?



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**Gear up for greatness**



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 31 August and 1 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 9000m<sup>2</sup> Exhibition venue and a further 4000m<sup>2</sup> 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**



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# QUICK EXPO STATS



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Thrills at Every Turn



## NOV 2019

SHONGWENI CLUB

### 10 000

SQM FLOOR SPACE

### 112

EXPO STANDS

### 1500

APPROXIMATE ATTENDEES PER DAY

## MAR 2023

SUNCOAST CAR PARK 3

### 20 000

SQM FLOOR SPACE

### 173

EXPO STANDS

### 3500

ATTENDEES PER DAY (VERY BAD WEATHER)

## AUG/SEP 2024

DURBAN EXHIBITION CENTRE/ ICC DURBAN

### 15 000

SQM FLOOR SPACE

### 220

EXPO STANDS

### 6000

EXPECTED ATTENDEES PER DAY)



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# STANDS & ACTIVATIONS



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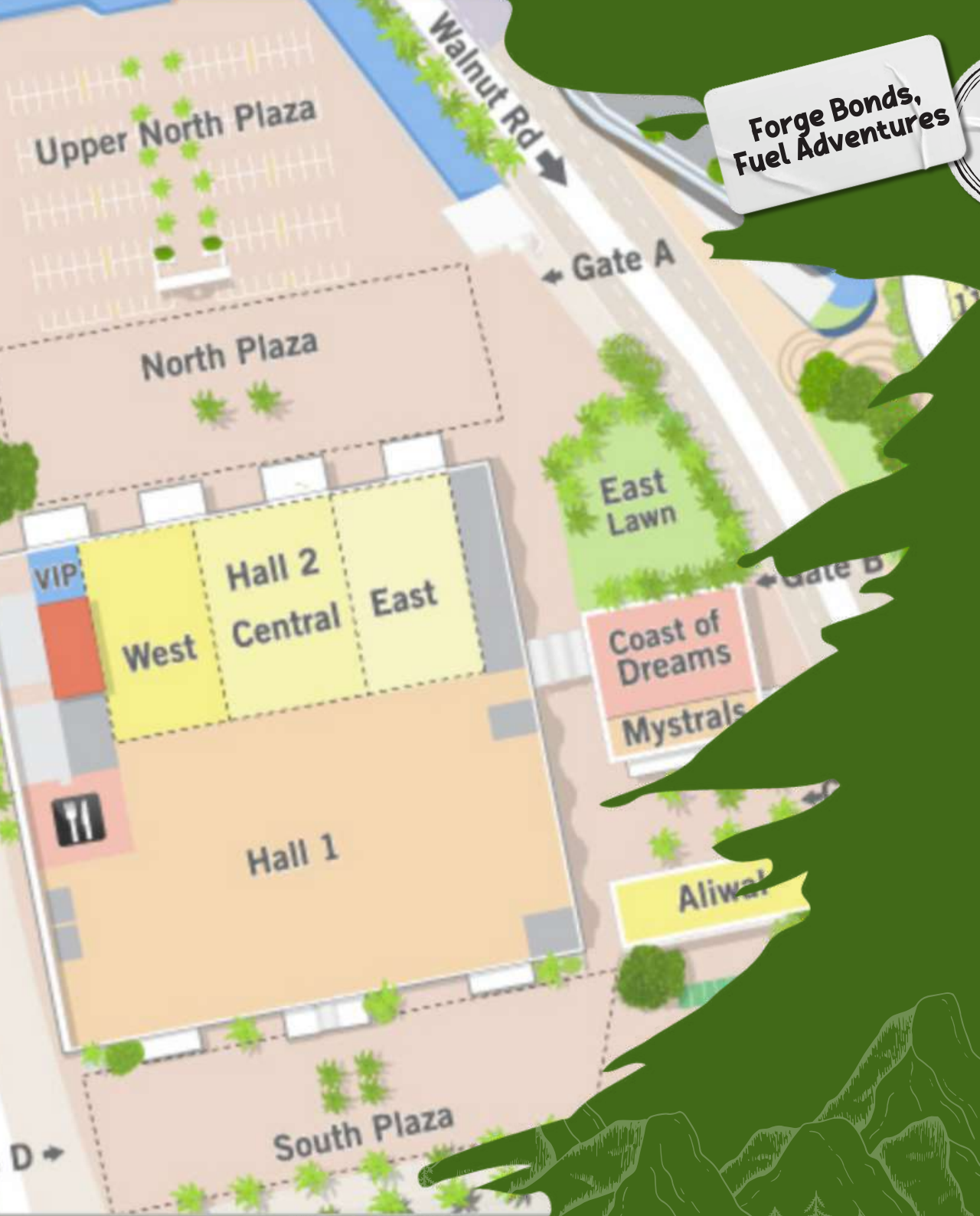
- Offroad Vehicle Accessories
- Offroad and road Vehicles
- Caravans and Camping trailers
- Outdoor Accessories
- Camping Equipment
- Sports Cars
- Kids Entertainment
- Stage activities
- Live Music
- 4x4 Demonstrations
- Chili Eating Competition
- Beer tent and Gin Garden
- Local unique food stands
- 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...



**Adventure-Ready  
Exhibits**



  
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**Forge Bonds,  
Fuel Adventures**



- 2024 Date** 31 August & 1 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** Wrbtickets / 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

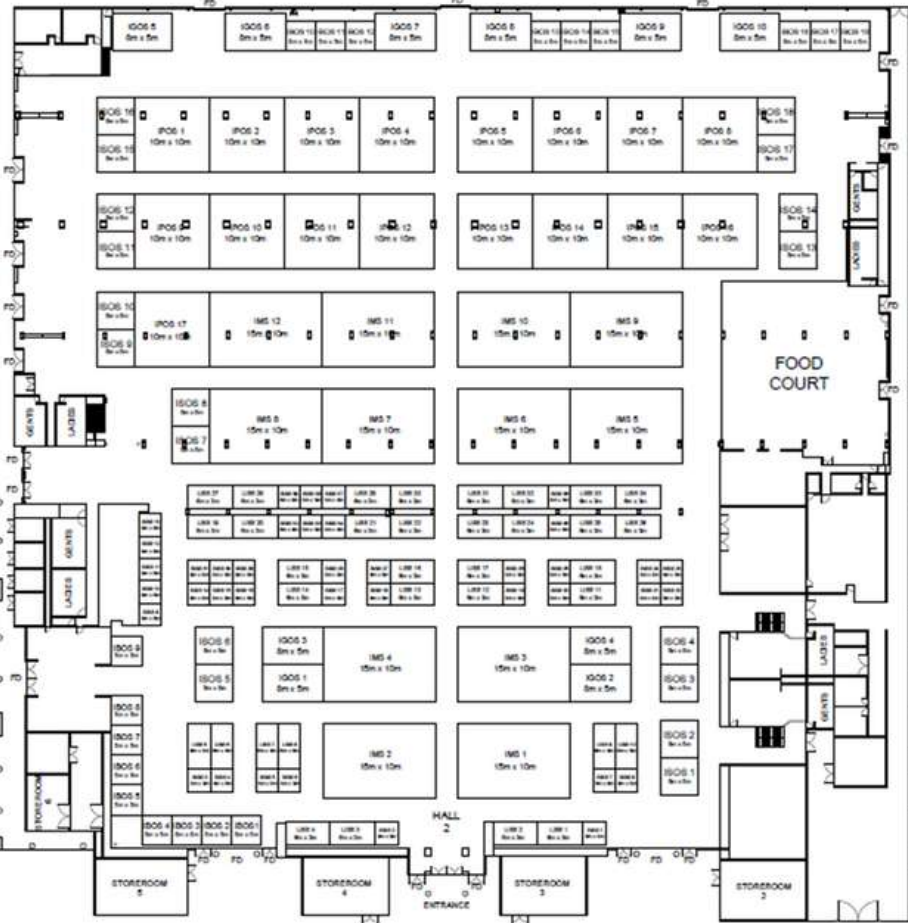




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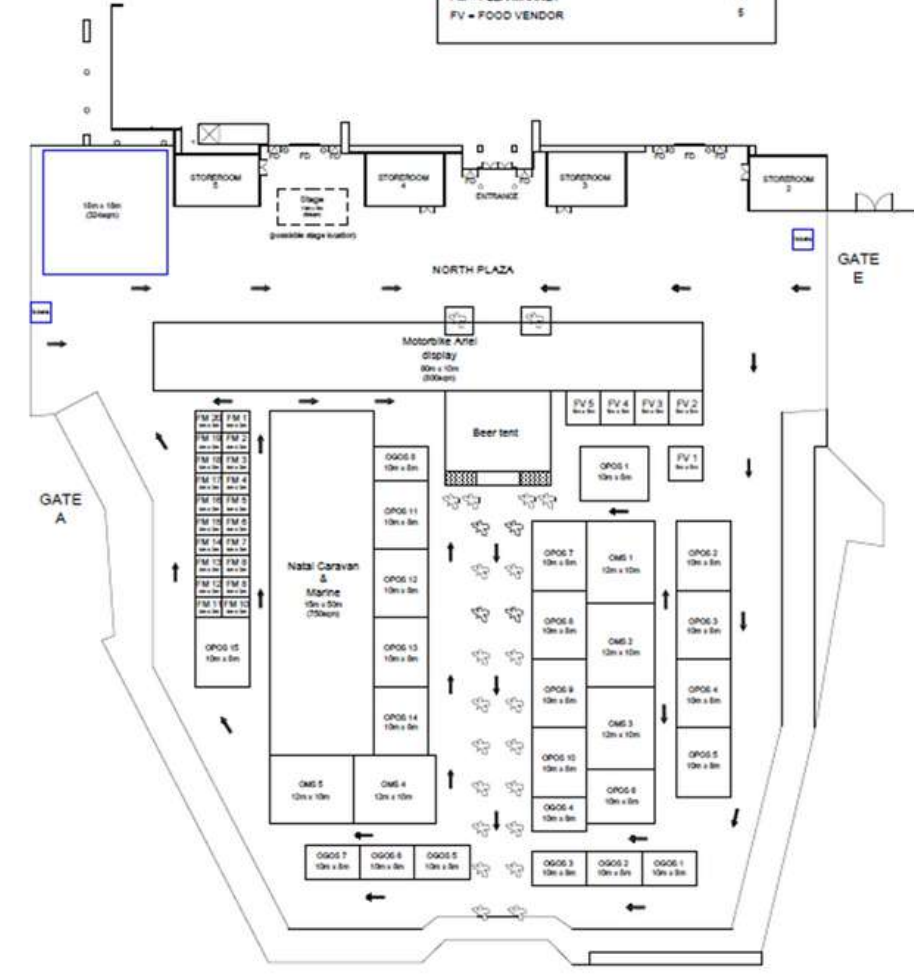
**THE GREAT OUTDOOR EXPO 2024**  
31 August - 01 September 2024  
Floor plan layout  
drawn 2024.03.22

STAND ANNOTATION & QUANTITIES	
IMS - INDOOR MEGA STAND	12
IPOG - 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	
OMS - OUTDOOR MEGA STAND	5
OPOG - OUTDOOR PLATINUM OPEN STAND	15
OGOS - OUTDOOR GOLD OPEN STAND	8
FM - FLEA MARKET	20
FV - FOOD VENDOR	5



**Discover  
Treasure**



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# MARKETING & COMMUNICATION OF THE EXPO



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Gear Up for  
the Ultimate  
Adventure



## 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



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