



DURBAN ICC

INTERNATIONAL CONVENTION CENTRE
INKOSI ALBERT LUTHULI ICC COMPLEX
SOUTH AFRICA

GREAT OUTDOORS EXPO



**EXPLORE
DISCOVER
ADVENTURE**



DELTA SPORT
SOUTH AFRICA

goexpo.co.za

KZN'S BIGGEST ADVENTURE EXPO



Gear up for greatness



The 2025 Great Outdoors Expo will be the 5th running of KZN's BIGGEST ADVENTURE EXPO 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 venue gives our exhibitors a choice of indoor and outdoor stands, with 75% of the Exhibitor space being inside the 10 000m² Exhibition venue and a further 5000m² of open outside space. The venue is no stranger to events, with over 30 events being staged there per year. The Venue also offers back up electricity which covers 90% 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.

**CLICK HERE FOR THE
2024 EXPO VIDEO**



QUICK EXPO STATS

Thrills at
Every Turn



MAR 2023

SUNCOAST CAR PARK 3

20 000

SQM FLOOR SPACE

123

EXPO STANDS

7000

ATTENDEES
(BAD WEATHER)

AUG/SEPT 2024

DURBAN EXHIBITION CENTRE

15 000

SQM FLOOR SPACE

152

EXPO STANDS

9000

ATTENDEES

21 & 22 NOV 2025

DURBAN EXHIBITION CENTRE/ ICC DURBAN

15 000

SQM FLOOR SPACE

200

EXPO STANDS

16 000

EXPECTED
ATTENDEES



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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
- Hunting Accessories
- Food and Beer Tents
- Local unique food stands
- Crafters and woodwork
- Flea Market
- Boat and watercraft display
- Motorbike displays
- Unimog display
- Vintage Cars
- Sports Equipment
- Paintball and Climbing wall
- PLUS LOTS MORE...



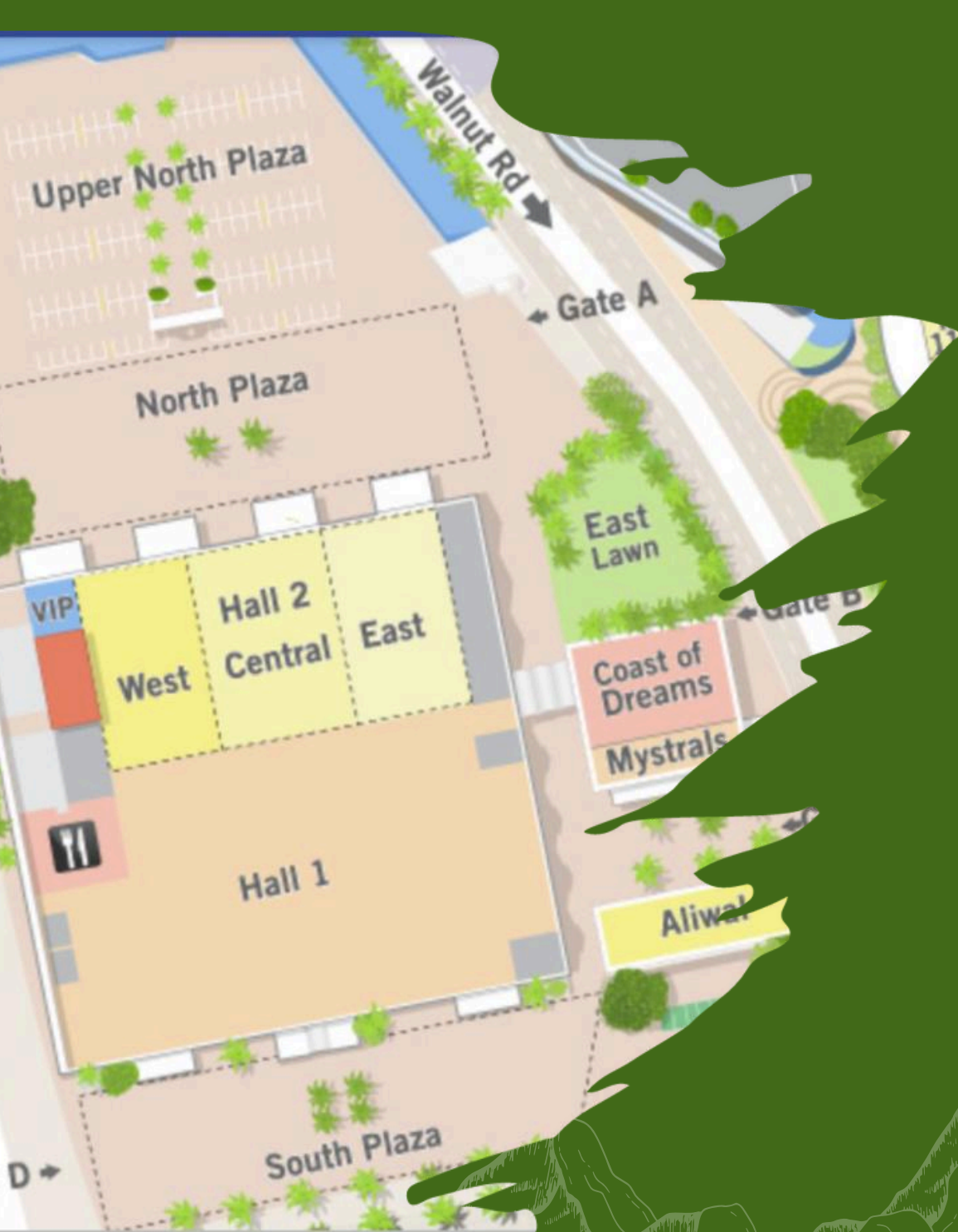
**Adventure-Ready
Exhibits**



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2025 Date: 21st and 22nd November 2025

Expectant visitors 12 000 – 20 000 visitors over 2 days

Attendees Target Market KZN, Joburg, South Coast, North Coast, Inland

Gate entry fees R100 Adults / R60 Students and Pensioners

Stand Sizes 300m2 to 9m2. Approx

Education Scouts, Charity and Environmental Companies

Exhibitors 20% Vehicles / 20% Vehicle Accessories / 20% Trailers, Caravans, Boats / 10% Food & Drink / 10% Family & Kids stands / 20% Camping & Products

Times SATURDAY 8:30am to 6pm, SUNDAY: 8:30am to 4pm

Exhibitor set up on Thursday & Friday 9am to 6pm

Exhibitor Breakdown Sunday 5pm to 7pm & Monday 8am to 4pm.

Marketing Reach 8.7 million people



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MARKETING & COMMUNICATION OF THE EXPO

MEDIA PARTNERS

- East Coast Radio
- KZN Tourism
- Durban Tourism
- NewsRoom Africa
- Sunday Tribune
- Khaki Bush eMag

MARKETING CHANNELS

- Social Media
- Street Posters
- Website
- Magazine
- East Coast Radio
- Database emails
- KZN Tourism
- Exhibitor networking



MEDIA AND BRAND EXPOSURE



ABOVE THE LINE:

- Adverts and interviews on East Coast Radio
- 2 x Outdoor Billboards in KZN (1 month each)
- Street Posters advertising Expo across KZN
- NewsRoom Africa Interview and Expo Coverage
- Sunday Tribune Adverts and Editorials
- Khaki Bush eMag Adverts and editorials
- KZN Tourism Advertising

BELOW THE LINE:

- Social Media on Instagram and Facebook
- Pre Expo Teaser video
- Website
- Database emails to past attendees
- Database sms to past attendees
- Exhibitor networking with indoor advertising



TITLE SPONSOR RIGHTS TO THE 2025 EXPO



OVERVIEW KEY BENIFITS:

- FULL Naming rights to the 2025 Exhibition
- Full Activation rights at the Expo
- Headline logo on all Expo advertising (Above and below the line)
- Logo included in all Expo Advertising
- Unlimited branding of the Expo entrance and Exits and Inside Halls
- Unlimited use of Arena X
- Includes an open 400m sq stand space valued at R100 000.00
- Includes branding all all printed advertising and clothing
 - Brand ownership for duration of contract
 - Shared data - in line with the POPI Act
 - Includes 15 000 printed goodie bags for attendees
 - Includes 15 000 Printed Licence disc Stickers for attendees
 - Includes 15 000 Printed programs for attendees
 - Exclusive sponsor in catagory
 - Hospitality options and full Promotional rights
 - Includes Outdoor advertising
- 8 Months of Active Social media of the Expo
- Includes Photographer and Expo Video during Exhibition
- Title Rights to the ONLY Expo of its kind in KZN.



NATIONAL SOCIAL AND OTHER MEDIA EXPOSURE



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National Social & other Media exposure:

- 5 x Weekly posts on all Social Media platforms.
- 2 x National EXPO Influencers for the year (2 Posts per week)
- Expo Photo's on Social Media, including Partner Logo on all images (200 images over the weekend)
- Weekly Database newsletter – Includes Title Partner product / brand info as well as Expo info.
- 1 Monthly Database SMS pre expo for 6 months.
- Pre Expo editorial into local media publications by media specialist.
- Pre-Expo video Teaser for social media
- Monthly Social Media Advertising (2 x monthly adverts for 6 months)
- Post Expo feature on Supersport – 34min (TBC)
- Local Radio Partnerships Interview about the Expo.
- Partnership with Caxton Group for Adverts and Editorial in each local newspaper in KZN
- 13. East Coast Radio Pre-Expo Competitions – answers a question about a Title Sponsors Product and stands to win 4 Tickets and R5000.00 cash. do one weekly for 4 weeks in the lead up to the Expo.



BRANDING EXPOSURE



Branding Exposure:

- Tollgate Bridge up for 14 days
- 400 Street Posters up for 3 weeks around KZN
- 40 x Fixed Street Banners up around Durban for 1 month.
- Includes Entrance and Exit Branding / Product displays
- Limited Indoor overhead Branding inside 15 000m2 DEC
- Naming Rights to the BEST Stand awards (x 8 Awards)
- Exclusive Branding on all Exhibitors and Entrants Wrist bands
- Title Partner Branding on all Exhibitors and entrants Handouts
- Exclusive branding on all Social Media posts and references
- All Expo and Registration staff Exclusively branding in Partners Branded Clothing.
- Expo Website will include Title Partners Branding as well as links to their website.
- Pre-Expo attendees communication will be partner branded.
- Post EXPO communication will be exclusively Partner Branded.
- Each attendee will get a Partner Branded Bag and Info sheet







**OWNED AND
MANAGED BY:**



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