



SPORTS & WELLNESS UNDER ONE ROOF



# SPORTS AND WELLNESS EXHIBITION 9-11 SEPTEMBER 2022

HPA – LEAD PARTNER IN WELLNESS & NUTRITION

HPA MEMBER'S SALES PACK



“SERVING SOUTH AFRICA’S HEALTH INTERESTS”



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HPA is a LEAD partner to the Allsport  
Sports and Wellness Under One Roof EXHIBITION

WHEN: 9-11 September 2022

WHERE: CTICC – Cape Town

Same weekend as Rugby 7's in CT

#### SHOW OBJECTIVES:

Educate, inform and encourage non-active individuals to be more active and healthier through product demos, activations, workshops, and industry-led experts, in fitness, wellness, nutrition and sports. Want to create a buyers and seller's market.



# Allsport - Sports and Wellness Under One Roof EXHIBITION



- HPA is LEAD PARTNER to the Allsport Sports and Wellness Under One Roof EXHIBITION
- Target 15,000 plus people during the three days
- Live activations during the expo – climbing walls, paddle courts, massage zones, running and cycling track, wellness zones etc.
- Advertised extensively through Media Partners which include PrimeMedia and IOL & supported by many magazines and online/social media platforms.
- Over 30 stands have already been sold with another 50 in application
- UCT, Sports Science Institute South Africa (SSISA), CHHP, Cognacity, Roxy Davis Foundation are their current signed up knowledge partners
- EPT, Gorilla Sports, Harley Davidson are their currently signed up sponsors



# HPA MEMBER BENEFITS



HPA is a LEAD PARTNER which means that HPA Members get significant benefits which include:

- HPA Members qualify for a 20% discount on space – if booked before 30 June 2022 (part of the ticket exhibitor list), ticket sales open on 1 July 2022
- Slots for workshops/presentations and opportunities/discussion groups are available for HPA
- Sponsorship opportunities also exist for HPA Members





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Stand	Price p/m <sup>2</sup>	Stand Size SQM	Cost ex VAT Before HPA 20% discount	HPA Member benefits included into the cost of the stand
<b>Standard Package: Constructed Stand</b>				
Includes: shell scheme plug point, light printed name on fascia board	R1 450,00	9	R13 050,00	<ul style="list-style-type: none"> <li>Includes Logo in Digi-Mag</li> </ul>
	R1 450,00	18	R26 100,00	<ul style="list-style-type: none"> <li>Logo in Digi-Mag</li> <li>1x Speaker Slot</li> </ul>
	R1 450,00	36	R 52 200,00	<ul style="list-style-type: none"> <li>Logo in Digi-Mag</li> <li>2x Speaker Slots</li> <li>Logo on all marketing, including AllSport Website, Social Media, above &amp; below the line marketing &amp; advertising &amp; CTICC newsletter.</li> </ul>
<b>Premium Package: Constructed Stand</b>				
Includes: premium placement shell scheme plug point, light printed name on fascia board	R1 650,00	9	R14 850,00	<ul style="list-style-type: none"> <li>Includes Logo in Digi-Mag</li> </ul>
	R1 650,00	18	R29 700,00	<ul style="list-style-type: none"> <li>Logo in Digi-Mag</li> <li>1x Speaker Slot</li> </ul>
	R1 650,00	36	R59 400,00	<ul style="list-style-type: none"> <li>Logo in Digi-Mag</li> <li>2x Speaker Slots</li> <li>Logo on all marketing, including AllSport Website, Social Media, above &amp; below the line marketing &amp; advertising &amp; CTICC newsletter.</li> </ul>





SPEX (SPACE ONLY – Including benefits as per above packages outlined)	Size	Cost Per Item ex VAT Prior to HPA 20% Member discount
Premium Space	Price p/m <sup>2</sup>	R1 450,00
Standard Space	Price p/m <sup>2</sup>	R1 250,00



**BOOKING QUERIES:**

Contact [hpasa@hpasa.co.za](mailto:hpasa@hpasa.co.za) for an HPA code  
to qualify for HPA benefits and discounts

THEN APPLY TO EXHIBIT:

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