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# EXHIBITOR PROPOSAL

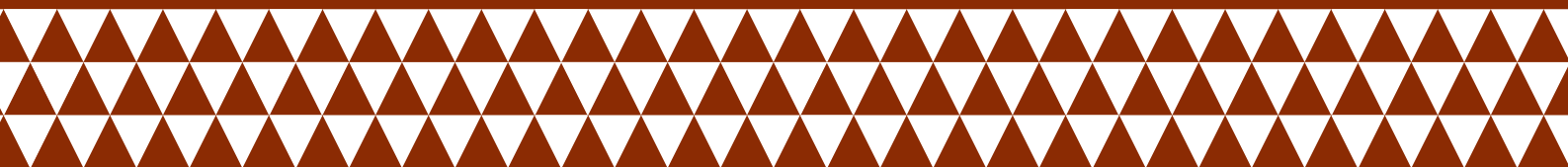
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31 MAY - 2 JUNE  
2024

[www.outdoorx.co.za](http://www.outdoorx.co.za)



| SOUTH AFRICA'S **BIGGEST** OUTDOOR & LIFESTYLE EXPO |





# What is Outdoor X?

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Established in **2011**, Outdoor X was created with the initiative to introduce more people to an enjoyable outdoor lifestyle.

That year, above all expectations, we welcomed close to 7 000 visitors to an unforgettable debut expo. That first event, ignited a fire within us that continues to burn brighter than ever after 10 groundbreaking years.

As a ***lifestyle expo***, we appeal to more than just the outdoor enthusiast, but to everyone demanding more from life! We express ourselves in the great outdoors and are proud trendsetters in the industry.

Whether you would like to plan your next adventure, or simply spend a day out in the sun, we look forward to welcoming you to Outdoor X.





# Why exhibit at Outdoor X?

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In our ever increasing digital and hyperconnected world, trade shows remain as one of the best forms of marketing your business to others as well as the general public. Today's ultra-competitive business environment demands the best of marketing strategies, and companies that spend an overwhelming majority of their marketing budget on digital platforms still face difficulty getting their product to the public eye. Social media sites are flooded with marketing campaigns and viewers bombarded with hundreds of individual ads in a single day.

Outdoor X provides the perfect platform to showcase your business, large or small, and reach your target audience. **In 2023, we welcomed over 28 000 visitors to Outdoor X, and introduced them to more than 400 industry leading businesses.** Our event takes place over 3 days, allowing your business to connect with other like-minded ones, and pitch your product to thousands of attendees.

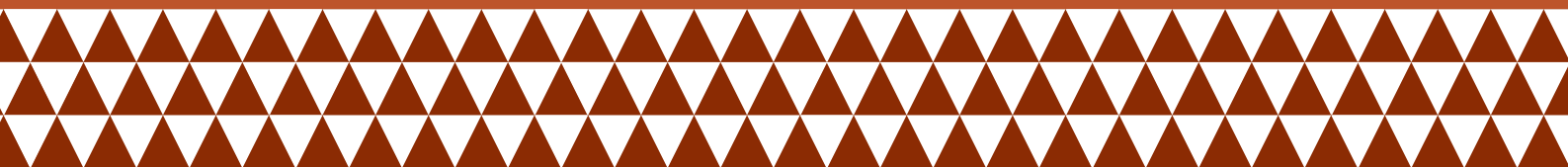
Participating as an exhibitor at Outdoor X means you are discarding all methods of “cold-targeting”, as we have already done the sourcing for you. **Outdoor X is one of the most well-advertised events in the country, reaching millions before the expo even takes place.** We have done away with conventional marketing, and with more than a decade of experience proven that the public is more likely to engage with your product at a trade show than through any other channels.

**The bottom-line is – you get better leads, more valuable connections with potential customers and a greater ROI compared to digital marketing.**

By exhibiting at Outdoor X, you “X-ray” the competition, defining yourself as an industry leading business and instantly becoming recognised as a dominant brand. According to a study by Forbes, companies seen at trade shows automatically gain authority over others that are not.

Making your name and product known at Outdoor X, means consumers are more likely to refer back to your business in the future, whether they purchase your product on the spot, online, or wait for your return as an exhibitor the following year. **Our expo is key to establishing your brand in the market, especially for new businesses aiming for higher grounds.**

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As **South Africa's largest outdoor and lifestyle expo**, we are proud trendsetters of the industry and continue to lead the way as we provide an unforgettable experience to exhibitors and visitors alike.

If you are thinking of becoming an exhibitor at Outdoor X, *make no mistake*, you will position your business in a way that will allow you to remain well ahead of the competition – for months to come.



**Outdoor X provides a highly-targeted event to:**



Showcase your products and services



Increase awareness of your business



Launch new products and services



Generate new business leads

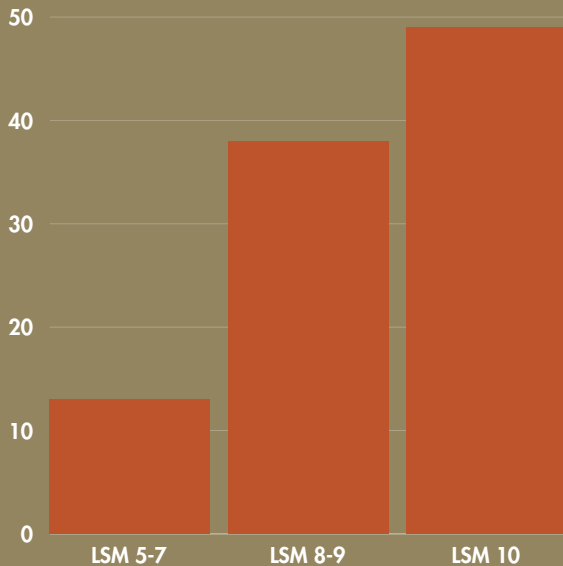
# Visitor Insights

27 817 Visitors

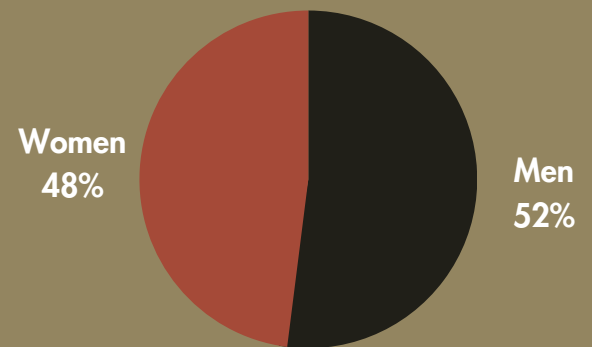
(General public, 2023)

30 144 Attendees

(General public and exhibitors, 2023)



LSM Breakdown



Gender

## | Psychographics



Part of a family



Enjoys outdoor activities



Takes frequent holidays



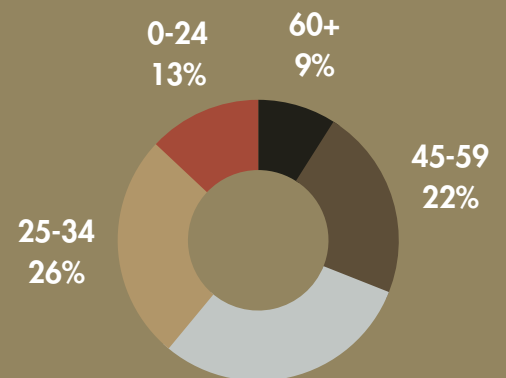
Owns more than one vehicle



Are properly insured



Invests in high-quality products



Visitor Age Groups



# The Venue

**Idlewild Country Estate** is a magnificent outdoor events venue overlooking the Rietvlei Nature Reserve. Perfectly situated on a farm between Johannesburg and Pretoria, and only 30 kilometres from O.R Tambo International Airport, Idlewild serves as the perfect venue for Outdoor X, making it easily accessible for our exhibitors coming from all over the country!

The venue has rolling lawns for our outdoor exhibition and a state-of-the-art convention hall where our home and décor division will be hosted. Idlewild provides a calm and tranquil atmosphere, just around the corner from the city, which allows us to take a much-needed break from the hustle and bustle of everyday life.



The conventional trade show reimagined by hosting it in a setting that represents what it was created for - increasing people's ambition for an enjoyable outdoor lifestyle.



# | Our Exhibition Categories |

Outdoor X hosts 6 unique and individual exhibition categories, each one strategically advertised to its target audience. Choose where your brand fits best, or let us help you decide!

Our adventure exhibition was purposely created to introduce world-class adventure gear, outdoor activities, and holiday destinations to the consumer.

## Adventure



## Auto



Our electrifying auto show continues to lead as the only one of its kind to welcome every major car manufacturer in SA, not to mention all accessories and modifications.

Our camping exhibition showcases all industry-leading camp and overlanding manufacturers in a truly immersive setting - the outdoors.

## Camp



## Deco



Our upmarket home and décor exhibition introduces high-end and locally made products sure to add an instant flair to anyone's home.

Our agricultural exhibition serves as the perfect platform to introduce the public to farming, gardening, and alternative energy solutions.

## Agri



## Braai



Our dedicated braai exhibition was added in 2023 as an appreciation of our heritage, we welcome all fiery ideas and accessories to our table for another "Nou gaan ons braai!".



# Our Marketing Platforms

## | Local Radio Frequencies



## | Media Platforms



## | Social Media



13K+ Followers

1300+ Followers

1 739 000+ Combined Reach  
In 2023 Ad Campaigns

## | OOH & DOOH Platforms



JCDecaux



\*All platforms not included





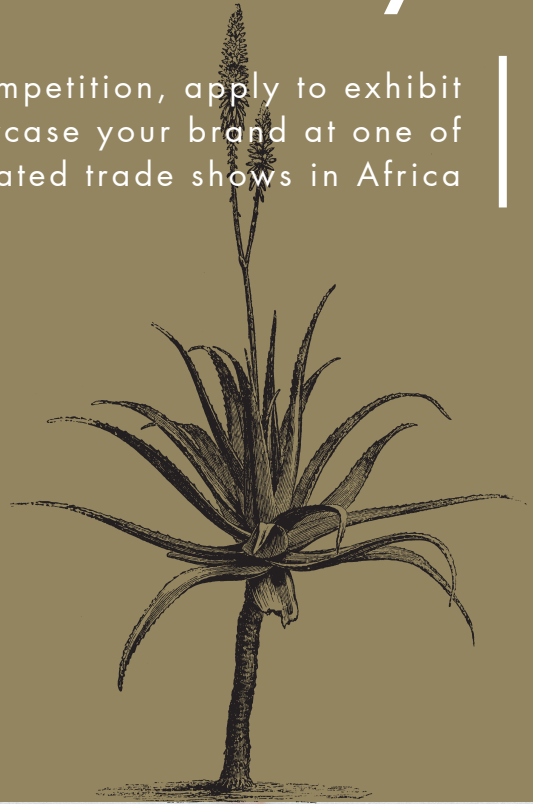
# Become Involved Today!

Stay ahead of the competition, apply to exhibit at Outdoor X to showcase your brand at one of the most anticipated trade shows in Africa

## CONTACT US

Apply to exhibit - [info@outdoorx.co.za](mailto:info@outdoorx.co.za)

Sponsorship enquiries - [jaydon@outdoorx.co.za](mailto:jaydon@outdoorx.co.za)



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