

# SportShow is waiting to thrill you

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The SportShow is a first for South Africa - a multi-sport event featuring spectacular entertainment, sport clinics, extreme shows, appearances by sport celebrities and an extensive range of sport-related exhibits.

Targeted at all sport lovers - from the fanatical sport enthusiast to the casual 'sport for fun' participant, the SportShow is a platform for the South African sport industry to showcase its strength and encourage a healthy and sport-loving lifestyle.



Here you can conduct business in a professional and relaxed environment with opportunities for direct sales to the public. A full entertainment programme with a multitude of activities will be rolled out during the event, which sport enthusiasts will want to visit to be entertained, see what's new, compare prices and shop.

## Six reasons why the sports show is different;

1. The SportShow will be the biggest all-inclusive sport show ever to be held in South Africa. It encompasses every sports discipline from action and adventure, extreme sports to health and fitness, plus sport technologies and wearables all under one roof.
2. The SportShow is an event that visitors will want to visit with their families and friends. It is not just another sport event that they are forced to quickly visit to collect a race number or register for an event. Due to the world-class events and entertainment programme, visitors will stay longer resulting in much more business for the exhibitors.
3. Fantastic calorie-controlled food options, banting restaurants, juice bars and top quality coffee shops in each hall will ensure that there is something for everybody.
4. Each hall features a spectacular entertainment programme with daily highlights, ensuring a great vibe with no quiet areas.
5. The SportShow's unique partnership with the 20+ top sport schools in South Africa creates an unprecedented opportunity for the trade to present new products and services to targeted representatives from specific schools. The ticket sales network created through this partnership will also result in quality visitors from very specific demographics.
6. Get the chance to meet some of the Springbok rugby players, Proteas cricket players, Football stars, RedBull extreme athletes and many more.

## VITAL STATISTICS

6 -8 November 2015 – Gallagher Convention Centre

19 -21<sup>st</sup> March Sandringham, Cape Town

40 000 - 60 000 VISITORS

**1**

20 000 - 30 000 VISITORS

10 000m<sup>2</sup> OF EXHIBITIONS

**2**

6 000m<sup>2</sup> OF EXHIBITIONS

250 EXHIBITORS

**3**

150 EXHIBITORS

30 PARTICIPATING  
SCHOOLS

**4**

20 PARTICIPATING  
SCHOOLS

For further info:

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#### **Optimize Agency**



Optimize Agency is a strategic sponsorship agency that specialises in sports & entertainment. With experience in the local & international market, we represent the top sport & entertainment clients. Driven by pure passion for what we do, we assist in creating commercial partnerships that take experiences far beyond the event itself whilst driving commercial value.

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