



AGFO Expo (Pty) Ltd  
P O Box 393, White River, 1240,  
Mpumalanga, South Africa

Tel: +27 71 134 4197  
Email: admin@agfo.co.za

April 2018

Dear

**AGFO 2018: YOUR PREFERRED TRADE PLATFORM  
THURSDAY 8 TO SATURDAY 10 NOVEMBER 2018**

The Agriculture and Forestry Expo 2018 - AGFO 2018 - will again take place at the Casterbridge Lifestyle Centre in White River, Mpumalanga, from Thursday 8 to Saturday 10 November 2018.

Over the past two years the AGFO Expo has grown in popularity and trade-specific foot traffic, making a positive contribution to and impact on South Africa's forestry and agricultural sectors.

This year, we are proud to announce that the South African Macadamia Growers Association (SAMAC) has joined hands with AGFO to host its annual Macadamia Industry Growers' Day at the expo on Friday 9 November.

Other exciting value-ads this year include a technical fire equipment day - Fire-tech - where various fire equipment and products – and how to use them - will be discussed and demonstrated.

We are grateful to all past AGFO Expo exhibitors and sponsors for their support and we look forward to your participation and support at AGFO 2018. The feedback received from exhibitors has provided the AGFO committee with positive ideas on how to improve services for all stakeholders.

The main objective of the AGFO Expo is to provide a reliable and proven trade platform for our exhibitors to target new and potential customers. The committee will continue in its effort to increase attendance figures, by ensuring a product offering from a varied and diverse exhibitor base which appeals to a broader spectrum of potential customers.

The exhibition spaces remain the same as last year, which provided our exhibitors with the best exhibition opportunities.

Last year's exhibitors' arena is being converted into a large marquee this year, where the SAMAC industry day, Fire-tech and our popular networking event will take place.

Besides industry-specific activities and competitions, the committee will once again ensure that tons of fun is added to the mix to ensure that everyone benefits from attending the show.



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

We promise to bring you a non-stop programme of events, keeping exhibitors and visitors entertained the entire time and with a special focus on family entertainment on Saturday.

The AGFO committee strongly believes in enabling, promoting and supporting local businesses. Exhibitors and patrons can look forward to excellent cuisine, prepared by local restaurants, and entertainment from local bands and artists.

## AGFO EXPO WEBSITE

Exhibitors are invited to visit the AGFO Expo website at [www.agfo.co.za](http://www.agfo.co.za), for ease of access to all exhibitors' info, the terrain layout, the rules and other information.

## PROGRAMME

The main objective of the expo is to provide a platform for exhibitors to facilitate trade and promote their products and services.

Apart from the various entertainment and competitions on offer in the main arena, there will be a business networking function, opportunity for equipment demonstrations, family entertainment, food stalls, beer tent and chill zone and much more.

Wed 7 November	:	Exhibitor set-up (set up can start from 5 Nov).
Thu 8 November	:	Fire-tech Day.
	:	Equipment demonstrations in main arena.
	:	Chainsaw competitions.
	:	Exhibition terrain closes at 18:00.
Fri 9 November	:	SAMAC macadamia industry day.
	:	Networking event (only open to invited guests, exhibitors and SAMAC members).
	:	Equipment demonstrations in main arena.
	:	Chainsaw competitions.
	:	Exhibition terrain closes at 18:00 for the general public and at 22:00 for exhibitors and SAMAC members who are attending the networking function.
Sat 10 November	:	Final chainsaw competitions.
	:	Various fun competitions open to the public (pit saw, axe chopping, boeresport).
	:	Traditional SA braai and local bands.
	:	Exhibition terrain closes at 22:00.



## EXHIBITOR PROFILE

The past two years the AGFO Expo attracted a diverse range of agricultural and forestry input suppliers, including:

Forestry machinery | tractor and implement manufacturers | heavy duty trucks | tool and accessories suppliers | chemicals and fertilisers | financial institutions | water reservoirs | water purification | pumps | nurseries | oils and lubricants | engine, gearbox, geared motors | sawmill manufacturers | mobile and stationary chippers | sawmilling machinery suppliers | materials handling suppliers | firefighting equipment suppliers and services | academic institutions | saw blade and tooling manufacturers | structural timber and pole suppliers | various car manufacturers/dealerships | road construction and earthmoving equipment suppliers | surveillance, communication and camera equipment | estate agents and insurance | workwear suppliers | solar power and electricity generation | industry associations

The organisers are confident that many more exhibitors (local and abroad) will be attracted to the expo and that the majority of the AGFO 2017 exhibitors will return to showcase their products at AGFO 2018. Please visit our website [www.agfo.co.za](http://www.agfo.co.za) for the list of previous exhibitors.

## VISITOR PROFILE & MARKETING

Over the past two years the AGFO Expo enjoyed strong support across the community and favourable attendance and a comprehensive database was established to ensure that the marketing and advertising strategy is directed at the appropriate target markets.

Exhibitors are encouraged to partner with the organising committee in advertising and promoting their products and services leading up to AGFO 2018.

AGFO 2018 will be primarily advertised and promoted across South Africa and the rest of Africa, with a continuous effort to target potential visitors and equipment suppliers abroad. AGFO Expo will be promoted using various platforms to reach the targeted audience of the exhibitors, including our popular Facebook page, which has close to 7000 industry-specific likes.

## AGFO COMMITTEE

Members of the committee are drawn from the private sector. They are professionals and have shown considerable experience and expertise in their various fields, which include forestry and agriculture, business, events, marketing and public relations and media. This committee will ensure the smooth running and success of this year's expo.

Main committee members:

Joey Lascelles

[admin@agfo.co.za](mailto:admin@agfo.co.za)

082 854 6155



Tracey Russell	<a href="mailto:sales@agfo.co.za">sales@agfo.co.za</a>	+27 82 800 0618
Patricia Mavuso	<a href="mailto:info@agfo.co.za">info@agfo.co.za</a>	+27 71 134 4197
Barry Christie (SAMAC)	<a href="mailto:barry@samac.org.za">barry@samac.org.za</a>	+27 13 753 2077
Vaughan Lascelles		+27 83 310 7272
Louis van der Merwe		+27 82 578 3552
Noddie Knibbs		+27 82 441 1957

## GENERAL RULES & REGULATIONS

The extent, size and unique nature of the AGFO Expo makes it essential that all exhibitors adhere to the rules and regulations.

By signing the attached contract, you undertake to keep to the general rules and regulations for exhibitors at the AGFO Expo. The rules and regulations can be viewed on our website, [www.agfo.co.za](http://www.agfo.co.za). Please ensure that all personnel involved in your exhibition are also aware of the rules and that they adhere to them.

## PRODUCTS TO BE EXHIBITED

Products to be exhibited must be specified in full. Only products that the AGFO Expo Committee has approved may be exhibited and the AGFO Expo Committee retains the right to decide whether products specified on exhibitors' contracts may be exhibited or not.

## EXHIBITORS' AGREEMENTS & PAYMENTS

The exhibitor contract for the AGFO Expo must be completed and submitted to [admin@agfo.co.za](mailto:admin@agfo.co.za) within two business days, after booking a stand. Failure to do so can result in the allocation of the stand to another exhibitor. Stands are allocated strictly on a first come, first served basis.

Payments are due within three business days, after the successful awarding of a stand. Payment can be made directly into the AGFO Expo bank account:

<b>Bank Details:</b>	FNB White River branch:	270 552
	Account holder name:	AGFO Expo
	Account number:	625 9341 8687
	Payment confirmation to be emailed:	<a href="mailto:admin@agfo.co.za">admin@agfo.co.za</a>

The AGFO Expo Committee retains the right to reallocate stands to other exhibitors, if your completed and signed contract as well as full payment have not been received in time.



## SECURITY SERVICES AND ACCESS

The safety of our exhibitors and that of the AGFO Expo is of the utmost importance and J&M Security Services will provide security and surveillance services for the duration of the expo. Should any exhibitor require additional security, please contact the committee for a quotation.

There will be a controlled access gate for all exhibitors and NO exhibitors will be allowed to enter or exit without ALL occupants wearing exhibitor badges for the duration of the AGFO Expo.

We thank you in advance for your cooperation and wish you a successful AGFO Expo 2018. Please do not hesitate to contact any of the AGFO Expo team members for any assistance.

Kind regards,

Joey Lascelles on behalf of  
Your Friendly AGFO Expo Team Committee

