



AGFO Expo (Pty) Ltd
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February 2017

Dear Stakeholders

AGRICULTURAL AND FORESTRY EXPO: THU 14 - SAT 16 SEPTEMBER 2017

Building on the success of the AGFO Expo in 2016, we are excited to announce that AGFO 2017 will again take place at Casterbridge Lifestyle Centre, White River, Mpumalanga from Thursday 14 to Saturday 16 September 2017.

The Casterbridge Lifestyle Centre with its many facilities, central location and ease of access has proven to be the ideal venue for the expo.

Thank you to all the AGFO 2016 Exhibitors and Sponsors for their positive feedback which assisted the committee in laying a strong foundation for AGFO 2017. The attendance figures were satisfactory and exhibitors confirmed that good business was concluded by them even in the weeks after the expo.

An exciting line-up is planned for AGFO 2017 with some changes to the site layout to provide our exhibitors with the best exhibition opportunity there is to offer. The expo is geared towards providing business owners a trade platform and the opportunity to showcase their products and services. Loads of fun and ease of access will be added to the mix to ensure everyone benefits from attending the show.

Once again, we promise to bring you a non-stop programme of events staged in the main arena, keeping the exhibitors and patrons entertained.

The AGFO committee strongly believes in enabling, promoting and supporting local business. 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 for 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.



www.agfo.co.za

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, a fun run, a food court, beer tent and much more.

Wed 13 September	:	Exhibitor set-up
Thu 14 September	:	Networking Event
Thu 14 to Sat 16 September	:	Expo
Sun 17 September	:	Removal of exhibitions

EXHIBITOR PROFILE

AGFO 2016 attracted a diverse range of sectors of the agricultural and forestry input suppliers and included:

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 to attract many more exhibitors (local and abroad) and that the majority of the AGFO 2016 exhibitors will return to showcase at AGFO 2017. Please visit the website www.agfo.co.za to see the list of AGFO Expo 2016 exhibitors.

VISITOR PROFILE

Over the past year, a comprehensive database was established to ensure that the marketing and advertising strategy is directed at the appropriate target market. Last year the AGFO Expo enjoyed strong support across the community and favorable attendance.

Exhibitors are encouraged to partner with the organising committee in advertising and promoting their products and services leading up to AGFO 2017.

AGFO 2017 will be primarily advertised and promoted across South Africa, Swaziland and Mozambique using various platforms to reach the targeted audience of the exhibitors. The marketing drive will also be extended to the rest of Africa and abroad in an effort to create awareness for future growth of the AGFO Expo.



AGFO COMMITTEE

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

Committee members:

Joey Lascelles	admin@agfo.co.za	082 854 6155
Tracey Russell	sales@agfo.co.za	071 134 4197
Ronel Oosthuizen	marketing@agfo.co.za	083 484 8427
Vaughan Lascelles		083 310 7272
Louis van der Merwe		082 578 3552
Brad Shuttleworth		082 784 1803
Noddie Knibbs		082 441 1957

GENERAL RULES & REGULATIONS

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

By signing the attached contract, you undertake to keep to the General Rules & Regulations for exhibitors at the AGFO Expo. The rules and regulations can be viewed by visiting the website www.agfo.co.za. Please ensure that all personnel involved in your exhibition are also aware of the rules and adhere to them.

PRODUCTS TO BE EXHIBITED

Products to be exhibited have to be specified in full. Only products that the AGFO Expo Committee have approved may be exhibited and 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 sales@agfo.co.za and admin@agfo.co.za within 5 business days after booking a stand. Failure to do this can result in the allocation of the stand to another exhibitor. Stands are allocated strictly on a first come first serve basis.

Payments are due within 5 business days after the successful awarding of a stand. Payment can be made directly into the AGFO Expo bank account:

Bank Details:	FNB White River branch	270 552
	Account holder name	AGFO Expo
	Account number	625 9341 8687



Payment confirmation to be e-mailed to admin@agfo.co.za.

The AGFO Expo Committee retains the right to re-allocate stands to other exhibitors if your completed and signed contracts as well as full payments have not been received in time.

ACCREDITED SERVICE PROVIDERS

- **Doug's Hiring**

For furniture, marquees, tents, etc.

Contact person	Karen Badenhorst
Telephone	013 753 2948
E-mail	karen@dougshiring.com
Website	www.dougshiring.com

SECURITY SERVICES AND ACCESS

The safety of our exhibitors and that of the AGFO Expo is of 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 2017. Please do not hesitate to contact any of the AGFO Expo team members for any assistance.

Kind regards

Your Friendly AGFO Expo Team Committee

