

# EXHIBITOR GUIDELINES

How to show up in 2024.

# DECOREX AFRICA 2024 DESIGNING FOR IMPACT

Design is about more than just aesthetics; it's a powerful tool for change.

This year, we embrace experimentation, applied wisdom, and deep thinking in order to shift paradigms in our industry. We need to think beyond traditional boundaries, exploring the intersection of creativity, commercial viability, and societal impact. This is the sweet spot.

We all need to step out of our comfort zones, and embrace innovative approaches that recognise the power of our collective impact. This year's theme acknowledges that design is an attitude of resourcefulness and resilience, and should reflect a holistic, and robust approach to problem-solving for our country and continent.

We encourage our community to drive new collaborations, ensuring that the solutions that we co-create benefit all sectors of society. By working together, designers, entrepreneurs, and investors can create a synergistic effect, amplifying the reach and relevance of all of our work and dreams.

Aesthetics, functionality, and sustainability must work closely together in this new future we are creating. Design cannot only be pleasing to the eye, but must also be practical and sustainable, creating a buoyant future.

Are you with us?



# DESIGN PRINCIPLES

Designing for a new world means creating an environment that feels as fresh as it is familiar, including certainty alongside surprise. These principles will guide Decorex Africa's design towards a place where inclusion, sustainability and excitement coexist symbiotically.

**Exhibitors are encouraged to follow these guidelines when designing their stand:**

- Simple, hyperefficient, confident and boldly executed.
- Materials are practical, sustainable, tactile and durable.
- Foreground sustainability in all decisions.
- Create a system of standardised, modular components which can be adapted to different locations.
- Create an environment that feels both familiar and fresh.
- Promote participation and social integration Design inclusively, factoring in people with disabilities etc.
- Design for low-cost maintenance.
- Create elements of surprise, and surety.
- Design for speed, so that consumers can move quickly.
- Create zones, each characterised by an assembly of relevant features or textures.
- Efficient flow of customers, staff and materials.

# 1. SUBMIT

Now that you have booked your floor place at the show, please submit stand concept documentation, and stand diagrams which clearly describe your display within 4 weeks.

Please submit these to [anita.bloom@rxglobal.com](mailto:anita.bloom@rxglobal.com) and [tracey.williams@rxglobal.com](mailto:tracey.williams@rxglobal.com)

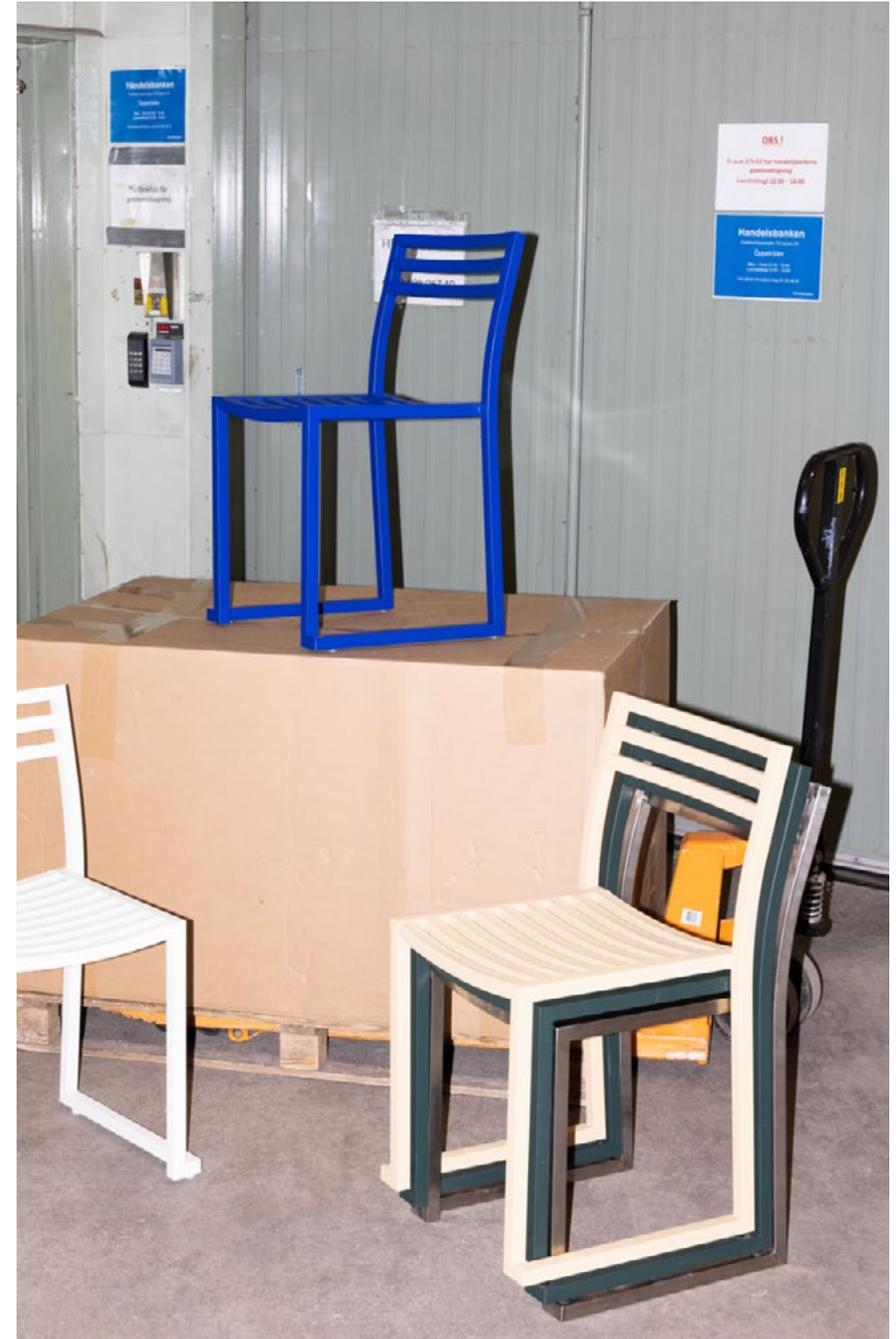
# 2. APPROVAL PROCESS

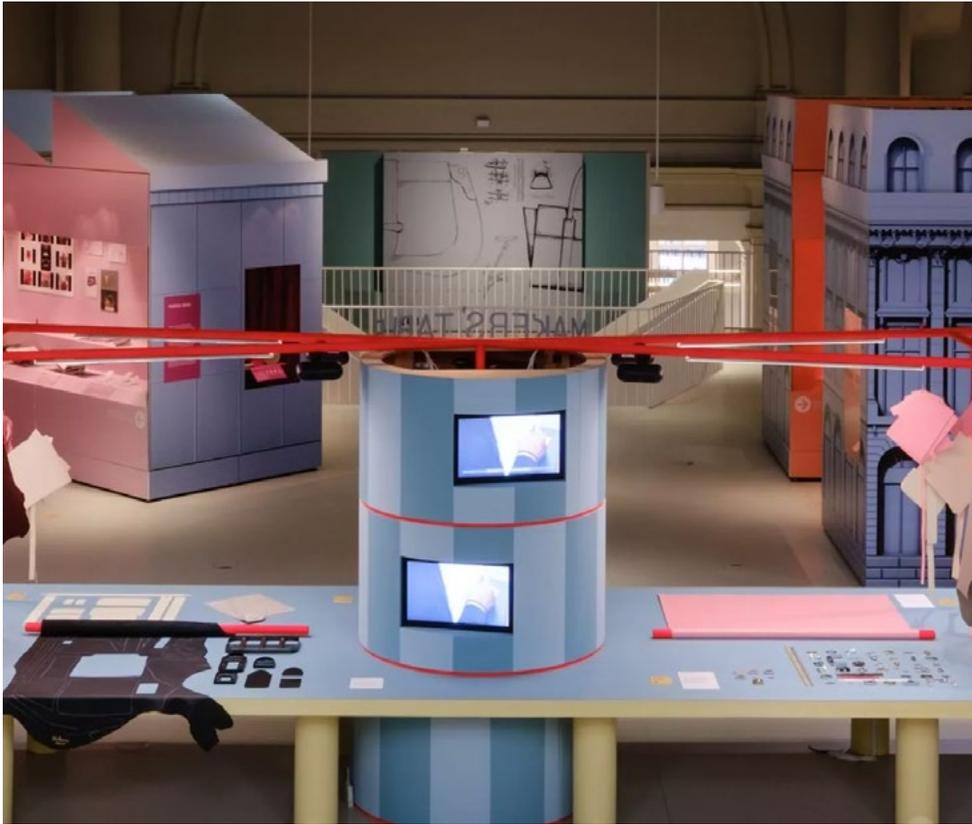
Stand design and concepts to be approved by Decorex Africa's creative team, who will feedback within 1 week after submission.

# 3. APPROVAL

Once your designs have been approved, should your concept and/or design change thereafter, you are required to resubmit updated designs for reapproval.

*Please feel free to contact our creative team who can assist you with executing your stand display.*





# BEST PRACTICE GUIDELINES FOR DESIGNING YOUR STAND:

## 1. GOALS

Set clear goals for your stand design, that connect with your overall marketing plan and what you hope to achieve from exhibiting.

## 2. BRANDING

Your stand branding and messaging should be powerful, clean and minimal - don't shout, or over complicate it.

## 3. SUSTAINABILITY

It is crucial that you design sustainably, considering how you can minimize waste production and maximise adaptability and repurposing.

## 4. ATTRACT

Create a focal point that will attract visitors to your offering and engage them by creating an experience rather than too many visual products.





## 5. FLOW

Make sure that your stand has an open flow that invites people in, don't intimidate them from entering your stand by blocking the entrance, or over cluttering the stand.

## 6. 'PHYGITAL'

We encourage you to incorporate digital technology or a 'phygital' experience into your stand design. The power of phygital lies in its ability to allow audiences to have maximum involvement and immersion in your brand whilst being able to measure their interaction. Feel free to contact our creative team to discuss ways of achieving this.

## 7. NOTE

All stands need to be painted or wallpapered.

## 8. AVOID THE 'NORM'

When thinking of how to display your product. Speak to our creative team on how we can assist to conceptualise a story-telling experience for your business that will not only attract visitors but elevate your brand as we reimagine together.





# WHAT NOT TO DO

1. No building outside of your stand. Keep out of the aisles.
  2. No pull-up banners are allowed, or large brand heavy banners.
  3. No posters are allowed to be stuck up on the wall.
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**DECOREX**  
CAPE TOWN

06 - 09 June 2024  
CTICC

**DECOREX**  
JOBURG

01 - 04 August 2024  
Sandton Convention  
Centre

**100%DESIGN**  
AFRICA

01 - 04 August 2024  
Sandton Convention  
Centre