



# THE KRAMERVILLE COLLECTIVE

## Design. Defined. District.

The Kramerville Collective at Decorex Joburg. Showcase your brand at Africa's biggest design show.

We're inviting standout brands from the Kramerville Design District to be part of a curated pavilion at Decorex Joburg, taking place in Decor & Design Hall on Level 5.

Each brand will receive a branded space to style like a shop front window, a visual showcase where you can tell your design story and connect with over 29,000+ trade and consumer visitors.

This is a high-visibility way to bring the creative spirit of Kramerville to the city's biggest decor and design audience.

## BENEFITS TO PARTICIPATING:

- Reduced participation rate to be featured within The Kramerville Collective pavilion.
- 20x complimentary tickets to give to valued clients to attend the show
- Inclusion in Decorex digital and social media marketing campaign providing additional exposure to active opt in subscribers.
- Reach over 29 000 trade and consumer visitors across the four show days



# DELIVERABLES:

## Decorex Deliverables:

- Included floorspace – participating exhibitors to select either 9m2, 12m2 or 15m2 space.
- Back wall structure, carpets, plug point, and long-arm spotlights.
- Inclusion in Decorex's marketing campaign, feature directory, and social media content rollout.
- Exhibitor Listing on Decorex Africa's website.

## Participating Brands Deliverables:

- Participation confirmation by 11 July.
- Brands responsible for setup, display and Interior styling: paint, wallpaper, decor, and product displays.
- Mood boards to be submitted to Decorex Creative Team.
- Staff to manage the space throughout the show.
- Logo and brand info to be provided on your stand.



# PARTICIPATION VALUE:

EXPOSURE MEDIUM	VALUE
Floorspace only rate (R3880 per sqm) 9sqm valued at R34,920 12sqm valued at R46,560 15sqm valued at R58,200	R34 920
Show Print Marketing Branding: Feature Area Branding Mention in Visitor Guide	R30 000
Digital Marketing: - Website will feature images, write up and links to partner site on the partnership - 1x mention in mailer featuring the project alongside other must see features at the show - 1x Dedicated social media post on feature, featured on 100% Design & Decorex Instagram and Facebook pages	R70 000
Complimentary tickets x20 to use for clients to attend the show	R3 400
Exhibitor Badges for staff working (2 per stand)	R1 280
<b>MINIMUM VALUE RETURN</b>	<b>R139 600</b>

Participating exhibitors will receive a minimum of R139 600 worth of value and a minimum of 12:1 return depending on chosen package.

# PARTICIPATION COST:

PARTICIPATION RATE (ex VAT)	JOBURG
9m2	R12 000
12m2	R15 000
15m2	R20 000

