

# Media **KIT**



GALLAGHER   
Convention Centre

an **ICONIC** event



EIDFEST HALAL SHOPPING EXPO  
**5 | 6 | 7 | 8 FEB** 2026  
@ GALLAGHER CONVENTION CENTRE

# Coming to **EIDFEST**

*tell people about it!*

Increase your Exposure @EIDFEST with our  
SPONSORSHIP, PARTNER ASSOCIATE & BRANDING  
OPPORTUNITIES

Your Association with the EIDFEST is taken  
to a new level!

Your Brand will receive  
Maximum Exposure across the event & your  
Company will Enjoy the  
Ultimate Marketing Opportunity!

ORGANISED BY:

**OFF THE CUFF**



# UNRIVALLED *Media Coverage*

an **ICONIC** event

We invest in an efficient PR and Marketing Campaign to ensure that the targeted prominent business professionals, decision-makers and consumers in relevant markets attend the exhibition.

Ask us about our **SPONSORSHIP OPPORTUNITIES**

Our Marketing Campaign for the Exhibition is an Intensive & Carefully Curated Process. The aspects of Pre-Event, Post-Event & Live updates of Event days, are well covered over a myriad of platforms.

- Adverts via various Television channels
- Live interviews for Exhibitors on various Radio stations
- Live feeds – Radio & Social Media
- Social Media – Facebook, Instagram, LinkedIn, Twitter
- Digital Campaigns with Influencers of various categories
- Email Marketing to our Database
- Print Media – Magazines & Newspapers Adverts
- Digital and Print Billboards
- Street Pole Posters
- National & International Event Listings
- SA & Gauteng Tourism Advertising Support
- All National Airport Screens
- Mobile Event App 3 Months of Exposure
- All Directory Listings
- Media & Marketing Roll out Active already until Post Event

## Estimated Value of Media Coverage

# R2.9 Million



*Digital & Print Campaign*

Impressions on IG

# 11.7m

*Smo Campaign*

Viewed by over

# 70m

*Digital Campaign*

# INCREASE

*your exposure*

Extend your Company's presence outside your booth with a wide variety of Sponsorships & Opportunities and reach Thousands of Potential Shoppers with your Association to EIDFEST.

**Brand Awareness**  
**Booth Traffic**  
**Product Launch**  
**Direct Sales & Leads**  
**Web Traffic**  
**Education**  
**Loyalties**

It is an easy way to Maximise your Exposure to the HALAL INDUSTRY, where Show Visitors & Shoppers can easily find you BEFORE, DURING and AFTER the Event.

*Sponsorships*

## *Key Sponsorship's for 2026*

- HEADLINE SPONSOR
- PLATINUM SPONSOR
- GOLD SPONSOR
- SILVER SPONSOR
- VIP LOUNGE SPONSOR
- BUSINESS LOUNGE SPONSOR
- MOBILE APP TITLE SPONSOR

CALL US TO  
**TAILOR MAKE**  
 YOUR SOLUTION

Place your Message in front of Shoppers and your Target Audience at least 2 months Before the Show!

## *Key Partner Associations*

- Hotel Partner
- Travel Partner
- Media Partners
- Business Training Partner
- Hajj & Umrah Partner
- Banking Partner



# REGISTRATION

sponsorship

an **ICONIC** event



## Registration Area

Showcase your Brand to Shoppers by being the First Brand they see.

Registration and Ticket Kiosks are placed before The Main Hall Entrance and ensures that Every Single visitor sees it.

This means that your Brand is kept "Top of Mind" to over 40 000 Shoppers as they Enter the Venue.

### INCLUDES:

- Your Company name/logo appear in the Registration area where Shoppers get their first look of the Show.
- Branding on Back Panels & Top of the Ticket Kiosks on the Registration Booths
- Branding on Directional Signage @ Entrances.
- To really own Registration, Pair with the Mobile App Registration Sponsorship
- Production and Labour Costs are Included

REGISTRATION SPONSOR

R 70 000.00

# BRANDING

*opportunity*

## Registration Lanyard

Lanyards are handed out to the Exhibitors Speakers, VIP Guests, Media, Crew etc.

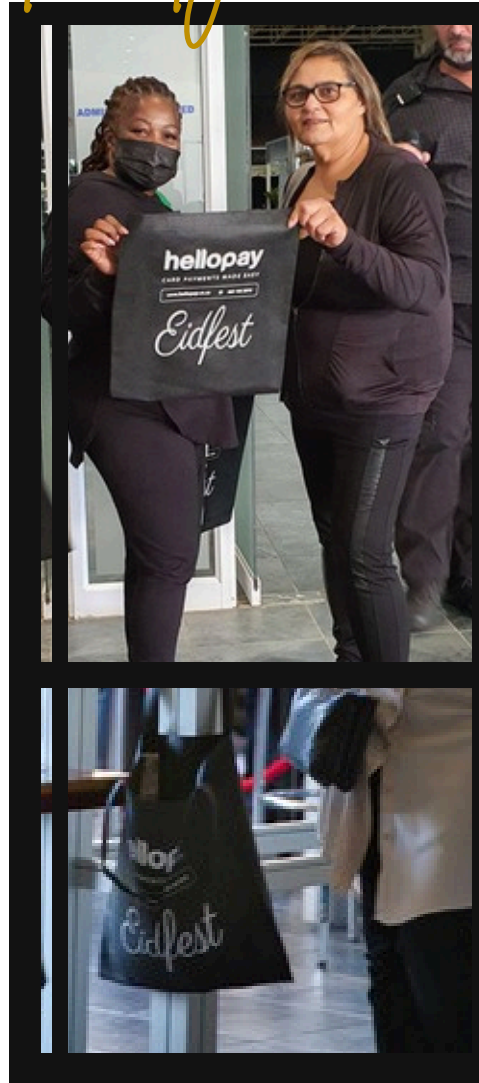
Designed to be worn around the neck and clip onto the Exhibitor, VIP, Crew, Media Badge Your Company Name will be prominently displayed over the 4 Day Show.

Lanyards are to be supplied by sponsor with sample approval from show management..

Minimum Quantity: 1 800 Lanyards.  
Production, Design & Labour costs are NOT included in the price.



**LANYARD SPONSORSHIP R 15 000.00**



## The Official Show Bag

Place your Company or Brand front and centre at EIDFEST with this Exclusive Show Bag Sponsorship.

Prominently display your Company Name and Logo on the Official Show Bag, available to Shoppers in the Main Entrance of the venue

SHOPPERS will be carrying your Branding around with them. The bags will be visible throughout the entire show ensuring constant exposure for your company. Bags will Feature the Sponsor's Logo & the EIDFEST logo

Minimum Quantity: 10 000 bags.  
Production, Design, Labour & Distribution costs are NOT included in the price  
Sampling or Inserts to be supplied and managed by the Sponsor

**SHOW BAG SPONSORSHIP**

**R 20 000.00**

## Show Bag Insert

Place your Company in EIDFEST Shopper's hands with the Show Bag Insert Sponsorship

Your Handout, Flyer or Promotional item will be Distributed to Shoppers in all Show Bags as they enter the Hall. Quantity Show Bags 10 000

**SHOW BAG INSERT**

**R 5 000.00**

# ONLINE

*visibility*

## *Mobile App Title Sponsorship*

The Official EIDFESTMobile, App is a Custom Built Handheld Information Center Consolidating everything Show related into ONE easy to use accessible format The EIDFESTMobile App Features Show Info, Exhibitor Listings Show Specials, and MORE!

Pop up on Shopper's Screens Promoting your Brand and Increase Awareness

### INCLUDES:

- Featured Banner Listing
- Featured Store Listing
- First Push Notification per day of Event

### PLUS:

- Share Product Launches, Special Offers & Reach your Buyers Promote your Brand everywhere, Be Visible across multiple platforms
- Continued exposure to your Brand, Pre-Show & On-Site
- Be the ONLY Business fully aligned with our App You Will Be Mentioned EVERYTIME the EIDEST App is Promoted by the Expo

TITLE SPONSORSHIP

R 20 000.00



## *Featured Banner Listing*

Have your company featured on our HOMEPAGE BANNER

### INCLUDES:

- Banner Ad rotation throughout the HOMEPAGE of the mobile app 2 Additional Category Listings Create
- Awareness by Building Engagement and
- Delivering Buyers to you with the click of a button 1 x Push Notification (view available slots)

FEATURED BANNER LISTING

R 5 000.00

## *Push Notifications*

Send out a push notification with a Call-to-Action to Motivate Buyers to take the Action you want.

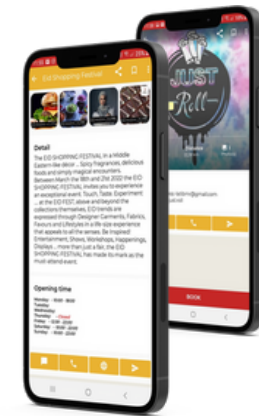
### INCLUDES:

- 1X Push Notification up to 100 characters Sent to entire mobile database

PER PUSH NOTIFICATION

R 1 000.00

an **ICONIC** event



## *Featured Store Listing*

Gain and Maximise your Exposure by having your Banner on the FEATURED STORE

Be listed First in your Category!

### INCLUDES:

- Company Name & Logo
- Cover Photo
- Booth No and location
- Company Description
- Contact Info, Web & Social Media Links
- Gallery with 5 product photos
- Brand descriptions or listing
- Instantly Share your profile to clients
- Push a Notification on event days
- Add to My Show favourites
- Customer Reviews

FEATURED STORE LISTING

R 5 000.00

## Outdoor Branding

1 2

Brand the Parking Area for additional Visibility!

Brand on the existing fence or with Teardrop Banners to create a Visual Sensation for arriving & leaving Shoppers coming to the event as well as general drivers passing by

### FRONT OF MAIN PARKING

RICHARDS DRIVE R 10 000  
JOHNIC BOULEVARD R 10 000

### BACK OF MAIN PARKING

LIPTON STREET R 10 000  
CHURCH STREET R 10 000

### PARKING FENCE WRAP R 40 000

PER BANNER PLACEMENT R 2 000  
PRODUCTION & APPLICATION COST INCLUDED

## Venue Branding

3 4 5

Be VISIBLE while Shoppers Navigate their way through the event!

### PLACE YOUR BANNER

DESIGNATED AREAS R 1 000

### ENTRANCE DISPLAY

INCLUDES GLASS CABINET R 5 000

# BRANDING opportunities



ROUND TOWER R 5 000  
SQUARE TOWER R 5 000

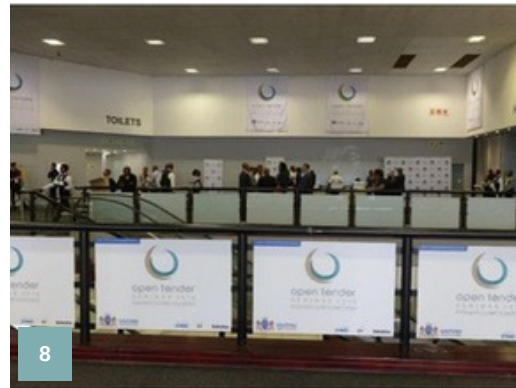
# BRANDING opportunities

## Indoor Branding

- 6
- 7
- 8
- 9

Be **VISIBLE** while Shoppers Navigate their way through the event!

<b>CULLINARY COURT ENTRANCE</b>	<b>R 10 000</b>
<b>LINK BALUSTRADE</b>	<b>R 10 000</b>
<b>LINK TO CULLINARY COURT</b>	<b>R 10 000</b>
<b>LINK WALLS BANNERS EACH</b>	<b>R 10 000</b>
PRODUCTION & APPLICATION COST ENCLUDED	
HALLS	
<b>SUSPENDED HANGING BANNER</b>	<b>R 3 000</b>
<b>PERIMETER BANNER HANGING</b>	<b>R 1 500</b>
PRODUCTION COST EXCLUDED	



# Eidfest

## Entrance Branding

- 10
- 11
- 12

High Level Branding. Leave a Lasting Impression on Shoppers

<b>HALL 3 ENTRANCE DOORS</b>	<b>R 15 000</b>
<b>HALL 2 ENTRANCE DOORS</b>	<b>R 15 000</b>
<b>ENTRANCE RAMP PER PILLAR</b>	
2 SIDED	<b>R 5 000</b>
3 SIDED	<b>R 7 000</b>
PRODUCTION & APPLICATION COST EXCLUDED	



an **ICONIC** event

*Next level*

**YOUR BRAND DESERVES  
TO BE TAKEN TO THE NEXT LEVEL  
@ SA's LARGEST HALAL EXPO**



**OUR SALES TEAM IS AVAILABLE TO PROVIDE FURTHER  
INFORMATION AND GUIDANCE IN LINE WITH  
YOUR STRATEGY**

**CONTACT US  
INFO@EIDFEST.CO.ZA**

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

[info@eidfest.co.za](mailto:info@eidfest.co.za)

ORGANISER **OFF THE CUFF**  
EVENTS & EXHIBITIONS

*Eidfest*