

Exhibitor Manual




OFF THE CUFF



Contents

WELCOME LETTER

POINTS OF CONTACT

ABOUT THE EXHIBITION

- Event information
- Venue address and contact details
- GCC Site layout

MARKETING RULES & REGULATIONS

- Social Media Requirements
- Marketing Campaign Regulations
- Staff & Dress Code
- Design

EXHIBITOR KEY INFORMATION

- Exhibitor Registration & Badges
- Stand and Services Payment
- Exhibitor Lounge Online
- Comms Portal
- Free Exposure
- Exhibitor Training
- Social Media Marketing
- Marketing Toolkit

STAND PACKAGES

- Floor Space Only
- Built Up Packages
- Bespoke Stands

SERVICES ON OFFER

- ShowGuard Expo Screens
- Print Offers
- Complimentary Tickets
- Storage Facilities

GENERAL RULES & REGULATIONS

- Exhibitor Compliance
- General Rules
- Health & Safety
- Custom Stands
- Stand Design
- Stand Heights
- Damage to Shell Scheme & Walling
- Floor Coverings
- Damage to Building & Fixtures
- Suspensions from venue ceilings
- Technical safety regulations, Rules & Supplies
- Electrical Installations
- Water Supply
- Pressurised Cylinders
- Catering
- Smoking Policy
- General Information
- The Exhibitor
- Liability

FOLLOW UP & GET AHEAD OF YOUR COMPETITION

A FINAL WORD





Welcomes You

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

Dear Exhibitor

We would like to thank you for your participation in **EIDFEST - The 14th EID SHOPPING FESTIVAL**, to be held from the **5-8 February 2026**, at the **Gallagher Convention Centre, Midrand, Gauteng, Republic of South Africa**

EIDFEST has grown exponentially with participation of leading companies & successfully bringing together businesses and brands who are able to interact with their target audience under one roof & deliver ample sales opportunities.

As always, we are committed to making continued enhancements and are confident that we will maximise the overall experience for both you and your clients. To ensure you have a great show, we want to provide you with excellent customer service before, during and after the event. So, whether this is your first time exhibiting with us, or you are a seasoned veteran of the **EIDFEST**, please ensure that you take cognisance of the emails and the communications on our **WhatsApp ESF Comms Portal** that we will be sending you to ensure a hassle-free experience.

We have created this Exhibitor Manual to make sure you are well prepared for the exhibition. Please read all information and instructions carefully, including the deadlines given in the Exhibitor Manual!

The Exhibitor Manual is intended to inform the Exhibitor about their responsibilities before, during and after the exhibition.

We are thrilled to have you on board for EIDFEST. Our entire team is here to support you along the way, so please don't hesitate to reach out to the relevant departments should you need any assistance.

We truly appreciate your commitment to exhibiting with us and look forward to working together to make this event a success for you. We are confident that your participation will be both profitable and rewarding.

Contact Points

**Exhibition Organiser
Sales & Marketing Director
Operations Manager
Accounts & Admin**

**SHENAZ GHOOD
NISHA NAIDU
TEAM OPS
ADMINISTRATOR**

**shenaz@eidfest.co.za
nisha@eidfest.co.za
ops@eidfest.co.za
admin@eidfest.co.za**

Wishing you all the best in all you do!

**DR SHENAZ GHOOD
MANAGING DIRECTOR
082 410 1372**

Brought to you by :

**OFF
THE
CUFF**





Welcomes You

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

Dear Exhibitor,

Welcome to EIDFEST – The 14th Annual EID Shopping Festival, proudly taking place from 5–8 February 2026 at the prestigious Gallagher Convention Centre in Midrand, Gauteng, South Africa.

We extend our heartfelt thanks for your participation in what has become South Africa's largest and most anticipated Halal shopping expo. Over the years, **EIDFEST** has grown exponentially, bringing together leading companies, passionate entrepreneurs, and trusted brands in an exclusive, world-class showcase. **This is more than just an event, it's a Powerful Platform for Direct Consumer Engagement, Business Growth, and Brand Visibility.**

As always, we are committed to continuously enhancing the experience for both Exhibitors and Attendees. Whether this is your first time joining us or you are a seasoned participant, our goal is to ensure you feel fully supported throughout your journey with us.

To help you prepare and succeed, we have curated this **Exhibitor Manual with all the important Information, Key Dates, Requirements and Guidelines to help make your participation smooth, professional, and impactful.**

We urge you to read the contents carefully and pay close attention to deadlines and instructions. Our communications will be sent via email and the official WhatsApp ESF Comms Portal. Please ensure you stay connected, as these platforms will be used to share essential updates, reminders, and onboarding support.

EIDFEST is where Culture meets Commerce, Values meet Visibility, and Communities Connect through shared purpose. We're thrilled to have you with us as we continue to elevate the Halal Economy and create meaningful opportunities for all involved.

We deeply appreciate your commitment to exhibiting with us and look forward to working together to make **EIDFEST 2026 a standout success for your Brand.**

Contact Points

**Exhibition Organiser
Sales & Marketing Director
Operations Manager
Accounts & Admin**

**SHENAZ GHOOD
NISHA NAIDU
TEAM OPS
ADMINISTRATOR**

**shenaz@eidfest.co.za
nisha@eidfest.co.za
ops@eidfest.co.za
admin@eidfest.co.za**

Wishing you all the best in all you do!

Shenaz Ghood

**DR SHENAZ GHOOD
MANAGING DIRECTOR
082 410 1372**

Brought to you by :

OFF THE CUFF



ABOUT *the exhibition*



Eidfest @

GALLAGHER
Convention Centre 

5 | 6 | 7 | 8 FEB 2026

HALL 2, HALL 3, LINK,
ESTATE RESTAURANT & OUTDOOR FOODCOURT

Show Times

THURSDAY 05 FEB: 10:00 - 18:00
FRIDAY 06 FEB: 14:30 - 22:00
SATURDAY 07 FEB: 10:00 - 22:00
SUNDAY 08 FEB: 10:00 - 19:00

Ticket Prices

	ONLINE	DOOR
Kids Under 10:	FREE	FREE
Pensioners:	R 50	R 50
Adults:	R 80	R 90

Venue Contact

GALLAGHER CONVENTION CENTRE
19 Richards Drive, Midrand, South Africa

T: + 27 11 266 3000
WWW.GALLAGHER.CO.ZA



MARKETING *Rules & Regulations*

Social Media Requirements

Follow ALL the official EIDFEST Social Media Pages

- INSTAGRAM @eid.fest and @eidfestofficial
- FACEBOOK @eidfestexpo
- TWITTER @eidfestza
- TIKTOK @eidfest
- LINKEDIN [eidfest-halal-shopping-expo](#)

Your Social Media accounts must be set as **OPEN**, any private accounts will limit your visibility and presence to the consumers.

You are required to **SHARE** and **ADD** to your **STORY** during the campaign.

TURN ON ALL social media **POST NOTIFICATIONS** for EIDFEST.

Marketing Campaign Regulations

Marketing material must be submitted by the specified **DEADLINES** as well as **within the SPECIFIC DIMENSIONS and FORMAT requested**. This applies but is not limited to - video's, reels, images and artwork. You will be provided with a **MARKETING TOOLKIT**, of which you will choose from the various Approved EIDFEST Banners & Logos to add to your images/video.

WE REQUIRE THE FOLLOWING:

1. A Hi -Resolution Logo of your brand
2. A maximum of 4 High Resolution Product Images
3. A High quality video no longer than 1 minute.
4. Create an Advert with your logo and Contact details. Add EIDFEST Logo to your banner
5. INVITE your following to visit your Booth at the EIDFEST.
6. ADD your **BOOTH NUMBER & HALL** to your Banner

Any incomplete or distorted artwork send through will not be posted. Kindly be advised that our marketing Campaign has a Calendar roll-out and your artwork will go into a queuing system as it is sent through. Therefore do not expect to see your advertising immediately after submitting it. Send your Advert and Social Media links to marketing@eidfest.co.za.

Staff & Dress Code

EIDFEST is Shariah Compliant and therefore the attire needs to be appropriate.

1. All staff on exhibition booths are expected to dress modestly or business or business casual attire.
2. These guidelines are applicable regardless of gender and will be strictly enforced.
3. The Organiser reserves the right to request that exhibition staff change their attire or leave the premises immediately if their appearance is perceived to be inappropriate for the event.

MARKETING *Rules & Regulations*



Design, Branding & Booth Display

The EIDFEST team is here to help you with all your Design, Layout & Furnishings of your Booth.

The standard design of the booths have been designed in line with the Exhibition's overall look and feel, therefore the following **will NOT BE ALLOWED**:

1. No printed posters, advertising or products to be displayed on the Fascia Boards.
2. All Advertising materials must be professionally created and displayed accordingly.
3. Any form of branding - banners, posters, display units and furniture - will not be allowed to be placed next to or outside of the parameters of the allocated space of your booth.
4. No photo-copied or handwritten notices or advertising will be allowed to be displayed on the walls of your booth.

Should the Organisers feel that any part of your layout or branding of your booth is not within the events' standards, the Organiser reserves the right to ask for the items to be removed from the Event.

NO COMPENSATION WILL BE GIVEN FOR SIGNAGE THAT HAS BEEN REMOVED.

Product Rules

1. ALL consumable products must be Halal and a COA certificate is required to be submitted via email prior to the event. A notification will be sent to you, failure to submit these documents will result in non-participation at the event. Should you require assistance with this certification, kindly advise your account manager and we will direct you to the relevant people.
2. All packaging of Products must be Professional and Presentable.
3. Should the Organisers feel that your products are inappropriate in any way, you will be asked to remove it from your booth.
4. Products NOT listed on your Booth Application Form will Not be allowed to be displayed nor sold at your booth, unless prior written approval has been given by the Organiser.
5. Pricing – Value for money on your products is vital to attract your clients, get repeat customers & referral business. Exaggerating the price for the event only will negatively impact not only your brand, but ours too.

MARKETING *Rules & Regulations*



Booth Promotions

1. Promoters are under no circumstances allowed to walk the show floor promoting products to visitors, by way of handing out of marketing material ie. flyers, brochures, business cards etc.
2. All sales and promotional staff are to stay within their respective exhibition booth and assist visitors from this area.
3. No pamphlets / brochures or banners are allowed to be handed out to visitors or displayed in any other area of the venue, other than within your booth.
4. The placement of any advertising material on car windscreens at the parking lot is prohibited.
5. Any exhibitor or their staff found doing so, will be FINED R 1500.00, their exhibition booth will be closed and only reopened once the fine has been settled.
6. Music will not be allowed to be played at your booth.
7. When offering live demonstrations from your booth, the level of your sound needs to be set at a level that visitors standing in front of your booth is able to hear and NOT to attract visitors across the aisle.
8. Sound for Presentations displayed on TV screens should be set at a low level so that only viewers of the presentation will be able to hear it.

Time Keeping

Punctuality and readiness is VITALLY IMPORTANT.

1. It is compulsory for exhibitors to be at their booth and ready to receive visitors **30 minutes BEFORE the official Opening times of the exhibition each day**. The venue is extremely strict with events not being ready according to official times that are advertised, as it impacts their brand and reputation. As such any event not complying, will be fined. We would therefore carry the same penalty of R1500 per offence, over to any exhibitors that default, and will be fined and reflagged for future events
2. All stock needs to be replenished as required prior to the opening times, no trolleys are allowed on the floor after the doors are open.
3. No stock is allowed in the aisle after the doors are opened.
4. All your SHOWGUARD expo screens need to be open and packed away from view.
5. Displays need to be correctly positioned and ready to welcome visitors.
6. The Safety officer will walk around the event prior to opening the doors, anyone not complying, will result in the delay of opening up the event.

EXHIBITIONS ARE ONE OF THE MOST PROMINENT, VERSATILE AND LUCRATIVE MARKETING TOOLS AVAILABLE.

Nothing quite equals the enticement of a live event. It incites your target market and motivates your event staff. It enables exhibitors to interact with their customers on a one on one basis.

TEAMEXPO will work with you to make yours a success. So now, you're ready to attend the Exhibition... Almost.

Below are Tips for Creating a Show Display that "**WOW's**" your audience and draws a crowd.



HERE ARE OUR TOP TEN TIPS TO CAPITALIZE YOUR RETURN ON INVESTMENT:

- 1. DEFINE YOUR OBJECTIVES** – are you focusing on customer loyalty, direct sales, brand building, a product launch or penetrating a new market?
- 2. CONSULT WITH US** – from Stand design & layout, product display stands to event sponsorship's; EidFest will provide you with a solution that best suits your objectives.
- 3. ENGAGE IN SOCIAL MEDIA** – Use the event hashtag #EidFest and post what you are promoting or what you are giving away. Like our Facebook page. Send us your marketing, include teasers or questions to engage the audience.
- 4. USE A PRIZE DRAW OR CONTEST** – Having some kind of prize drawing or contest is a great way to collect contact information from booth visitors. You can give away promotional items to encourage people to participate.
- 5. INVITE CUSTOMERS AND PROSPECTS** – Emailing and sending tickets to your own network is the single most effective way of generating business.
- 6. PROMOTE YOURSELF ONLINE WITH OUR MARKETING TOOLKIT** – most visitors pre-plan their visit on the event website; make use of our web advertising options to let them know of your participation.
- 7. CREATE A HIGH-IMPACT STAND** – Brand your stand and most importantly, keep your key messages brief, bold and pertinent to your customer needs.
- 8. TRAIN AND MOTIVATE YOUR STAFF** – Use your best people on your stand, as their performance is core to the success of your exhibition. Talk to us about trained professional personnel.
- 9. FOLLOW UP PROMPTLY** – You will collect sales leads and contacts during the event, be sure to contact them promptly after the show. The faster you contact them, the more your business will stand out from the rest.
- 10. TALK TO US ABOUT MAXIMISING YOUR INVESTMENT** – OTC exhibitions provide Exhibitor Training Brochures and Pre-event Briefing on how to make your show more productive and profitable.

[CLICK HERE](#)

To take the opportunity and **ATTEND THE EXHIBITOR TRAINING...IT IS FREE!**

KEY DATES *and times*



For your *Diary*

Build-Up & Break Down Schedule

	DATE	DESCRIPTION	VEHICLE ENTRY HOURS	WORKING HOURS
BUILD UP	03 Feb	CERTIFIED CUSTOM BUILDS ONLY	10am - 10pm	10am - 10pm
	04 Feb	Shell Scheme Booths	10 am - 10 pm	10 am - 10 pm
EXHIBITION TIMES	05 Feb	Thurs: 10 am - 6 pm	NO ENTRY	8 am - 7 pm
	06 Feb	Fri: 2:30 pm - 10 pm	NO ENTRY	12 pm - 11 pm
	07 Feb	Sat: 10 am - 10 pm	NO ENTRY	9 am - 11 pm
BREAK DOWN	08 Feb	Sun: 10 am - 7 pm	9 pm - 12 am	9 am - 12 am (9PM BREAKDOWN STARTS)
	09 Feb	Mon: 8 am - 5 pm	8 am - 12 pm	VENUE TO BE CLEARED BY 12 pm

Please note that Venue & Safety Officer will ONLY ALLOW breakdown of stands once ALL patrons have left and the building is secure. Remaining stands to be cleared out by 11 am on Monday Morning . Any defaulters will be fined R5000 after 11 am by the Venue.

Custom Stand Builds

All Custom Stand Build-Up Exhibitors will have a period of 2 days allocated for custom stand build-up.

We strongly recommend that you design your stand in line with this timeframe to ensure that it can be fully completed within the build-up period. Please avoid complex constructions, double-decker stands, or any projects that cannot be finished within the allocated build-up time or dismantled within the breakdown period.

Please note that any damage caused to the venue during build-up, breakdown, or any other period will be the responsibility of the exhibitor and must be compensated accordingly.

Furthermore, construction involving plaster, plaster-based boards or panels (e.g. gypsum plasterboard), cement-based boards or panels, or woodwork that generates dust will not be permitted unless appropriate dust bags or drop sheets are used to protect the venue.

Porter Services

A porter service is available to assist all exhibitors in transporting goods from the loading bay to their stands. Please note that this is a shared service and not dedicated to any individual exhibitor. Porters will assist on a first-come, first-served basis to ensure that all exhibitors receive support as efficiently as possible.

NO VEHICLES SHOULD BE LEFT UNATTENDED OR OBSTRUCT ANY ROADS OR LINKS TO LOADING BAYS, AS THEY WILL BE TOWED AWAY AND THE EXHIBITOR WILL BE FINED.

FOR PROMPT SERVICE IN THE LOADING BAYS PLEASE FOLLOW THE SECURITY MARSHAL'S QUEUE.

EXHIBITOR *key information*



Express Check-in Service

Exhibitors are requested to register on arrival for Build-Up, **3-4th February** at the organiser's office in Hall 2.

There is an Express check-in Service to collect your Exhibitor Packs on the 3rd February for Exhibitors who have FULLY PAID by **November 2025**.

Please bring along 2 x ID size photos for each Exhibitor Badge.

All exhibitors must wear their badges during Build-Up, Breakdown and Show Hours. Exhibitors will be denied access to the arena and/or parking should these badges not be displayed.

Additional Exhibitor badges can be ordered. **A maximum of 4 extra Exhibitor Badges per Exhibit may be ordered at R300 per badge and are subject to availability.**

No photo no access!

Exhibitor badges allow the following access: Build-Up & Break-Down & the exhibition hall, one hour before regular show opening to prepare your exhibit.

Please do not register your customers as booth staff. This is for the security of your booth possessions and other exhibitors.

Misuse of Accreditation Badges

False certification of individuals as an exhibitor's representative, misuse of exhibitor badges or any other method or device used to assist un-authorized personnel to gain admittance to the exhibition floor, will be just cause for expelling the violator from the exhibition hall.

Upon the exercise of this authority by EIDFEST, the exhibitor, for himself, his employees, agents and anyone claiming a right to be on the exhibit floor through the exhibitor, waives any rights or claims for damage arising out of the enforcement of this paragraph.

Avoid delayed Access!

Order your badges in advance! Exhibitor Badges are not to be issued to exhibitors' clients, or any person who wishes to gain admittance for the purpose of making contacts other than in your exhibit.

Stand Services & Payment

Kindly note that stand occupation will not be allowed unless full and final payment is received which is due by no later than the **30 NOVEMBER 2025**.

[CLICK HERE](#)

To order your additional **EXHIBITOR BADGES** if you haven't done so already

SUCCESS *begins Here*

Exhibitor Lounge Online

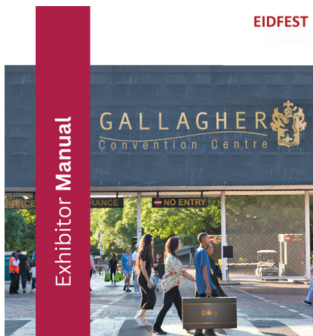
The EXHIBITOR LOUNGE has the most important resources that you will need to simplify your planning process and offers you instant access to forms and other pertinent information to assist you during the planning stages of the EIDFEST.

This is your All-in-One Important Guide to What, When and How to order the Services you require for your Showcasing. Take advantage of the opportunities that EIDFEST provides you with, be it a Checklist to keep you on track, a Media & Marketing Toolkit to bring awareness to your participation, Free Exposure on Us that you will find invaluable and so much more!

Use it and you will avoid costly delays, receive your services promptly and accurately and most of all enjoy a successful, hassle-free showcasing.

Download your **EXHIBITOR CHECKLIST** HERE, if you haven't done so already

[CLICK HERE](#)



EIDFEST

Exhibitor Manual

OFF THE CUFF

EXHIBITOR MANUAL



EIDFEST

Exhibitor Checklist

OFF THE CUFF

EXHIBITOR CHECKLIST



EIDFEST

Service Order Form

OFF THE CUFF

SERVICE ORDER FORM



EIDFEST

Furniture Catalogue

OFF THE CUFF

FURNITURE CATALOGUE



EIDFEST

Marketing Toolkit

OFF THE CUFF

MARKETING TOOLKIT



EIDFEST

Free Exposure

OFF THE CUFF

FREE EXPOSURE



EIDFEST

Sponsorship & Advertising

OFF THE CUFF

SPONSORSHIP & ADVERTISING



EIDFEST

Training Advantage

OFF THE CUFF

TRAINING ADVANTAGE

[CLICK HERE](#)

To register for the **EXHIBITOR LOUNGE** if you haven't done so already

SUCCESS *begins here*



Comms Portal

Efficiency at its best! As an exhibitor you will have access to The **ESF COMM'S PORTAL**, a WhatsApp portal that will help you to simplify the planning process and offers you instant access to forms and other pertinent information to assist you during the planning stages of **EIDFEST**.

This is your all-in-one important guide to what, when and how to order the services you will need for your showcasing. Use it and you will avoid costly delays, receive your services promptly and accurately and most of all enjoy a successful, hassle-free showcasing.

Visit now by adding the following no: **072 616 9503** to your contact list as **ESF Comms** to place your order.

If you need assistance with **ESF COMM'S PORTAL** Online please call our Customer Support Centre at: **(072) 616 9503**.

Service Orders

Take advantage of discount pricing by ordering before the 10th January 2026 in order to avoid a late order surcharge fee of 50%.



(072) 616 9503

To register for the **EXHIBITOR LOUNGE** if you haven't done so ready

[CLICK HERE](#)



Eidfest

@

GALLAGHER 
Convention Centre



EIDFEST HALAL SHOPPING & BUSINESS EXPO

5 | 6 | 7 | 8 FEB 2026

GALLAGHER CONVENTION MIDRAND SOUTH AFRICA

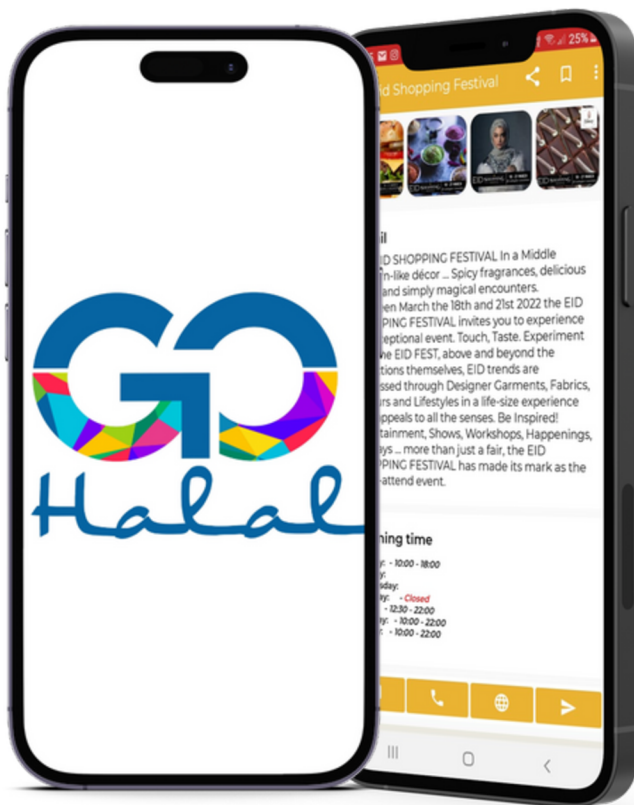
FREE *exposure*



Next Level!

Your Association with EIDFEST is taken to a new level. Your Brand will receive Maximum Exposure across the Event and your Company will enjoy the Ultimate Marketing Opportunity!

GO Halal Mobile Event App



Maximise Your Exposure

Maximise your Exposure to the HALAL INDUSTRY with EIDFEST!

Visitors & Shoppers will easily find you BEFORE, DURING and AFTER EVENT!

We offer an INCLUSIVE Turnkey MARKETING PACKAGE!

Extend your Company presence outside your Booth with a wide variety of Sponsorship & Branding Opportunities

Download and Sign up on the GO HALAL EVENT APP which will be hosting EIDFEST.

Take advantage of our free event listing to maximise your exposure to potential clients.

[CLICK HERE](#)

To register for the GoHalal Directory Listing if you haven't done so already

SHOPTHEFLOOR is the Exhibitor Directory listing on The Official EIDFEST SHOW GUIDE.

Available on the App and as a download for the Shopper & Visitor to cater you.

FREE EXHIBITOR *training*



EIDFEST Offers a Complimentary Training Seminar to New & Seasoned Exhibitors, Providing a Comprehensive Set of Tools to Ensure Success, not only at EIDFEST and other exhibitions but in their Business Overall.

We want to provide our exhibitors with the benefit of our knowledge and experience. We understand the exhibition industry and the ever changing challenges it faces. Through education, information sharing, best practices and real world expertise, we can enhance your exhibitor skills and increase the value of your trade fair participation. We provide you with the support you need!

Receive a Certificate of participation

Attending exhibitors will receive a Certificate of Participation from the Academy of Personal Mastery.

The Training Day is an invaluable tool for your success. We hereby thank you for attending our Training Advantage.



inclusive

How to Select Your Booth
How to Select & Train your Staff
Social Media Explained
How to Identify your Clients
How to save money at your show
How to invite clients to your booth
How to increase your ROI
How to follow up on show leads
Make the most of Marketing opportunities
Technological Advances that can give you an edge
Networking and much more.....

To register for the **EXHIBITOR TRAINING** if you haven't done so already

[CLICK HERE](#)

SOCIAL *mediamarketing*

67% of YOUR customers expect you to use social media!



The most successful businesses that exhibit at events are those that tell a story and give their online presence a heartbeat through a two-way conversation.

Whether you're on social media or having a conversation with someone face-to-face, you need to find a way to turn a handshake into a hug. Make your customers feel comfortable, whilst being as transparent, honest and as engaging as possible.

Social Media Explained:

How you can promote your presence at **EIDFEST**



INSTAGRAM

Picture Me

HOW TO PROMOTE

We are exhibiting at **EIDFEST @ Gallagher**, visit our Booth A13 in Hall 2 and meet our team.

View our latest collection for EID, only at **#EIDFEST**

Remember to tag @eid.fest



FACEBOOK

Like Me

HOW TO PROMOTE

Looking forward to exhibiting at **EIDFEST 5-8 February 2026**.

Visit us in Hall 2 Booth no. A13
View our new launch!



TIKTOK

Watch Me

HOW TO PROMOTE

Trending music and relate-able challenges drive traffic to your profile. Get involved and put your brand out there. Direct viewers to your Instagram page to view your products.



X

Listen to Me

HOW TO PROMOTE

We have a special promo at our Booth A13 Hall 2 for today only. **#EIDFEST**.



YOUTUBE

Watch Me

HOW TO PROMOTE

Short video of your product range.

Short video of your team at your booth.



PINTEREST

Show Me

HOW TO PROMOTE

Here's some pictures of our exciting product launch!
Looking forward to seeing you at **EIDFEST @ Gallagher**.

[CLICK HERE](#)

To Download the **MARKETING TOOLKIT** if you haven't done so already

Start Posting!

MARKETING *toolkit*



Social Media Undertaking

Take advantage of the opportunity to expand your brand even before you attend the event.

Every exhibitor is required to follow these few simple steps to ensure Success. Non participation in the campaign, will result in your brand being Red Flagged for the rest of the Event Campaigns.

Follow all the official **EIDFEST** Social Media pages



INSTAGRAM
[@eid.fest](#)



FACEBOOK
[@eidfestexpo](#)



X (TWITTER)
[@eidfests](#)



TIKTOK
[@eidfest](#)

Social Media Rules

- Your Social Media accounts must be **set as PUBLIC**, any private accounts will limit your visibility and presence to the consumers.
- You are required to **SHARE** and **ADD** to your **STORY** during the campaign.
- **TURN ON ALL** social media **POST NOTIFICATIONS** for EIDFEST.



What we Require

- A high Resolution Logo
- 5-8 High Resolution Square Images
- An A5 advertisement
- 30 - 40 Word company Profile

[CLICK HERE](#)

To Download the **MARKETING TOOLKIT**
if you haven't done so already

Eidfest

@

GALLAGHER
Convention Centre 

Eidfest

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



Marketing material must be submitted by the specified **DEADLINES** as well as within the **SPECIFIC DIMENSIONS** and **FORMAT** requested. This applies but is not limited to - Video's, reels, images and artwork. You will be provided with a **MARKETING TOOLKIT**, of which you will choose from the various **EIDFEST** Banners and add it to your images/video.

WE REQUIRE THE FOLLOWING:

- A Hi -Resolution Logo of your brand.
- 5 - 8 High Resolution Product Images.
- A High quality video no longer than 1 minute.
- Create an Advert with your logo and Contact details. Add **EIDFEST** Logo to your banner.
- **INVITE** your following to visit your Booth at the **EIDFEST**.
- **ADD** your **BOOTH NUMBER & HALL** to your Banner.

Any incomplete or distorted artwork sent through will not be posted. Kindly be advised that our marketing Campaign has a Calendar roll-out and your artwork will go into a queuing system as it is sent through. Therefore do not expect to see your advertising immediately after submitting it.

Send your Advert and Social Media links to marketing@eidfest.co.za

WHATSAPP DISPLAY PIC



Please replace your display picture with this WhatsApp Icon a month before the Exhibition



EDM DATE BANNER

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



& So Much More!

To Download the **MARKETING TOOLKIT**
if you haven't done so already

[CLICK HERE](#)

STAND *packages*



Floor Space

Excludes Package:

When booking floorspace, it is your responsibility to build your stand & order your DB. Kindly supply us with your stand builder details, booth design & layout by 30 December 2025.



Package

- Shell Scheme walling
- 1 x fluorescent
- Carpeting
- Fascia & Name Print
- 1 x 5amp plug point



BESPOKE *stands*



White Fashion

Fascia with Printed Logo
1 Wall of Shelves



Fashion Deluxe

Fascia with Printed Logo
1 x Wall of Shelves
1x Fitting Room
1x Wall of Fitted Rails



Food Court

Fascia with Printed Logo
3m Locked-in Counters on Front



Studio Deluxe

Fascia with Printed Logo
3x 1m Glass Top Showcase
2x Single Tall Showcase



Designer Fashion

Fascia with Printed Logo
1x Fitting Room
2x Wall of Fitted Rails

Contact TEAMEXPO for
Assistance and Pricing



(072) 616 9503

SERVICES *on offer*

Service Order Form



Additional Offerings

For Show Exhibits, Store Fixtures, Décor, Furnishings and related Services, OFF THE CUFF Events & Marketing offers a combination of inspired design and precise planning to carry out creative concepts and top-notch personal service to assure your event's success.

ShowGuard is the official Expo Screen and Guarding Service provider at the Exhibition. Order your Safety Screens now and ensure the safety of your goods.

Take advantage of the Customised Services that we offer to ensure the success of your event:

Print Offerings

For the **SERVICES ORDER FORM**

[CLICK HERE](#)



OTC offers a combination of inspired **design, completed artwork and printing services** and creative concepts, to assure your event's success.

Take advantage of the Printing Services that we offer to ensure the success of your event:

Credit Card Machine Hire

We have procured a special rate for all Credit Card Device Hire. Please complete the service order form to hire your device.

There are ATM's available outside the venue for all cash requirements.

Storage During Event

Store Rooms are available at an additional fee of **R 3 500.00 per 2x3** lockable store. These facilities are limited and allocated on a first come - first serve basis. Kindly order your storage facility to avoid disappointment.

Complimentary Tickets

Included in your exhibitor packs is **2x complimentary tickets** for you to use. **Bulk tickets** are available for you to purchase at a **discounted rate**. Inquire at our offices for special rates to exhibitors.

PERMITS

By **30 December 2025** at the latest, stand plans for custom-built stands must be submitted to the Organiser for approval, including floor layout and sectional views showing precise measurements. Applications for permits authorising early access (for the shell scheme) must reach the Organiser by **30 December 2025** at the latest.

VEHICLE TRAFFIC, EMERGENCY EXITS, SAFETY EQUIPMENT

1. TRAFFIC RULES

In order to ensure the smooth movement of traffic during set-up and breakdown and for the duration of the Exhibition, rules for the organisation and direction of traffic must be observed without fail. Parking is available adjacent to the site.

2. FIRE FIGHTING ACCESS ZONES

Hydrants, the necessary access routes and mobility zones for the fire fighting services and routes marked by no stopping signs must be kept free at all times. Vehicles and objects left on the rescue service access routes and safety areas will be removed at the expense and risk of the Exhibitor. Hydrants in the halls and on the outdoor area must not be covered over, obscured or rendered inaccessible in any way.

3. EMERGENCY EXITS, HALLS, AISLES

Sprinklers, fire alarms, fire extinguishers, smoke alarms, fastenings on the hall doors and other safety equipment, their markings and the emergency exit signs must be accessible and visible at all times. They must not be blocked or covered over. Emergency exits are to be kept free at all times. The doors along emergency exit routes must be easily opened from inside to their full extent. Exit doors, emergency exits and signs marking these exits must not be blocked, covered over, obstructed, hidden or otherwise obscured. The aisles in the halls must not be blocked or restricted by objects placed in the aisle or extending out into the aisle. These are emergency rescue routes. Sprinklers, fire alarms, fire extinguishers, smoke alarms, fastenings on the hall doors and other safety equipment, their markings and the emergency exit signs must be accessible and visible at all times. They must not be blocked or covered over.

FIRE PREVENTION & SAFETY REGULATIONS

1. FIRE PREVENTION

The exhibition halls are equipped with fire alarms and fire extinguishers. In the event that the operation of said fire protection systems are restricted by stand construction work, Exhibitors shall be obliged to undertake additional measures in order to guarantee their unrestricted operation, in co-ordination with the Organiser and the responsible fire protection authorities at the sole expense of the Exhibitor.

2. CONSTRUCTION & DECORATION MATERIALS

Combustible materials, such as Hessian, straw, rigid polystyrene foam (Styrofoam), PVC, poly-carbonate or similar, that are readily inflammable, drip while burning or form toxic gases shall not be allowed for use. The materials employed shall not contribute to evolution of large volumes of smoke. All decorative materials shall comply with EMS materials rules, i.e. shall be flame resistant. Normally inflammable decorative materials may be employed on certain sections of stands; provided that they are adequately protected against becoming ignited and neither form toxic gases nor drip while burning. Fire retardant spraying for decorative materials will be available on site at an additional fee and includes fire safety certificate.

No stand, other than standard shell scheme of no higher than 2.4m, shall be constructed either inside or outside a building, unless or until the fire department has approved a plan of the proposed construction and general layout.

3. BALLOONS AND FLYING OBJECTS

Employment of balloons or flying objects filled with a combustible gas in the exhibition halls or on outdoor exhibition areas is prohibited. Employment of balloons filled with inert gas in the exhibition halls or on the outdoor exhibition areas requires approval of the Organiser and the venue.

4. OPEN FIRES

Presentations involving the use of open fires, naked flames or light are **not allowed**.

5. SPRAY GUNS

Use of spray guns and employment of nitrocellulose lacquers is prohibited in all exhibition halls.

6. EMPTY PACKAGING

The storage of empty items of any kind (e.g. - packaging and packing material) on the stands and/or outside of stands within the halls are forbidden. Empty material is to be removed without delay. If required, it can be placed in the allocated waste storage area. The Organiser is entitled to arrange for removal at the expense and risk of the Exhibitor if the latter fails to respond to a request for removal of items stored in contravention of the regulations.

7. STAND CEILINGS

To ensure the effective operation of the sprinkler system, stands must always be open at the top. Ceilings are considered to be open when not more than 30 percent of their area per individual sqm is closed in. Sprinkler-suitable ceilings with a mesh grid of at least 2 x 4 mm or 3 x 3 mm are permitted. The cloth canopy must always be installed horizontally and only in one layer. The sagging down of cloth canopies is to be avoided.

8. PLATFORMS

Areas that can generally be walked on and are immediately alongside areas lower by more than 0.2 m must be surrounded by banisters, unless linked to the lower areas by steps or ramps. Platforms accessible at a single step may be no higher than a maximum of 0.2 m. The substructure of the flooring must not consist of flammable materials.

CUSTOM STAND

1. STAND SAFETY

Custom-built stands, fittings of custom-built stands, fittings of shell scheme stands and exhibits as well as publicity fixtures are to be set up with the necessary stability to ensure that public safety and order, in particular life and health, are in no way endangered. The Exhibitor is responsible for structural safety and obliged to show proof if required. It is not permitted to stabilise stands using neighboring stands or existing hall structures.

2. STAND PERMITS

Custom-built stands must be authorised for use. In addition, permits are required for all other stand structures, two level stands, special installations and constructions. By **30 December 2025** at the latest, stand plans for custom-built stands must be submitted to the Organiser for approval, including floor layout and sectional views showing precise measurements. Applications for permits authorising early access (for the shell scheme) must reach the Organiser by **30 December 2025** at the latest.

3. CHANGES TO STAND STRUCTURE IN BREACH OF REGULATIONS

Stands that have not been approved or do not comply with the "Technical Regulations" or technical standards, must be altered or removed. If this work is not completed within the time required, the Organiser is entitled to undertake such changes at the Exhibitor's expense.

STAND DESIGN

1. STANDARD SHELL

The **EIDFEST** Organiser will appoint a stand contractor. The shell scheme stands fitted out with the stand material provided by the **EIDFEST** are standardised in their provision, including a 1 x electrical power point, 1x fluorescent and carpeting, as well as a standard company nameplate (fascia board). At his own expense, the Exhibitor may also order additional services and supplies directly from the Organisers.

2. DECORATIONS ON SHELL SCHEME STANDS

The attachment of publicity material and decorations to the stand walls and ceiling frames must be carried out in such a way as to avoid any damage to the stand material put at the Exhibitors' disposal by the Organiser (such as through the use of permanent/ corrosive adhesive tape or nails). The reconditioning and replacement of damaged, destroyed or lost fittings and stand material can only be carried out by the Organiser at the Exhibitor's expense or that of his contractor. After the end of the Exhibition, stand equipment must be returned in perfect condition.

3. EMPTY FLOOR SPACE

The stand may also be rented without the **EIDFEST** shell scheme and be custom-built by the Exhibitor himself. If floor space has been rented only, this must be left completely empty after the end of the exhibition. Plug points and additional lighting may be ordered from the organisers -please complete the SERVICES ORDER FORM in the Exhibitor Lounge. Floor space only exhibitors (6m² and larger) must please order a 30amp single-phase distribution board to get a source of electricity to your stand. Electricity will only be connected once invoices are paid in full. Exhibitors must provide their own extension cords and double adaptors

4. ASCERTAINMENT OF STAND FEATURES

The rented stand space is marked by the Organiser. After stand allocation, it is the obligation of every Exhibitor to ascertain for himself the position and size of any fixtures, in particular fire alarms, position of supply lines, ventilation systems, etc. and, if appropriate, to inform the stand contractor. Stand space must always be adhered to exactly. Lighting appliances, water supply, drainage installations and notices may not project beyond the boundaries of the stand.

5. STAND DIMENSIONS

In the interest of stands placed opposite a stand exceeding 4 m it is not permitted to include a predominantly closed-in wall. At least 75 percent of the wall looking onto an aisle must therefore be left open. For both the Organiser's shell scheme stands and custom-built stands, the measurements listed on the application form are binding. For all interior dimensions 4 cm are to be deducted from the straight axial measurement. In the case of stands over 10 m in width, a tolerance of 50 mm should be applied, i.e. the straight axial measurement stated in the Organiser's plans should be reduced by 50 mm in stand planning and construction. The responsible Exhibitor shall be liable for any costs incurred if reset-up of neighbouring stands is required as a result of incorrect set-up or failure to maintain the exact allocated stand position. Rear and dividing walls are 6mm laminated walling (2500mm H x 1000mm W) and supported at 990mm centres by aluminium poles. Additional fittings such as aluminium crossbeams, additional walling and lockable doors can be ordered separately.

STAND HEIGHTS

1. THE ORGANISERS OWN SHELL

Shell Scheme stands are 2.5 m in height.

2. MAXIMUM STAND HEIGHT

Stands exceeding a height of 2.9m (stand structures, promotional material, company logos, names, etc.) are subject to official authorisation including stand light fittings, without promotional content and company logos. The maximum stand height (including floors, platforms, decoration and publicity fixtures) is 4 m. This needs to be authorised by a qualified engineer and costs may be incurred by the Exhibitor.

3. RIGHT OF ADMISSION

The organiser reserves the right to refuse permission for excess stand height in the interests of the overall appearance of the hall or for safety reasons. The decision of the organiser is final. It will be notified at the latest two weeks following receipt of the stand design plan.

4. AUTHORISATION

Authorisation is only valid for the specific designated location and a new application must be submitted every year.

5. RAISED STAND STRUCTURE

Any raised stand structure or fitting (walls, lighting, etc.) must be at a distance of at least 2 m from the neighbouring stands. It is strictly forbidden to erect anything above and across hall aisles.

6. EXCESS STAND STRUCTURE

If exceeding 2.5m the exterior of rear and side walls must always be plain white and free from any promotional material (colours, logos, company names, etc.).

DAMAGE TO SHELL SCHEME AND WALLING

Exhibitors may not hammer sharp objects into the shell scheme panels. Any damaged panels will be invoiced at an additional cost to the exhibitor. Hooks and brackets for mounting displays/pictures on the shell panels will be provided free of charge and are available from the organiser's office. Under no circumstances are exhibitors allowed to paint the white panels supplied. Should you require second hand panels for painting please let your sales person quote you on the above.

FLOOR COVERINGS

Standard carpeting is provided by the Organiser. With the authorisation of the Organiser, individual carpeting and other floor coverings may be used for custom-built stands. The Exhibitor's individual carpet must at least be of low-level flammability and be properly laid to avoid accidents. They are to be fixed in place using non-permanent adhesive tape only. Certification as to the class of building materials used must be available at the stand. All materials used, including the adhesive tape, must be removed by the Exhibitor without leaving any residue. The Exhibitor is liable for accidents caused by the improper laying of his own carpeting or floor covering or parts thereof.

DAMAGE TO BUILDING AND FIXTURES

Every reasonable precaution necessary should be taken during the construction of an exhibition to ensure no damage is caused to the property. Exhibitors will be held responsible for any damages caused to the property during the tenancy and will be subject to a charge. Hall fixtures and technical fittings may not be damaged, dirtied or otherwise altered (e.g. breaking open, cutting, screwing, drilling, driving nails into floors, walls, ceilings pillars, partitions, windows or other structures or fixtures in and around the exhibition center). Painting, wallpapering and sticking up of items is also forbidden. It is not permitted to use hall fixtures and technical fittings in a load - bearing capacity for either stand structures or exhibits. The Exhibitor is also liable for damage caused by him to the fabric of the venue building.

SUSPENSIONS FROM VENUE CEILINGS

Will only be done by the staff of the venue at an additional fee, kindly arrange this prior to the event.

TECHNICAL SAFETY REGULATIONS, RULES & SUPPLIES

1. GENERAL RULES

The Exhibitor is responsible for operational safety and compliance with health and safety and accident prevention regulations on his stand. Set-up and breakdown may only be carried out in accordance with the respective and applicable industrial and trade law regulations.

2. DAMAGES

Any damage caused by Exhibitors or their sub-contractors on the exhibition site, to the fabric of the venues buildings, fittings and equipment has to be reported to the Organiser and will be repaired by the **EIDFEST** after the end of the Fair; the cost of which will be forwarded to the Organiser for payment who in turn will then bill the relevant Exhibitor.

3. USE OF MATERIALS FOR WORK

The use of bolt-guns is forbidden. The use of woodworking equipment without suction devices for shavings and sawdust is not allowed. The use of cranes and forklift trucks is restricted to the contract forwarding agents only. The use of company's own forklift trucks is banned for safety reasons. If required, forklift trucks and equipment for loading and unloading can be made available for a fee by the official site handler.

ELECTRICAL INSTALLATIONS

1. CONNECTIONS

The main connection to the electricity supply system will be carried out by The **EIDFEST'S** official main contractor. Specific individual Exhibitors' requests will then be carried out by The **EIDFEST'S** appointed electrical contractor. It is not permitted to use electricity supplied to neighboring stands. The Terms & Conditions for electricity supply as set out on the separate order form are binding for all Exhibitors. The electricity supply included in the shell scheme stand rental fee refers specifically to electricity supply from an installed 5amp socket. All other services such as the installation of wiring and additional 30 amp must be ordered from The **EIDFEST** team.

2. STAND INSTALLATIONS

Temporary electrical installations fitted on stands in addition to the halls' existing electrical system must be fitted and operated in compliance with the relevant regulations. The Exhibitor accepts full liability for damage caused by defective electrical installations. Any conductive stand structural elements must be included in measures taken for protection in the event of indirect contact (earthing of stand). Furthermore, it is only permitted to use cables with a minimum cross-section of 1.5 mm² Cu. Flat cables of any kind are not allowed. Bare electric leads and crocodile clips are not allowed in low-voltage appliances. Secondary wiring must be protected against short-circuit and overloading.

3. THE SWITCH & FUSE BOXES

The individual stands must be installed in a visible and permanently accessible position. Installation inside locked cabinets is not allowed.

4. TRANSFORMERS FOR LOW VOLTAGE

Appliances must not be concealed from view or access. Only approved transformers with an overload fuse are permitted.

5. ALL LIGHTING SYSTEMS

Lights must be switched off before leaving the stand in the evening.

6. SAFETY MEASURES

For particular protection, heating and heat generating electrical items (hotplates, spotlights, transformers, etc.) must not be installed on flammable, non-heat resistant or heat-conductive surfaces. According to the level of heat generation, appliances must be placed at an adequate distance away from flammable materials. Lighting units must not be attached to flammable decorations or the like. There are strict regulations governing certain materials that may be used in the construction of stands. Regular inspections are carried out by a member of the EMS and the Expo has to maintain strict adherence to the Disaster Management Act rules within the venue. We would like to remind exhibitors that the Local Authority has the right to remove any offending fittings or materials and ultimately can close down a stand. Flammable/highly combustible materials (e.g. hessian, straw, polystyrene) should not be used in construction or display.

WATER SUPPLY

The possibility of a supply point cannot be guaranteed. The order deadline is **30 December 2025**. Any costs incurred for under floor plumbing work required for the supply will be charged to the Exhibitor direct by the installation contractor and is payable in advance. Water supply connections can only be carried out by the official plumbing contractor.

PRESSURISED CYLINDERS

Containing flammable or inert gases such as nitrogen, helium, argon or any other flammable liquids as well as fuels are not permitted. Lighter pastes, gels and other fuels heating and cooking appliances fueled by wood, coal, gas, flammable liquid or lighter paste or gel are not permitted without prior arrangements. Applications for the use of gas cylinders need to be submitted by **30 December 2025**.

CATERING

EIDFEST has the exclusive right and responsibility for all catering within the exhibition centre. All Food Stalls to adhere to the fire & safety rules & regulations and need to submit the appropriate certificates and gas application forms by the **30 December 2025**. **A R1500 penalty for late applications will be applicable.**

1. EXHIBITOR ENTITLEMENT

The exhibitor shall not be entitled to sell or arrange or procure the sale or dissemination of food, refreshments and/or beverages, unless authorised in writing by the organiser and venue on such terms may be stipulated by the Organiser and venue.

2. FOOD AND/OR REFRESHMENTS

Food and refreshments required for purposes of the event shall be supplied exclusively by the catering companies nominated by the **EIDFEST**. The exhibitor shall not purchase any food or refreshment from third parties, unless the prior written consent of the organiser and venue has been obtained and on such terms as may be stipulated by the organiser and venue.

3. FOOD PREPARATION

Food preparation is to be done in the allocated kitchen and not in the serving kiosks. A 5 amp electrical point is supplied in the serving kiosk. Any additional electrical service may be ordered from the appointed electrical contractor at the expense of the exhibitor.

4. UTILITIES FEE

A utilities fee of R 3 000.00 is required by every catering or food vendor that utilizes the kitchen, cold rooms and related facilities. All damages and breakages will be charged for. In the case of damages an average amount will be deducted from every vendor/caterer unless a specific vendor has damaged venue property in which case he/she will be completely responsible for rectifying the problem/ replacing damaged items etc with immediate effect.

4. GAS APPLICATION

Kindly advise us as to whether you would be utilizing a pressurised gas cylinder or not. Please see "PRESSURISED CYLINDERS". No gas cylinders will be allowed on the floor without a gas application or request.

SMOKING POLICY

The **EIDFEST** and Gallagher Convention Centre have a **NO SMOKING** policy on the show floor and throughout the building. Please observe all signs. Kindly note that the venue has the authority to impose fines up to R 200 000 for contravening this law. Please make use of the dedicated smoking areas.. Thank you for your co-operation.

GENERAL INFORMATION

1. ADVERTISING AT THE EXHIBITION SITE

Stickers may not be offered or distributed either on the stand or elsewhere in the exhibition site. It is also forbidden to use any type of sound equipment if this interferes with nearby stands – this includes audiovisual presentations. Advertising of any kind is not permitted at the exhibition site, except from your designated booth.

2. VENUE REGULATIONS

In addition to the regulations set by **EIDFEST**, the venue regulations of the **EIDFEST** apply to the entire exhibition site. The Exhibitor is responsible for operational safety and compliance with health and safety and accident prevention regulations on their stand. The Exhibitor is liable for all damages incurred by the stand structure and the operation of the stand, including any damages caused by the exhibits on the stand. During the entire setup and breakdown period, activities within the halls and the outdoor area should not be disrupted or tampered with in any way. Personnel assigned to these activities are to be advised of particular dangers. During set-up and disassembly as well as during the Fair, hall aisles must be kept free as rescue routes.

3. SUPPLEMENTARY PROVISION

The **EIDFEST** staff representatives and agents shall at all times have free and unfettered access to the leased area upon presentation of their **EIDFEST** identity card or tags or upon presentation of a written authorisation signed by any manager or director of The **EIDFEST**.

4. PARKING

The parking in block A and B will be allocated to Visitors. Exhibitors please use the Exhibitor parking as designated.

THE EXHIBITOR

Shall not under any circumstance give, pledge or promise any staff employed or engaged by The **EIDFEST** gratuities.

1. EXHIBITOR VIP GUESTS

The exhibitor shall notify the organiser as soon as he gets knowledge of the expected visit of any special guests or VIPs, such as members of parliament or state dignitaries, celebrities, royalty and other dignitaries.

2. INSURANCE

Whilst taking every reasonable precaution, the organisers expressly decline any responsibility for any loss or damage which may befall the property of an exhibitor due to any cause whatsoever. It is recommended that each exhibitor insures himself against the kinds of risks which he/she may incur for the full period of the expo, including the build-up and breakdown periods, against all or any loss and/or damage which he/she may suffer, or liability which he/she may incur with regard to exhibit and display materials and furniture.

LIABILITY

The Organiser shall not be responsible for the safekeeping, storage, use or otherwise of any property brought into the exhibition centre. Property belonging to the Exhibitor or third parties shall be brought into the exhibition centre at own risk and the Exhibitor indemnifies the Organiser and will not hold it liable against any and all claims, losses or damages that may be suffered by any person in relation hereto.

WWW.EIDFEST.CO.ZA

EIDFEST HALAL SHOPPING EXPO

5 | 6 | 7 | 8 FEB 2026

@ GALLAGHER CONVENTION CENTRE



Eidfest

FOLLOW *Up*

After the Exhibition

Your participation at **EIDFEST** will be particularly successful when your preparations for the exhibition are carefully planned and targeted, your booth personnel recognises your presence at the event as an effective sales platform and most importantly when your follow-up activities after the exhibition are carried out efficiently.

There is a lot of Important work to be done **directly after EIDFEST**. From the outset, you should plan what measures to take in order to follow up with your contacts after the exhibition. A written evaluation of contacts and meeting records provides an effective basis for all follow-up activities. You should start evaluating your participation as soon as possible after the exhibition and respond promptly to potential customer inquiries. A great deal of information is still fresh in the memory and a quick response to discussions during EIDFEST will give you a competitive advantage.



80% of Expo Leads are not followed up
Follow up on your leads and get ahead of your competition

45% of all Leads become Buyers in the future
Stay in front of these leads, and they may become your customers

By following up on your show leads ASAP, the Return on your Expo Investment will increase

An Effective Follow up Includes:

- Immediately acknowledge everyone they met at the show with an email or call thanking them for visiting their booth and confirming when they will receive the information they requested.
- Responding to customer enquiries promptly.
- Send the most important prospects the materials requested within one week of the show.
- Send the less important prospects the materials requested within three weeks of the show.
- Track the leads throughout the sales process.
- Maintaining and developing contacts made at the exhibition.
- Press releases on the results of your participation.
- Assessment of attainment of aims and objectives.

A final word

Wishing you all the best in all you do!
May you have a successful EIDFEST 2026
TEAM EXPO

Shenaz Ghood
DR SHENAZ GHOOD
MANAGING DIRECTOR


OFF THE CUFF


THE GHOOD
FOUNDATION


GAUTENG
it starts here


OFF THE CUFF

www.eidfest.co.za

info@eidfest.co.za

Eidfest