



New platform to showcase Namibia

Research over the last twelve months which has included in-depth discussions with captains of industry, manufacturers, importers, agents and retailers in Windhoek, has shown a need for a fresh marketing platform where businesses can promote and sell their products and services in the local market place.

This has culminated in the creation of the MTC Design for Life Expo to be hosted at both the Independence Stadium and International Rugby Stadium from 1 to 4 October 2009.

For businesses in and around Windhoek, this is the showcase event not to be missed with some of the country's major companies such as MTC, Nedbank, Air Namibia and RadioWave amongst others having already committed to participating.

Internationally there has been a fundamental power shift in brands no longer pushing information to consumers preferring to use events and exhibitions as points of engagement in order to captivate their target market. Brand Power is slowly shifting to Consumer Power. Marketers need to start interacting with the consumer utilising as many of the five

senses as possible: Sight, hearing, touch, smell and taste: the smell and sound of a new vehicle, the texture of fabric, the aroma of cooking, and the taste of a refreshing beverage all add to the consumer's brand and product experience.

Meeting the needs of both exhibitors and visitors is of paramount importance and the event has therefore been designed to be positive, interactive, effective and creative. The objective is to provide exhibitors the opportunity to showcase their products and services in a professional manner while talking to visitors in a relaxed environment.

The MTC Design for Life Expo has a full entertainment programme which has been carefully designed to draw a discerning

crowd with disposable income. It will cater for the whole family and will be rolled out on a continuous basis during the four show days, presented in various themed areas in order to inspire and enchant visitors.

Entertainment planned includes bands, comedy, dance demos, magic, drumming, martial arts, trapeze and gymnastics, sports displays, climbing wall and carnival games, mechanical bull, gaming tables and cocktail specials. Buskers will roam the show. Food and beverages will be on sale.

The Teen Zone is a chill area with music and various elements of entertainment designed specifically for the teenage market; while the Kids Corner is hosted in a supervised play area which includes jumping castles,

arts and crafts, pony rides.

MTC, the headline sponsor, believes that October is the perfect time to host the event as it is traditionally when people start thinking and gearing up for year-end, spring cleaning, holiday plans, home improvements etc.

Exhibitors are encouraged to use experiential marketing to get their message across. This will provide visitors an opportunity to try out and interact with brands, products, and services in sensory ways that are the icing on the cake of presenting information. Personal experiences help people connect to a brand and allow them to make intelligent and informed purchasing decisions.

The term "experiential marketing" refers to actual customer experiences with the brand/product/service that drive sales and increase brand image and awareness. It's the difference between telling people about features of a product or service and letting them experience the benefits for themselves.

When done right, it's the most powerful tool out there to win brand loyalty.

Limited exhibition space is still available and the organisers may be contacted on 081 919 to find out how to participate.

make the connection

MTC Design
for Life EXPO