



EST. 1894



SCIENCE TECHNOLOGY INNOVATION MAKING

HALL 8

Rand Show 2017
Science, Technology, Innovation and Making



2017



ABOUT US

The largest consumer exhibition in Africa

A heritage brand that keeps on evolving

The Rand Show, also called the Rand Easter Show, is an annual show held in Johannesburg, South Africa, and is the largest consumer exhibition in Africa. It has been an important event in the city for many years, attracting in excess of 200 000 annually.

The Science and Technology focus highlights great innovative brands across a host of different areas and themes, from technology to science, innovation and education. No other expo offers the entire package quite like the Rand Show does and over the next few years aims to be the hottest showcase for South African design, innovation, education, science and technology.

SCIENCE, TECHNOLOGY, INNOVATION & MAKING

This is undoubtedly one of the most exciting initiatives at the Rand Show, with a continual growth in interest. This is an area that keeps on evolving and this year sees the addition of innovation as well as the maker movement as a key focus. Innovation is a buzzword on everybody's lips at the moment and this hall will explore many of the innovative technologies that will assist businesses in the not too distant future to reimagine and reinvent. The maker movement is another area that is taking the world by storm.



"The maker culture is a contemporary culture or subculture representing a technology-based extension of DIY culture that intersects with hacker culture (which is less concerned with physical objects as it focuses on software) and revels in the creation of new devices as well as tinkering with existing ones. The maker culture in general supports open-source hardware. Typical interests enjoyed by the maker culture include engineering oriented pursuits such as electronics, robotics, 3-D printing, and the use of CNC tools, as well as more traditional activities such as metalworking, woodworking, and, mainly, its predecessor, the traditional arts and crafts. The subculture stresses a cut-and-paste

approach to standardized hobbyist technologies, and encourages cookbook re-use of designs published on websites and maker-oriented publications. There is a strong focus on using and learning practical skills and applying them to reference designs." Wikipedia

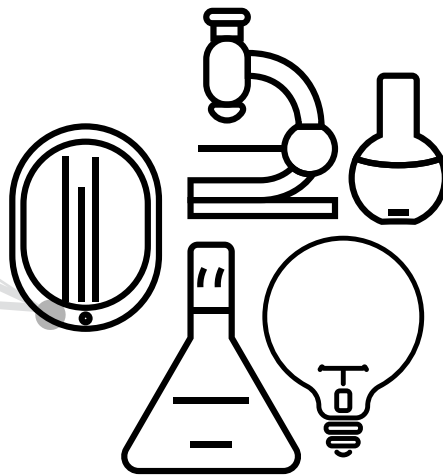
History is punctuated by incredible and profound realisations and inventions demonstrating the full potential of human creativity. For centuries humans have been satisfying their curiosity through experimentation and shaping their future through discovery. Education and entertainment converge at the Rand Show to create Edutainment.



CATEGORIES

Who should exhibit?

- 3D printing manufacturers & suppliers
- Aerospace, aeronautics & aviation
- Alternative & renewable energy technologies & vehicles
- Chemistry, biochemistry, chemistry sets & kits
- Communications & satellite service providers & technology
- Computer science & information technology
- Educational foundations, institutions & organisations
- Environmental science research bodies
- Fab labs
- Food science, food technology, nutrition & sports science
- Career development organisations & programmes
- Water & water related industry organisations
- Innovation incubators
- Maker Organisations
- Mathematics & statistics
- Medical sciences & microbiology
- Physics, astronomy & space science organisations
- Planetariums & astronomy clubs
- Science labs, science centres & educational labs
- University science faculties
- VR & AR technologies
- Government science & technology bodies, organisations & research councils
- Agricultural, animal & veterinary research organisations & services
- Energy efficiency & energy conservation technologies & organisations
- Geography, geology & oceanography associations & organisations
- Sustainable development, recycling & housing & settlement studies
- Youth entrepreneurship development programmes & organisations
- Technical colleges science departments
- Animation schools & studios
- Automotive technologies
- Digital cameras
- Gadgets, gizmo & drones suppliers
- Electronic devices & equipment
- Film & television technologies
- ICT providers & technologies
- Internet of things technologies
- Online service providers
- Printing technologies
- Publishing technologies
- Social media
- Educational labs
- Educational service providers
- Educational technologies
- Colleges, schools & universities
- Government departments
- Skills development programmes
- SETAs



NOT JUST ANOTHER FACT SHEET



14 - 23

DATES

Fri 14 April -
Sun 23 April 2017



J.E.C

VENUE

Jhb Expo Centre,
Nasrec



09h00
-
19h00

HOURS

09h00 – 19h00 Daily



10

DURATION

10 Days

Visitor Profile

The Rand Show's audience is a wide-ranging one. No other marketing platform in South Africa provides opportunity to reach as large an audience (over 200 000 visitors annually) over such a short timespan at one venue.

Reach all of your target markets at once: women, men, young, old, all cultural groups.

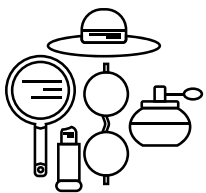
The single unifying factor is that 77% of the audience is made up of families with children and that 96% of visitors in 2015 indicated they will be returning in 2016.

Exhibition Profile

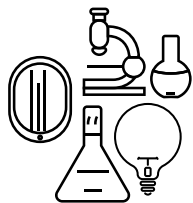
The Rand Show is a truly iconic South African brand that has been part of the fabric of the lives of generations of South Africans making family memories for 122 years. The Rand Show is more than just an exhibition ... it is a multi-faceted event offering something for every family member and providing myriad opportunities for families to Rediscover the Rand Show.

The modern Rand Show revolves around families, their interests, lifestyles and living spaces. The Rand Show navigates families on a journey through eleven themed shows within the Rand Show catering for every family member from the Out and About through Home Living through Kids Kingdom and so much more. The Rand Show remains South Africa's largest consumer engagement platform.

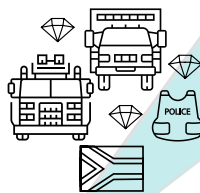
Themed Shows within the Rand Show:



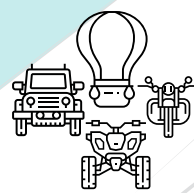
Feeling Good
(Fashion, Beauty
& Wellness)



Science and Tech



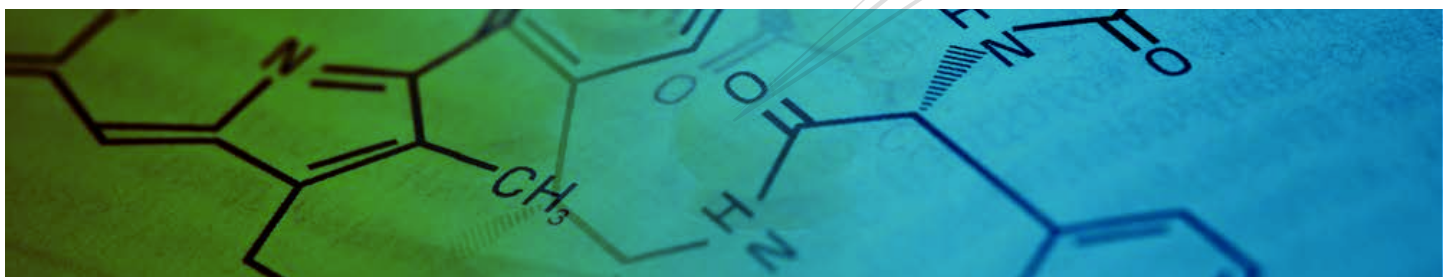
Showcase
South Africa



Out and About

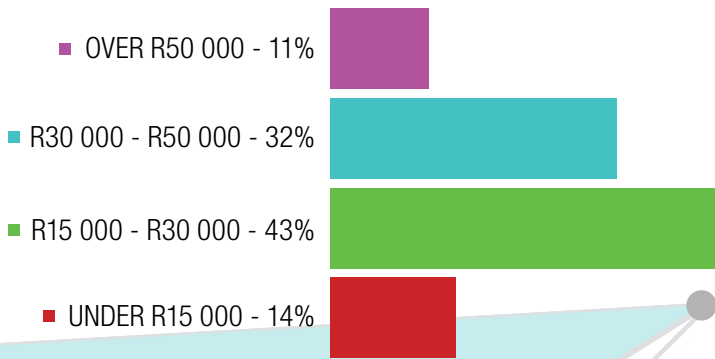


Design Pavilion

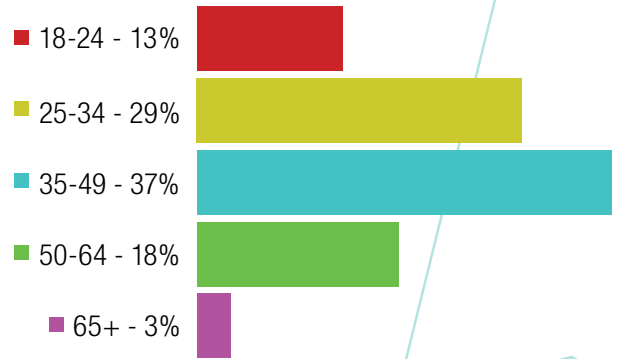


NOT JUST ANOTHER DEMOGRAPHIC

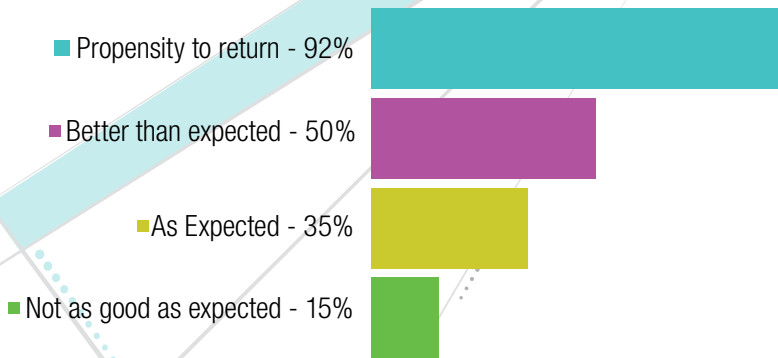
MONTHLY HOUSEHOLD INCOME



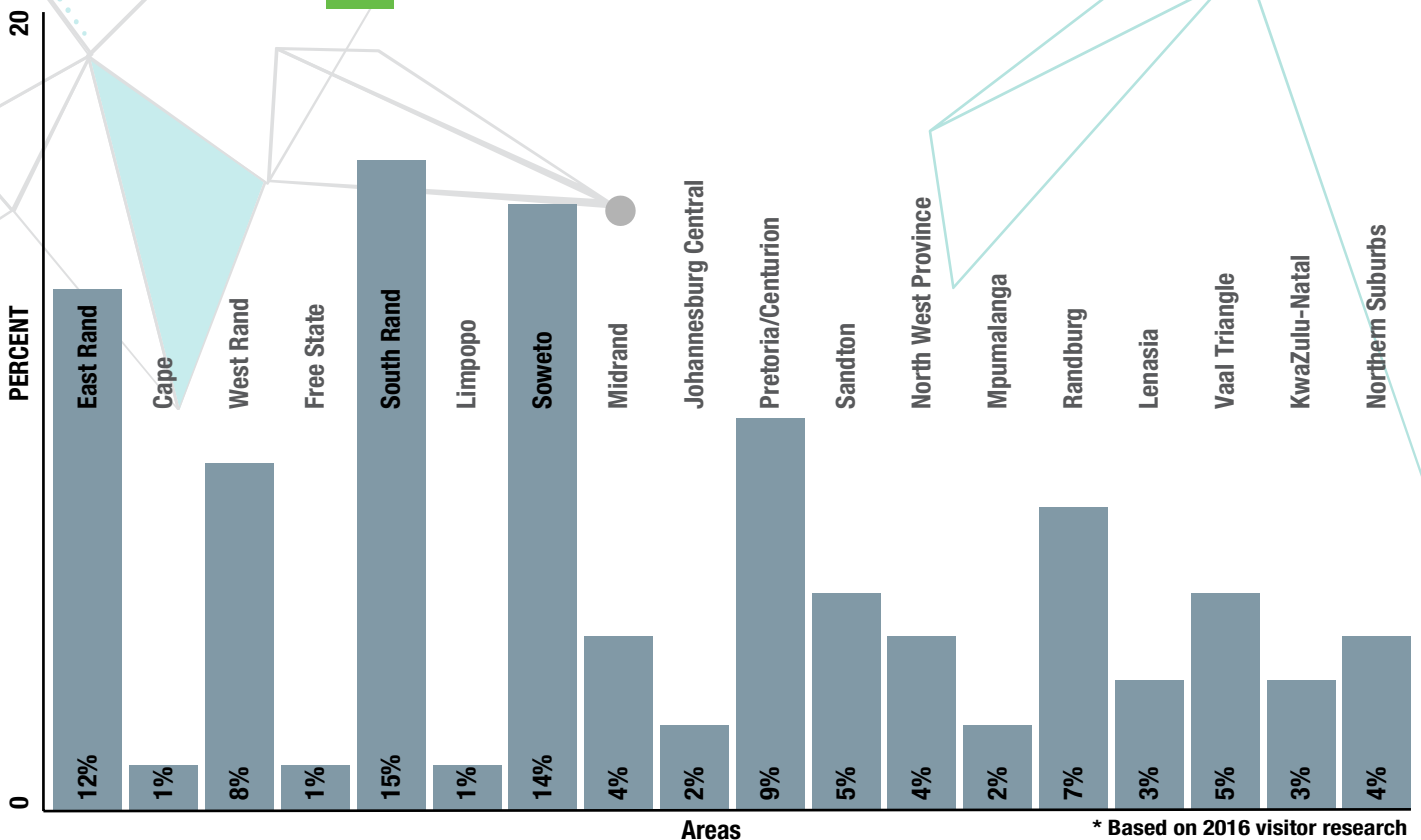
AGE



HOW DO VISITORS RATE THE RAND SHOW?



COMPOSITION



* Based on 2016 visitor research

GEOGRAPHIC ORIGIN

FOCUS ON SCIENCE & TECH

Opportunity for brands:

- 📍 Sponsor
- 📍 Activate
- 📍 Demonstrate
- 📍 Showcase
- 📍 Exhibit
- 📍 Educate
- 📍 Competitions
- 📍 Inventions
- 📍 Research
- 📍 Touch, Feel, Explore
- 📍 Presentations & AV

Focus on Science & Technology:

- 📍 Celebrating inventions & achievements
- 📍 Brand building
- 📍 Education & training
- 📍 Showcasing latest technology
- 📍 Showcasing social responsibility and CSI projects
- 📍 Showcasing career opportunities
- 📍 Adult education & information
- 📍 Stimulating youth interest
- 📍 Stimulating interest in robotics, astronomy, chemistry and more



EXPLORING



SCIENCE & TECHNOLOGY



Rand Show office:

Tel: 010 599 6168 / 6160 / 6150

Fax: (011) 494 - 519

info@randshow.co.za

www.randshow.co.za

@Rand_Show

www.facebook.com/randshow