

VIP buyers badge confirms your authenticity

This newsletter is being sent only to those VIP buyers who have verified their status as genuine trade buyers – those buyers who have not done so will no longer receive VIP buyers' badges.

"We would like to thank our verified VIP buyers for embracing the verification process and helping us to protect the integrity of our exhibitions, which are open only to bona fide trade buyers," says Teresia Stander, exhibition manager at SARCD A.

If you visited SARCD A International in March you will have noticed a new category of buyers, identified by a red badge and designated just plain 'buyer' as opposed to 'VIP buyer'. This category of buyers has been created as part of the process that will ultimately see unverified buyers permanently deleted from SARCD A's database.

To ensure that you keep receiving communications from SARCD A please remember to notify us if any of your details change. The veracity of SARCD A's database is critical to the exhibitions' success and buyers are urged to notify us of any relevant changes in their company.

New colleagues will need to go through the verification process (which includes providing either the company's VAT or registration certificate and paying a one off registration free of R40, if registration is done on-line before the exhibition, or R60 if its done at the exhibition).

Changes to your details should be provided to Linda or Cathy at TIS Expo Systems by calling 011 794 8159 or faxing 086 510 8152 or 086 510 8169. You can also call the SARCD A hotline on 073 536 5964.

SARCD A Christmas to follow March times

The new operating times introduced at SARCD A International in March worked well, by all accounts.

The same hours will be applied at SARCD A Christmas. The exhibition will be open between 09:00 and 17:00 from Thursday to Sunday, 18 to 21 August 2011. In keeping with international trends, the exhibition will take place over four days.

All our buyers are equally important!

A few years ago SARCD A introduced the concept of the SARCD A Christmas Preview Day at which 'Elite Buyers' were given the opportunity to visit the exhibition the day before it officially opened.

"The thinking behind Preview Day was to give exhibitors the opportunity to reward their top buyers. However, over time, it's become clear that exhibitors regard all their buyers as equally important, and prefer not to differentiate between buyers. Due to this and the fact that having a Preview Day is not a concept that has gained favour internationally, SARCD A has cancelled the SARCD A Christmas Preview Day" says Teresia Stander, exhibition manager at SARCD A.

Arrive at SARCD A Christmas 2011 in style!

At the time of going to print, the Gautrain's Johannesburg / Tshwane route is scheduled to be operational early in July 2011. This means that buyers will be able to arrive at the exhibition using Gauteng's most exciting form of transport.



Photo source: www.gautrain.co.za

and the Gautrain station to make the trip as comfortable as possible.

For those buyers who prefer to come by car, secure on-site parking will be available at the cost of R15 per day. This parking fee is levied by Gallagher Convention Centre, which provides the security.

SARCD A will be operating shuttle buses between the exhibition



SARCD A Trade Exhibitions

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The importance of working within your budget

There is no doubt that the economy is recovering, albeit more slowly in some sectors than others. Overall, exhibitors at SARCDIA International in March were extremely pleased with the volume of orders placed.

However, the issue of buyers placing and then cancelling orders (despite having paid a deposit) continues to plague our exhibitions. After every exhibition we receive complaints from exhibitors about being left with stock when buyers can't pay for the orders.

"We would like to urge buyers to plan their visit to SARCDIA carefully and to work within their budgets. As much as we continually ask exhibitors to make sure that they are able to deliver orders they take, there is also an onus on buyers to honour the orders they place. It is also important that payment terms are agreed up front," says SARCDIA's Teresia Stander.



Visit the exhibition on-line

You could be forgiven for being somewhat overwhelmed when arriving at SARCDIA Christmas and facing the prospect of getting through hundreds of stands in just a few hours.

Make sure that you don't miss any of the stands that interest you by taking a virtual tour of the exhibition at www.sarcdia.co.za so that you can plan your visit before you arrive at the exhibition.

And be sure to visit our website outside of exhibition times too – our exhibitors update their information frequently, providing a valuable resource to buyers all year round.

Our future exhibition dates

SARCDIA Christmas 2011
Gallagher Convention Centre, Midrand
18 to 21 August 2011

SARCDIA International 2012
Gallagher Convention Centre, Midrand
8 – 11 March 2012

Your VIP badge is enclosed with this newsletter, please keep it in a safe place until the exhibition as it cannot be replaced.

If any of the details on the badge are incorrect please contact Linda or Cathy at TIS Expo Systems by calling 011 794 8159 or faxing 086 510 8152 or 086 510 8169. You can also call the SARCDIA hotline on 073 536 5961.

Child care facilities at SARCDIA Christmas

Our popular child care centre will once again be operational during SARCDIA Christmas 2011. Buyers are invited to leave their children in the care of trained child minders while they visit the exhibition.



Access to the child care centre is free of charge and entertainment will be provided for the children. The centre is located between the two Richards Drive entrances to the exhibition.

About SARCDIA Christmas...

- SARCDIA exhibitions are strictly **trade only** and proof of VAT or company registration is compulsory.
- No children under the age of 16 – including babies in papposes – are allowed into the exhibition (child care facilities are provided).
- No products may be sold off the stands. Collections of back orders, samples or exchanges must be arranged outside exhibition hours. Exhibitors report that buyers repeatedly ask to buy goods off their stands, which puts them in a difficult position. Buyers are urged to respect the exhibition's trade only policy and refrain from making such requests. To enforce this policy, security have been instructed that no goods are to leave the exhibition halls, even on the last day.
- No pets are allowed into the exhibition.
- No cameras are allowed into the exhibition.

Remember to take enough business cards to the exhibition – or you could find yourself having to record your contact details manually at each stand you visit!