

## Exhibition etiquette is important

One of the main reasons that SARCD A has implemented an onerous buyer verification process is to eliminate the possibility of non-trade buyers being able to gain access to our exhibitions. Quite simply, buyers do not want to be doing their buying alongside their own retail customers, and exhibitors do not want to be selling single items.

However, despite our best efforts, we have not been able to eliminate the problem of individual buyers doing their personal shopping at the exhibitions and after every exhibition we receive complaints about this from exhibitors. The problem is that many of the 'transgressors' are genuine trade buyers, who have every right to be at the exhibition so it is very difficult



for SARCD A to do anything to prevent this, other than to appeal to buyers to 'do the right thing' by not imposing on exhibitors in this way.

Obviously exhibitors have the right to refuse to sell to any individual but it puts buyers and exhibitors in an awkward position and creates a negative exhibition experience for both when buyers try to squeeze in some personal shopping.

We understand the temptation – SARCD A exhibitors showcase a veritable Aladdin's Cave of treasures – but please do respect our rules (selling off stands is strictly prohibited) and confine your buying at SARCD A to genuine trade buying.

## Avoid traffic blues, take the train!

Buyers visiting SARCD A Christmas 2011 avoided traffic blues by embracing Gauteng's newest and most exciting mode of transport, the Gautrain, to get to and from the exhibition.

Gautrain buses operate during the week (passing directly by Gallagher Convention Centre) and SARCD A

shuttle buses will be provided from Thursday to Sunday.

The SARCD A shuttles are provided free of charge as a service to our buyers and run only between Gautrain's Midrand station and Gallagher Convention Centre. Normal fares, as levied by the Gautrain, apply for Gautrain buses. You can find out all about the Gautrain routes, fares and timetables by visiting [www.gautrain.co.za](http://www.gautrain.co.za).



Photo source: [www.mediaclubsouthafrica.com](http://www.mediaclubsouthafrica.com).

SARCD A International 2012  
will be open between  
09:00 and 17:00 from  
Thursday, 8 March 2012 to  
Sunday, 11 March 2012.

## Are your details correct?

Your VIP buyer's badge, which is included with this newsletter, is not replaceable or transferable so please keep it in a safe place.

If any of the details on your badge are incorrect please contact Linda or Cathy at TIS Expo Systems (during office hours between Monday and Friday) by calling 011 794 8159 or 073 5365964; or faxing 086 510 8152 or 086 510 8169.

Please make every effort to keep your details up to date so that we are able to communicate with you.

SARCD A ongoing efforts to 'clean up' its data base continue and, to assist this process, all buyer badges will once again be colour coded at SARCD A International 2012.

Your VIP buyer's badge indicates that you have verified your details, and we thank you for that.

Green badges indicate first time buyers, while red badges will be issued to former VIP buyers, now ordinary buyers, who have not yet verified their information. The latter will eventually be removed from the data base if they do not comply with our verification requirements.



**SARCD A Trade Exhibitions**

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## From the Chairman's desk...

Have you seen the Community Pharmacy advertisement on television recently? The campaign aims to promote 'healthcare with a personal touch', something which, in today's fast moving, 'bigger is better' world, is often forgotten, and greatly missed.



And if you're wondering what that's got to do with SARCDAs: our exhibitions' roots are firmly planted in the pharmacy industry.

SARCDAs exhibitions came about in the late sixties as a Southern Transvaal Retail Pharmacy Association initiative to provide a forum where pharmacies could shop for novelty items to be sold in 'front of house'.

Today we're proud to showcase the African continent's major gift, toy and décor exhibitions, SARCDAs Christmas and SARCDAs International, spanning more than 30 000m<sup>2</sup>; visited by over 27 500 buyers and featuring nearly 700 exhibitors.

On behalf of SARCDAs board I wish you an enjoyable and profitable visit to SARCDAs International 2012.

*Charlie Cawood*  
Chairman, CPS of PSSA

## Parking at Gallagher

Buyers visiting SARCDAs International can make use of secure parking provided by Gallagher Convention Centre at the cost of R15 per vehicle, per day.



This parking is controlled by Gallagher and the parking fee is determined, collected and retained by the convention centre.

## Wear your badge with pride

It has been reported that some buyers do not wear their buyers' badges or wear them the wrong way around, obscuring their details.

Buyers are urged to wear their badges and to ensure that the information printed on the badge is clearly visible.

Not only does this create a professional impression when dealing with exhibitors but you're less likely to be stopped by security (who have been instructed to check that only buyers wearing valid buyers badges are allowed to enter the exhibition).

And, if you are planning to visit the exhibition more than once, please use your buyers' badge, which is valid for the entire exhibition.

## About SARCDAs International...

- SARCDAs exhibitions are strictly **trade only** and **new** buyers are required to verify their trade buyer status by providing proof of VAT or company registration.
- The taking of photographs is strictly prohibited at SARCDAs.
- No products may be sold off the stands. Collections of back orders, samples or exchanges must be arranged outside of the exhibition.
- No pets are allowed into the exhibition.
- Right of admission to the exhibition is reserved.

## Find what you're looking for on our website

Can't find your buyers' guide after the exhibition? Don't forget that all exhibitors are listed on our website, at [www.sarcdas.co.za](http://www.sarcdas.co.za), all year round, providing you with a valuable buying resource that you can access 24/7.

You can also take a virtual tour of the exhibition before you visit so that you can plan your route to ensure that you get the most out of your visit; or download a map of how to get to the venue.

We post updates on the website in the run up to the exhibition so visit the site often to make sure that you keep up with the latest news and developments at SARCDAs International.

## Taking care of the little ones at SARCDAs International

No children under the age of 16 – including babies in prams and papooses – are allowed into SARCDAs exhibitions. To assist parents visiting the exhibition, SARCDAs International 2012 will provide a child care centre (in hall 1) free of charge for buyers and exhibitors. Trained child minders will be on hand to supervise the children and entertainment will be provided.



The SARCDAs team looks forward to seeing you at SARCDAs International 2012.

## Our future exhibition dates

### SARCDAs International 2012

Gallagher Convention Centre, Midrand  
8 – 11 March 2012

### SARCDAs Christmas 2012

Gallagher Convention Centre, Midrand  
23 – 26 August 2012

## Did you know...

- 10 020 buyers visited SARCDAs International 2011
- 69% of visitors to the exhibition are verified VIP buyers
- Nearly 10% of buyers visited the exhibition more than once during the four days
- 15% of buyers visited for the first time in 2011
- 45.3% of buyers came in search of gifts; 45.9% were interested in décor items; and 8.8% in toys