

Markex has 5% increase in visitor numbers

When compared to the 2011 show, [Markex World of Events](#) reportedly had a 5% increase in visitors in 2012, with around 10 000 visitors coming to Sandton Convention Centre for one of South Africa's definitive marketing, promotions and special events trade exhibitions.



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Brad Hook, portfolio director of Specialised Montgomery, believes that some of the reasons for the growth in visitor numbers are the improved features, such as the co-located Markex Trade Show, an area which allowed wholesalers of promotional products and giftware items to conduct business with bona fide resellers; and the Unique Speakers Bureau, which featured a world-class lineup of professional speakers at no cost.

The show presented a platform for face-to-face interaction between exhibitors and visitors, which resulted in either improved customer relations, or the formation of new business relationships. Firm favourites such as the Loeries Awards Traveling Exhibition and the Pendoring Awards were back to promote the best advertising talent in South Africa. 2012 also saw the launch of the new Markex DMMA Digital Media Village, an area which was dedicated solely to digital media companies and service providers.

"Even after 12 years of working on the show, it is still the most exciting exhibition on the calendar, and it's wonderful to be part of a show which keeps growing from strength to strength",

comments Fran Lurie, Markex exhibitions manager.

The show will be back again in 2013 in a bigger and better format. For more, go to www.markex.co.za.



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