

HOMEMAKERS Expo wins two EXSA Awards

Issued by [HOMEMAKERS](#)

25 Nov 2009

Two HOMEMAKERS Expo events walked away with top accolades in their respective categories at the annual 2009 EXSA (Exhibition Association of Southern Africa) Gala Award Function held in Johannesburg last week (Thursday, 19 November 2009).



The Johannesburg HOMEMAKERS Expo was voted Best Large Consumer Exhibition (more than 12 000m²) and the Cape HOMEMAKERS Expo won in the category for Best Trade and Consumer Exhibition of the Year in the category for exhibitions between 6 000 m² and 12 000m².

The award is the fourth in a row for HOMEMAKERS nationally, with the Cape HOMEMAKERS Expo winning an award in 2007 and the Johannesburg HOMEMAKERS Expo winning one in 2008.

The EXSA award function recognises excellence in the Exhibition Industry of Southern Africa and also includes awards for Best Venue, Best Stand Designers, Best Suppliers, Best Organiser and other individual awards.

Says Ray Abrahamse, Managing Director of HOMEMAKERS: "We're absolutely delighted with our awards and our team's hard work has definitely paid off. The competition is extremely fierce and one competes on a national basis with a large variety of exhibitions.

"We went through a rigorous judging process by six independent EXSA appointed judges at our shows in February and September this year. Judging criteria included our marketing campaign, promotions and features, signage, branding, safety and security, traffic flow, etc. As part of the judging process, some of our visitors as well as exhibitors were also interviewed on their experience of the show."

HOMEMAKERS is a national group which presents five similar home lifestyle shows in Gauteng, Cape Town, Durban, Port Elizabeth, and Vaal Triangle. It is South Africa's biggest home enhancement exhibition group and since its inception 17 years ago has proven to be the country's premier home lifestyle event.



Apart from exhibitions, the company also publishes two monthly magazines, *HOMEMAKERSfair* and *HOMEMAKERStalk* and runs South Africa's largest home improvement portal www.homemakersonline.co.za.

For more information go to www.homemakersonline.co.za.

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