



# TOAST

EVENT FESTIVAL

20 - 22 sep 2019

sun arena time square

If there is one thing South Africans have in common it is a lekker makietie. A love of serious festification runs thick in our African blood.

TOAST is a brand new Event Festival that salutes our love for a good celebration. This event offers the be-all and end-all of the industry a stage to strut their stuff. An opportunity to ruffle some feathers, sprinkle the glitz and glam, mute the dull and drab and impress the living daylight out of some of the deepest pockets in South Africa.

It's time to let the jaws drop!

If you believe that you and your company leave a little sparkle wherever you go, you need to be at this event.

TOAST is the first show of its kind in South Africa, an event that celebrates all the BIG and not so big MOMENTS in life. It will be the A - Z guide for anyone planning any event.



## VENUE

Sun Arena Time Square - the hottest piece of entertainment property in Gauteng will set the stage for this event spectacular.

# TOASTERS

You know you've arrived once your groupies have a collective name...

Visitors {Toasters} are lovers of life, they walk among us, they're super hero talent ... looking you straight in the eye whilst dreaming up their next BIG event.

They come from all walks of life ranging from first time mummies to mother of the brides. They are social divas, swanky hipsters and corporate high risers, all with one goal - to go down in history as THE best party planner EVA!

*Toasters believe in making the journey of life a party to remember.*



# GOING TO MARKET

With a substantial PR & Marketing budget we will implement an extensive campaign that includes both online and offline marketing channels.

With over 100 years of collective experience in event planning our team will rock your world - invest with us.

More and more businesses are placing greater emphasis on experiential marketing, you should too. Toast encompasses more than simply filling a room with options. It will offer you, the exhibitor an opportunity to express the personality of your brand. Come on, show off a little - you know you want to!



# WHO MUST BE AT TOAST

Our exhibitors will be hand-picked for the following Event Categories:

- 1 Associations
- 2 Bar / Staffing
- 3 Bridal showers / Bachelorette Parties
- 4 Dresses / Suites
- 5 Education / Training / Technology
- 6 Entertainment / Sound
- 7 Flowers / Decor / Hiring / Cutlery & Crockery
- 8 Food / Drinks
- 9 Gifts
- 10 Hair, Makeup & Beauty
- 11 Incentives / Team building
- 12 Inspiration / DIY / Customisation
- 13 Kiddies
- 14 Media / Websites / Blogs
- 16 Photographers / Video / Photo Booth
- 17 Planners
- 18 Rings / Accessories
- 19 Stationery
- 20 Stork parties
- 21 Tourism / Travel
- 22 Transport
- 23 Venues



Toast will be a sensory overload, effervescent with inspirations and ideas ... an authentic reality.

Toasters will visit to experience the events they want to host.

Exhibits will range from "Do's and Dont's" to the latest "Oh My's" and "Wow's".



## HOW TO BE PART OF THE A-LIST

### BOOK A STAND

In this digital age, events are more important than ever in building customer relationships and brand loyalty. In fact, research has found that people are 96% more likely to buy after attending an event. Never underestimate the power of proximity!

TOAST is a place to showcase the best of the events industry. With 26 years experience pioneering successful expos behind us, we provide a unique space for you to meet potential clients face-to-face and show-off all you have to offer to the right people.

### BOOK A STAND

Simple - Two options available: Floor space only or Package

- Rates: Floor space only **R2 400** per Sqm
- Package: Chipboard walling at **R2 900** per Sqm
- Package: Shell scheme at **R2 790**

\* All rates exclude VAT.

Feature area rates on request.

We'll get our people to speak to your people to sort out the details.

# MOMENTS

While it is easy to get caught up in all the planning of any event, at the end of the day all you really want is for your guests to have a well rounded awe experience.

Buy into those crowd pleasing MOMENTS that makes for an amazing event. MOMENTS, is an opportunity to offer an experiential MOMENT to guests. Spoil, entice and surprise them with your gift, tasters, entertainment and inspiration.

A MOMENT is a specific appointed hour during the day, where you as an exhibitor get the opportunity to surprise guests with a product or service. Be it hanging from the roof pouring sparking wine from your Swarovski slippers or giggling Geishas serving sushi from a Samurai's sword... let your imagination run wild.

Moments will occur round the hour every festival day.

[APPLY HERE](#)

Facts about a MOMENT Hour:

- It needs to be awe inspiring.
- To partake in a moment is free, however you will sign away your life if you mess it up!
- You pitch the moment and the top applications will be chosen.
- You will present the moment at your own cost to the benefit and branding of your company.
- If the moment entails dishing out food or any samples - you have to cater for at least 500 people for that hour.





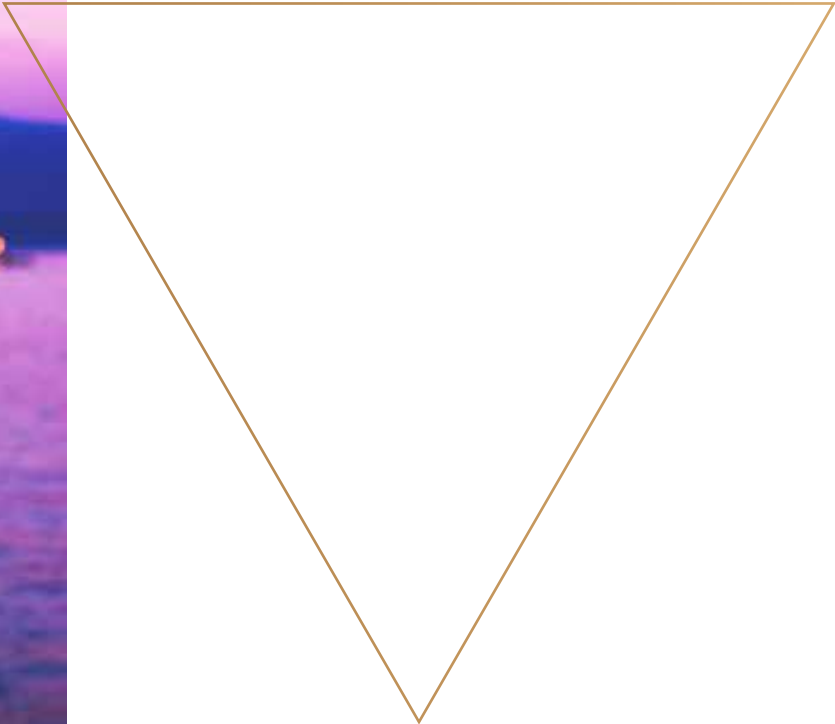
## INSPIRATION THEATRE

Toasters want it all and they want it NOW!

Show them how... the Inspiration Theatre will unveil industry secrets and event hacks, making it easy for Toasters to "do it like a pro". Here, Toasters will have much needed face-to-face interaction with experts in event planning.

Build your brand, gain a positive reputation and let them believe you're giving back - book a 45 min slot at R5 000. Give them a morsel ... if they love it they will come for the cake.

To book a talk time slot [CLICK HERE](#)



# THE BEAT BOX

A great event without excellent music is like cake without icing!

The Beat Box is a music theatre where Toasters will get jazzy, jiggly and slightly toasted with great food and even better company, ambiance and music.

The Beat Box offers a great opportunity for entertainers, solo musicians, bands and DJ's to promote yourself within your genre. Toasters will get a first hand experience of how you will rock their event.

Theatre slots are divided in the table below. You can choose to divide your slot into 30 minute intervals on various days.

Breakdown of music theatre:

30 minutes	R1000
1 hour	R1700
1.5 hours	R2100
2 hours	R2500

To book your slot in this vibe theatre [CLICK HERE](#)







## THE RUNWAY

A fashion, beauty and design bonanza! A haven of the latest couture, hair beauty and make-up. If this is where your company is at this is where you SHOULD BE AT!

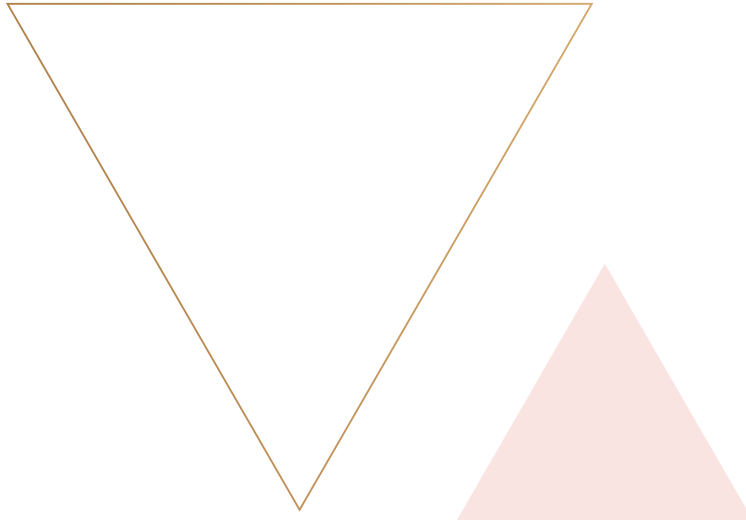
Toasters will be in awe, experiencing the latest from matric farewells to brides and christenings.

Gentlemen do not feel excluded, even the boys will show us what's up in the hood.

The Runway will host various designers, stylists, and artists every hour on the hour to showcase your unique design style.

To apply for a slot on the Runway, [CLICK HERE](#)





## THE TABLE

Inspire Toasters to get creative with their celebrations, let's round up a variety of tablescapes for a long table setting. The long table will be divided into formal, casual, classic, traditional, eclectic, unconventional and muted settings. Offer Toasters seamless, cohesive tablescapes to emulate at their own event.

To show-off your company's talents and branding in table décor, book your table (1.5m x 90cm) for **R3 000**.

You will be provided with the table, the breathtaking is up to you!

To showcase your tablescape offering [CLICK HERE](#)





## PICTURE PIAZZA

It's prime, it's at the entrance... it's an opportunity to create a KODAK moment, be as pretty as a picture. Create a picture perfect opportunity; let them snap you into stardom.

This 20 meter long wall is the ideal canvas, stop them in their tracks, be on their minds and lips. Knock their socks off!

Wall space can be booked for **R4 000** Sqm 2m (w) x 2.5m (h) area. It is a static display and you will be allowed to include your branding on the wall.

To book your spot on the Picture Piazza [CLICK HERE](#)

## TOTE BAG TEASERS

What better way to offer our Toasters first class treatment than to offer a Tote Bag filled with teasers of what's to come! We believe the best parties are the ones that begin with a warm welcome. We would like to offer the first 1000 guests each day a valuable Tote Bag. This added touch never ceases to impress guests and will instantly put the Toasters in a celebratory mood. If you would like to make use of this splendid marketing opportunity contact us and book your spot in the bag!

It will cost you only R1 or less per product with a minimum of 1500 items.

Items	Cost
1 500 products	R1 500
3 000 products	R2 600
6 000 products	R4 000



Tote Bag Teasers is subject to approval. We are looking for actual products and discounts of at least 25% or more or vouchers. No stand-alone pamphlet will be accepted.

To book your Tote Bag Teaser marketing opportunity [CLICK HERE](#)



## VENUE SCREENS

Take advantage of the two big screens in the Sun Arena. With constant back to back advertising during the show, what better way to punt your brand? If you would like to run a 15 - 30 second video advert or display a mashup of product or brand stock images contact Toast to book your slot within this fusion of live branding.

Book your spot on the continuous screen-loop for **RI 500**.

To advertise at Toast arena screens [CLICK HERE](#)

# BOOK WITH US

☎ 086 111 4663

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🌐 [www.toastfest.co.za](http://www.toastfest.co.za)

f Facebook: @TOASTfestival

📷 Instagram: @Toast\_fest

# toastfestsa #toast

To view video [CLICK HERE](#)

**20-22 September 2019**  
**Sun Arena, Time Square**

- Friday: 10am - 7pm + Ladies Night from 7pm - late
- Saturday: 10am - 7pm + Gala Ball show-off from 7pm - late
- Sunday: 10am - 6pm

Adults R120 | Pensioners R80 | Scholars R50

