



**BRIGHT
EXHIBITIONS**

Powering the Future



09-11
SEPT 2025
JOHANNESBURG
EXPO CENTRE



**BRIGHT
EXHIBITIONS**

Imagine a world where load-shedding has become just a memory, where our communities are powered reliably, and where Africa leads the way in renewable energy and cutting-edge technology.

**South
Africa's
future
could be
so bright.**



**BRIGHT
EXHIBITIONS**

Councillor Eunice Mgcina

Member of the Mayor's Committee | City of Johannesburg

The City of Joburg celebrates the promise of transformation and innovation in addressing one of Africa's most pressing challenges: energy sustainability. The Electricity Expo Africa will serve as a crucial platform for collaboration, innovation and opportunity - uniting thousands of attendees, including suppliers, manufacturers, contractors, and regulators. This event is not just an opportunity to showcase technological advancements; it is a commitment to shaping a resilient and sustainable energy future for our continent.

The city of Johannesburg is uniquely positioned to lead energy innovation in south Africa. Through city power, we are implementing bold initiatives to modernize our infrastructure, reduce outages, and expand access to renewable energy. Johannesburg is making strides in building a smarter, more resilient energy grid. City Power's work to update infrastructure aligns seamlessly with Eskom's focus on prepaid meter modernization and smart metering systems. These advancements not only enhance efficiency but also reduce the frequency and impact of load-shedding.

With over 4 000 members, the ECA(SA) represents 75% of South Africa's electrical contracting workforce. The expo will provide vital resources and training to contractors to adapt to new energy technologies, ensuring they remain competitive and relevant in a fast-changing industry. Consumer-focused solutions, such as prepaid meter updates and smart metering systems, highlight the importance of educating end-users about the benefits of advanced technologies. These innovations are critical in achieving a more efficient energy grid and improving the daily lives of our residents and businesses.

The Electricity Expo Africa will foster solutions- driven dialogue among stakeholders, from regulators to contractors, addressing issues such as equitable access to energy, infrastructure upgrades, and energy efficiency. This collaboration is the key to overcoming Africa's energy challenges.

Johannesburg is not just a city; it is a symbol of opportunity and progress. Our partnerships with organizations like city power and industry leaders enable us to position our city as a hub for energy innovation. These collaborations demonstrate what is possible when we unite behind a common purpose: creating a sustainable energy model that benefits all.

By participating in platforms like the Electricity Expo Africa, we further strengthen our resolve to lead the way in energy solutions, ensuring Johannesburg serves as an example for cities across the continent. As we launch this extraordinary event tonight, let us remember that we are not only addressing challenges; we are creating opportunities. The Electricity Expo Africa is a testament to what we can achieve when we prioritize sustainability, innovation, and collaboration.

Together, we can illuminate a brighter, more sustainable future for Johannesburg, South Africa, and the entire continent.

In this regard, I want to applaud the founders of this expo for contributing to South Africa's energy landscape. You are truly a source of pride and inspiration and may you continue this good work.

Thank you.....



Welcome to the dawn of a brighter future at South Africa's very first Industry Driven Electricity Expo

Where, under one roof, we gather visionaries, industry leaders, and innovators to explore and shape the future of electricity across the continent.

The Electricity Expo Africa: Powering Africa's Future with Innovation, Reliability, and Opportunity.

About Us

The Electricity Expo Africa is a landmark event that brings together industry professionals, innovators, and key stakeholders working to solve Africa's energy challenges through sustainable, safe, and cutting-edge solutions.

The Electricity Expo Africa is owned by the Electrical Industry in South Africa. It is driven and managed by employers and workers in the South African Electricity Industry and is endorsed by Government.

The Electricity Expo Africa is a demonstration of the wonderful results that can be achieved with Government, Business and Labour working together for the betterment of society.

The Electricity Expo Africa promises to be a dynamic platform for installers, suppliers, manufacturers, distributors, and regulators to converge and exchange innovative solutions that will address Africa's pressing energy crisis. The event will showcase the latest advancements in electrical technologies, renewable energy solutions, and smart grid innovations, while facilitating key business-to-business (B2B) opportunities that support sustainable growth and long-term societal benefits.

Electricity Expo Africa Venue

Johannesburg Expo Centre (JEC) South Africa's largest purpose-built exhibition, conference, convention and events venue is one of Johannesburg's best-known landmarks.



150 000

SQUARE METRES OF SPACE

20 000+

PARKING BAYS

30 MINS

AWAY FROM MAJOR AIRPORTS

100 000+

PEOPLE CAPACITY

Electricity Expo Africa

The Electricity Expo Africa is an installer inspired Expo that aims to serve as a premier platform for industry professionals, exhibitors, and attendees to expose researched and proven solutions to the energy challenges facing Africa and the World.

Join us at the Johannesburg Expo Centre from the 9th to the 11th September to experience the Inaugural Electricity Expo Africa.

3000+
ATTENDEES

300+
EXHIBITORS

60
SPEAKERS

3 DAYS
09 – 11 SEP 2025

What to Expect

Cutting-Edge Exhibitions

- Latest Technologies
- Innovative Startups & Solutions

Networking Opportunities

- B2B Connections
- Regulatory Engagement

Knowledge Sharing

- Expert Panels & Workshops
- Case Studies & Best Practices

Focus on Sustainability

- Sustainable Solutions
- Smart Grid Innovations

Who will attend

- ✓ Installers & Contractors
- ✓ Suppliers & Manufacturers
- ✓ Regulators & Policymakers
- ✓ Utilities & Energy Providers
- ✓ Business Development & Investment Professionals
- ✓ Academics & Researchers
- ✓ Energy Consultants and Sustainability Advisor
- ✓ Non-Governmental Organizations (NGOs) & Advocacy Groups
- ✓ Technology Providers
- ✓ End-Users



Professional Services to look out for:

- Project suppliers & developers
- Engineering, Procurement, and Construction (EPC) contractors
- Photovoltaic (PV) suppliers & manufacturers
- PV mounting & support systems
- PV technologies & intelligent systems
- Energy management solutions
- Operations & maintenance services
- Inverters/Innovators
- Distributors & resellers
- Energy storage technologies
- Battery technologies & components
- Power distribution & grid infrastructure
- Solar thermal technology
- Financial services, consultants, & advisory
- EV charging infrastructure
- Clean energy generation solutions & components



EVENT PARTNER

Dogan Exhibitions and Events, formerly known as SA Shows, is a leading name in South Africa's tradeshow industry. Specializing in automotive trade shows and exhibitions, we have owned and managed some of the country's largest and most influential automotive events.

In 2016, Dogan reached a pivotal milestone when we were approached by Messe Frankfurt, a renowned international show organizer based in Germany, to acquire our intellectual property and show concepts. As a result, the show IPs were transferred, but Dogan retained the freedom to continue hosting B2B and B2C events in the automotive sector. Leveraging our extensive expertise and strong industry reputation, we continue to create and manage events for clients while also developing new shows in this space.

Dogan is jointly owned by GL events, a leading international event organizer, as the majority shareholder, and the Johannesburg Expo Centre (Pty) Ltd. Our management team and staff bring decades of hands-on experience, deep industry knowledge, and a strong global network. With access to international trends and resources spanning over 20 countries, we provide world-class event solutions tailored to our clients' needs.

Our excellence has been recognized with multiple awards, including EXSA's Best Show of the Year, Best Visitor Experience Award, and many more. We guide our clients through every step of the event journey, from strategy to seamless execution, ensuring they can focus on their business while we bring their vision to life.



FLAGSHIP EVENTS

RAND SHOW



The Rand Show is hosted at the Johannesburg Expo Centre and is designed as the ultimate family fun day, offering something for every member of the family. Visitors can enjoy a wide range of attractions, including kids' entertainment, amusement rides, home décor, car sales, interactive activations, live performances, fashion, food, and much more.

A key supporter of the show is the South African government, along with the Gauteng local government. Each year, they set up pop-up departmental offices, providing attendees with valuable services and information. These pop-ups offer the public a convenient way to learn about government departments and take care of essential tasks such as paying fines, renewing licenses, seeking health department advice, handling account queries, and more—all in one place.

Dogan Exhibitions and Events is fully responsible for the planning, management, advertising, sales, and execution of the Rand Show. Our dedicated teams work meticulously to ensure its success, delivering an exceptional experience for visitors and positive outcomes for all stakeholders.

RESULTS:



80 000+

Visitors



R55m

PR AVE



57m

OOH ADs Reach



30m+

Broadcast Reach



250k

Webpage Views



5 Stars

Google Rating



Delivered on behalf of the Department of Trade and Industry, the event successfully hosted over 1,000 conference delegates and 500+ exhibitors.

The conference featured an extensive setup, comprising more than 40 venues, including a main plenary hall, multiple breakaway rooms, meeting spaces, a medical clinic, presidential holding rooms, and dedicated translation booths. Planning and execution were highly complex, requiring multifaceted coordination. This included close collaboration with the American Consulate for security arrangements and liaising with the U.S. delegation for the AGOA Forum, ensuring a seamless and secure event.

Scope included:

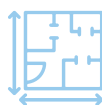
- Event management – Conference and Gala Dinner
- Exhibitions design and management
- Activation Management
- Marketing and promotion
- Venue management
- Catering concept and Management
- Event Staffing
- Sponsorship Management
- Exhibition Sales
- Audio visual scope and Management including simultaneous translation services and transcripts.



The exhibition (held once every two years) ran in conjunction with two additional shows 'Auto Shop' and the 'Johannesburg Truck and Bus Show' which collectively offered a complete representation of the motor industry.



The show served Sub Saharan Africa and South Africa as host country. The event was a comprehensive automotive lifestyle showcase that took place at the Johannesburg Expo Centre.



42 000m²

Indoor



20 000m²

Outdoor



232

Exhibitors



228 102

Visitors

BRAND PARTNERSHIPS

We collaborate with leading local and global brands, leveraging our deep understanding of brand deliverables to ensure that each client's objectives are met during the show.

Our key partner brands are prominently featured, and we conduct comprehensive post-show reporting to quantify:

- Brand ROI
- Brand Exposure
- Brand Impact
- Visitor Perception
- Actual ROI



This data-driven approach allows us to measure success and continuously enhance the value we deliver to our partners.

PUBLIC SECTOR PARTNERSHIPS

We partner with local and national public sector service departments and agencies, ensuring their mandates and objectives are effectively integrated into each event. Our goal is to align their initiatives with the right platforms, maximizing their impact and engagement.

To measure success, we conduct comprehensive post-show reporting, evaluating:

- Delivery of Directives
- Brand Exposure
- Fulfillment of Mandates
- Jobs Created
- Community Development



This structured approach enables us to assess outcomes and continuously enhance the value provided to our public sector partners.

Exhibition Opportunities



SHELL SCHEME

R4500/m² +

\$241

Includes the following:

- ✓ Floor space
- ✓ Shell scheme
- ✓ Carpet
- ✓ Spotlights Plug points
- ✓ Fascia Name

FLOOR SPACE

Indoor Floor Space

R4500.00/m² excl. VAT
\$241

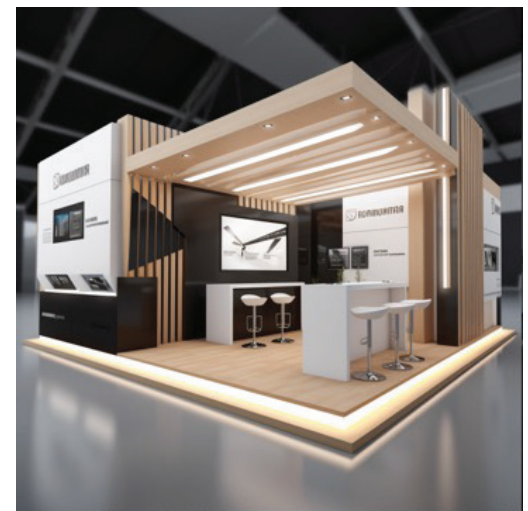
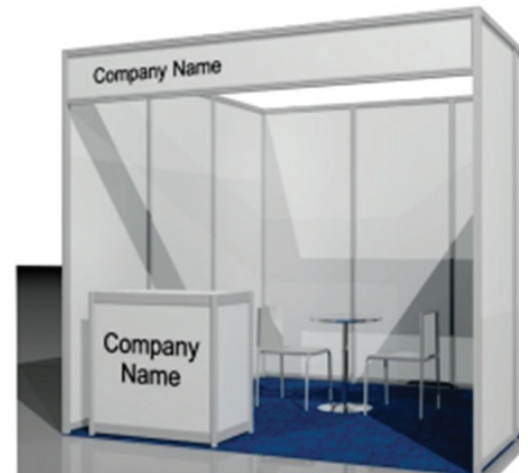
Outdoor Floor Space

R3000.00/m² excl. VAT
\$160

**BOOK
NOW**

Stand Building & Customization

TALK TO US TO BUILD THE STAND
OF YOUR CHOICE



Space is booked in increments of 9 square metres

5% surcharge is levied on corner stands

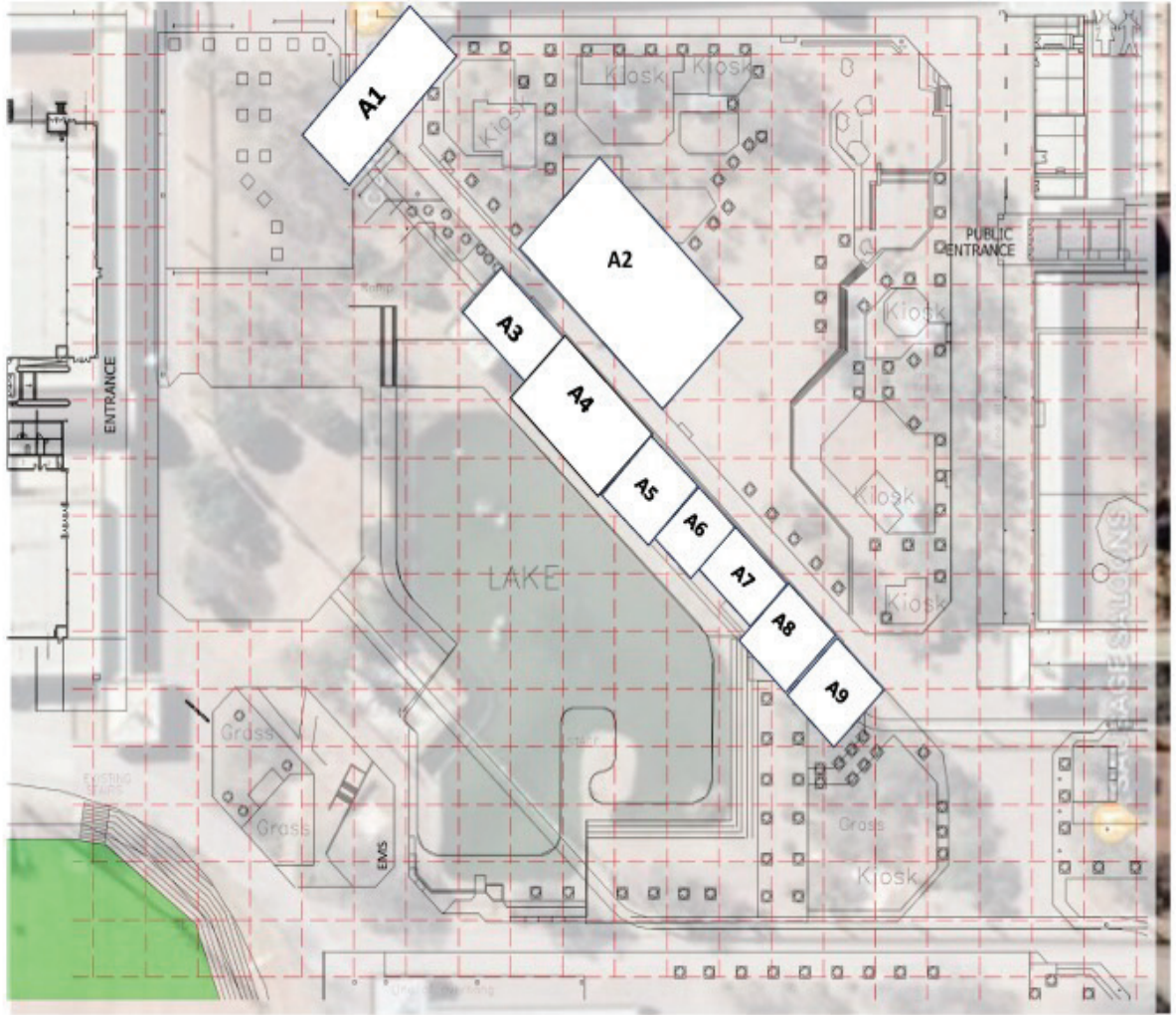
All additional furniture is to be ordered and will be charged over and above

Please contact us at info@electricityexpoafrika.com

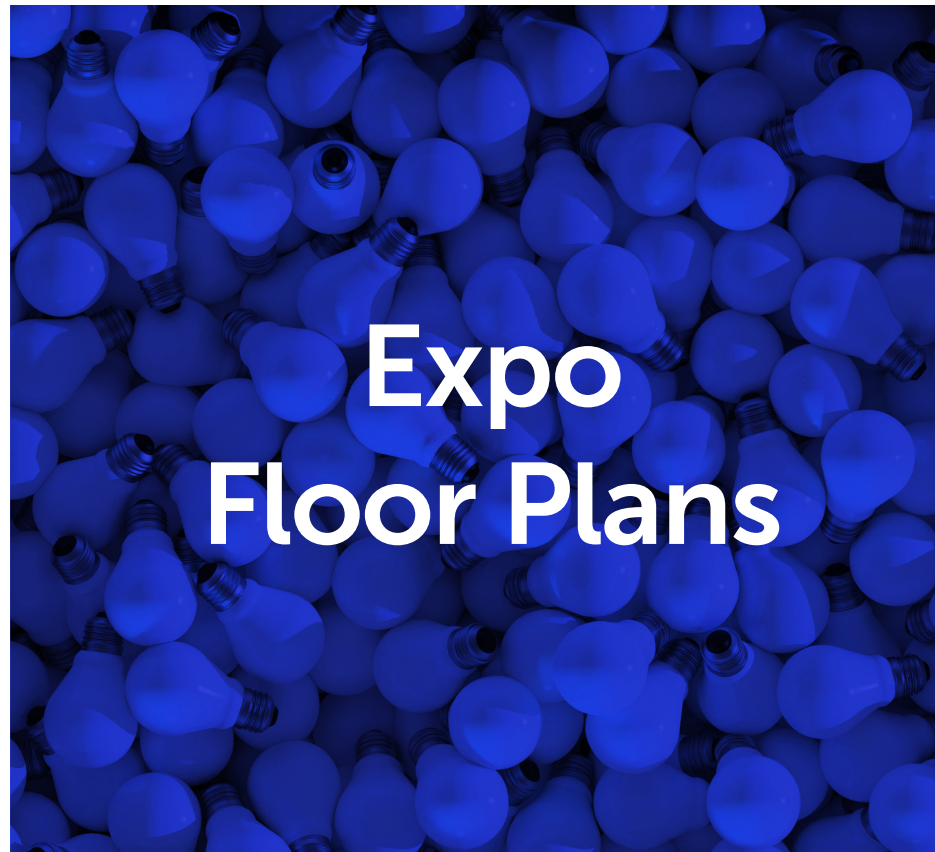
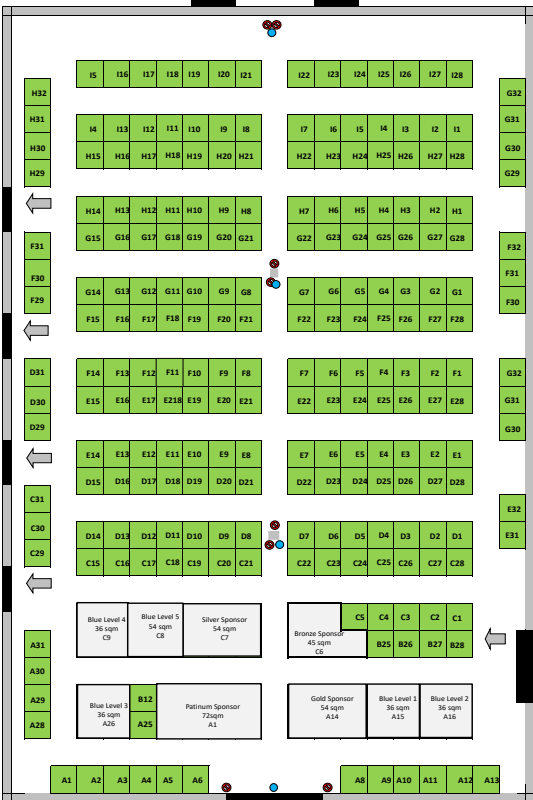
ELECTRIC EXPO 2025

Esplanade

- A1 – 200 sqm
- A2 – 200 sqm
- A3 – 50 sqm
- A4 – 200 sqm
- A5 – 25 sqm
- A6 – 9 sqm
- A7 – 50 sqm
- A8 – 25 sqm
- A9 – 25 sqm



ELECTRIC EXPO 2025 HALL 7



Expo Floor Plans

Brand Exposure & Marketing Opportunities

In this prospectus you will find various sponsorship opportunities. However, we would like to welcome you to let us know if there are any interesting packages you have in mind that might not be listed in this prospectus, that you would like to position with us and our conference committee.

All package costs are VAT exclusive

Differentiation

Contribute to a change in the electricity landscape
Build strong networks with industry professionals
Gain visibility at the conference and through our media partnerships

Brand positioning & Industry Leadership

- ✓ Speaking slot opportunities
- ✓ Seats at the Gala dinner
- ✓ Standard Exhibition stand

Brand Leverage

Brand Synergies
Present your track record and services through

Why Sponsor?

Visibility

Gain exposure to a targeted audience of industry professionals and business leaders from the Electricity Sector

Networking

Build relationships with decision-makers and influencers in the electrical ecosystem

Brand Alignment

Associate with an event that promotes sustainability, innovation, and economic development

Social Responsibility

Support initiatives that empower youth and promote global economic sustainability.

Sponsorship Packages



Platinum Level

R1 200 000,00 / \$63200

Cost will cover:

- ✓ Exclusive title sponsorship designation (e.g., "Electricity Expo Africa presented by [Your Company]")
- ✓ Premium upfront space in the main hall
- ✓ Keynote Speaker Opportunity: Option to deliver a keynote speech or opening address
- ✓ Logo on All Event Materials: Full prominence on all marketing, event signage, digital platforms, and press releases
- ✓ 75 sqm activation space in the main hall
- ✓ 75 sqm Carpeting
- ✓ 75 sqm shell scheme
- ✓ DB boards, plug points, spotlights
- ✓ Venue Branding at the main entrance to the show
- ✓ 4 X Window branding at entrance to hall 7 & 8 Includes printing and application
- ✓ 2 x Hanging banners in the hall for additional visibility. Includes printing and application
- ✓ 10 VIP passes for networking and access to exclusive areas
- ✓ 15 general entrance tickets
- ✓ Media Exposure: Logo and mention in pre-event media, including social media, email campaigns, and press conferences. Logo on Show marketing collateral
- ✓ PR press release announcing partnership
- ✓ Brand name included on Show 's digital platforms
- ✓ 5 x Dedicated Facebook posts
- ✓ 5 x Dedicated Instagram posts
- ✓ 3 months Website banner on <http://www.electricityexpoafrika.com/>
- ✓ Interview on Platinum Gold and Electricity Expo Africa
- ✓ Official Media Partners



Gold Level

R995 000,00 / \$52400

Cost will cover:

- ✓ Logo featured on selected event signage and website
- ✓ Premium upfront floor space in the main hall
- ✓ Panel Discussion Participation: Option to participate in or host a panel or roundtable discussion.
- ✓ 10 VIP passes for networking and access to exclusive areas.
- ✓ 15 general entrance tickets
- ✓ Logo on selected show marketing collateral
- ✓ 54 sqm activation space in the main hall
- ✓ 54sqm Carpeting 54 sqm shell scheme DB boards, plug points, spotlights
- ✓ Venue branding outside the main hall
- ✓ 2 X Window branding at entrance to hall 7 & 8 Includes printing and application.
- ✓ 2 x Hanging banners in the hall for additional visibility. Includes printing and application
- ✓ Brand name included on Show 's digital platforms
- ✓ 5 x Dedicated Facebook posts
- ✓ 5 x Dedicated Instagram posts
- ✓ 3 months Website banner on <http://www.electricityexpoafrika.com/>
- ✓ Interview on Platinum Gold and Electricity Expo Africa Official Media Partners

Sponsorship Packages



Silver Level

R720 000,00 / \$37900

Cost will cover:

- ✓ Logo featured on selected on-site signage
- ✓ Premium floor space in the main hall
- ✓ Opportunity to participate in panel discussions
- ✓ 6 VIP passes for networking and access to exclusive areas.
- ✓ 10 general entrance tickets Logo on selected show on-site signage
- ✓ 54 sqm activation space in Hall 7
- ✓ 54sqm Carpeting 54 sqm shell scheme DB boards, plug points, spotlights Branding at the main entrance to the show.
- ✓ 2 X Window branding at entrance to hall 7/8 Includes printing and application.
- ✓ 2 x Hanging banners in the hall for additional visibility. Includes printing and application
- ✓ Brand name included on Show 's digital platforms
- ✓ 3 x Dedicated Facebook posts
- ✓ 3 x Dedicated Instagram posts
- ✓ 3 months Website banner on <http://www.electricityexpoafrika.com/>
- ✓ Interview on Platinum Gold and Electricity Expo Africa Official Media Partners



Bronze Level

R540 000,00 / \$28500

Cost will cover:

- ✓ Logo featured on selected on-site signage
- ✓ Premium floor space
- ✓ Opportunity to participate in panel discussions
- ✓ 4 VIP passes for networking and access to exclusive areas.
- ✓ 10 general entrance tickets
- ✓ Logo on selected show on-site signage
- ✓ 45 sqm activation space in the main hall
- ✓ 45sqm Carpeting
- ✓ 45 sqm shell scheme Facia name DB boards, plug points, spotlights
- ✓ 2 X Window branding at entrance to hall 7/8 Includes printing and application.
- ✓ 2 x Hanging banners in the hall for additional visibility. Includes printing and application
- ✓ Brand name included on Show 's digital platforms
- ✓ 2 x Dedicated Facebook posts
- ✓ 2 x Dedicated Instagram posts
- ✓ 1 months Website banner on <http://www.electricityexpoafrika.com/>
- ✓ Interview on Platinum Gold and Electricity Expo Africa Official Media Partners

Sponsorship Packages



Gala Dinner

R500 000,00 / \$26400

Cost will cover:

- ✓ Primary Gala Dinner Host
- ✓ Welcome Remarks at the Gala Dinner
- ✓ 10-Seater Table at Gala Dinner
- ✓ Logo displayed on screen at Gala Dinner
- ✓ 2 x VIP Holding Room access
- ✓ 1 x Dedicated Facebook posts
- ✓ 1 x Dedicated Instagram posts
- ✓ 2 x Hanging banners in the hall for additional visibility. Includes printing and application
- ✓ 1 months Website banner on <http://www.electricityexpoafrika.com/>
- ✓ Interview on Platinum Gold and Electricity Expo Africa Official Media Partners



Blue Level

R320 000,00 / \$16900

Cost will cover:

- ✓ Premium floor space
- ✓ Opportunity to participate in panel discussions
- ✓ 2 VIP passes for networking and access to exclusive areas.
- ✓ 6 general entrance tickets
- ✓ 36 sqm activation space in the main hall
- ✓ 36 sqm Carpeting 36 sqm shell scheme Facia name DB boards, plug points, spotlights
- ✓ 2 X Window branding at entrance to hall 7/8 Includes printing and application.
- ✓ 1 x Dedicated Facebook posts
- ✓ 1 x Dedicated Instagram posts
- ✓ 2 x Hanging banners in the hall for additional visibility. Includes printing and application

Sponsorship Packages

À LA CARTE SPONSORSHIP

Pitch Competition Prize Sponsor R100 000 / \$5300 (5 Available)

Brand Visibility

- Logo displayed in Expo Marketing Materials

Recognition & Awards

- Opportunity to co-name a specific prize with the sponsor's brand, enhancing visibility
- A formal certificate recognizing the sponsor's contribution to the competition

Speaking Opportunity

- Opportunity to deliver a keynote address at gala dinner (2 min)
- Opportunity to participate in panel discussions

Networking Access

- 2 x Guests to attend the Gala Dinner

Delegates Bag Sponsor R150 000 / \$7900

Brand Visibility

Logo Placement: Prominently display the sponsor's logo on the delegate bags, ensuring visibility throughout the event

Marketing Materials: Opportunity to include promotional materials (brochures, flyers, etc.) inside each delegate bag, enhancing brand exposure

Speaking Opportunity

- Opportunity to participate in panel discussions

Recognition at the Event

- 1 x Dedicated Facebook posts
- 1 x Dedicated Instagram posts

Networking Access

- 2 x Guests to attend the Gala Dinner
- Facilitate networking opportunities with key speakers and influencers present at the event

Delegates Lanyards Sponsor R150 000 / \$7900

Brand Visibility

Logo Placement: Prominently display the sponsor's logo on the delegate lanyards, ensuring visibility throughout the event

Marketing Materials: Opportunity to include promotional materials (brochures, flyers, etc.) inside each delegate bag, enhancing brand exposure

Speaking Opportunity

- Opportunity to participate in panel discussions

Recognition at the Event

- 1 x Dedicated Facebook posts
- 1 x Dedicated Instagram posts

Networking Access

- 2 x Guests to attend the Gala Dinner
- Facilitate networking opportunities with key speakers and influencers present at the event