



The Childbirth Educators Professional Forum Roadshows are aimed at continually raising the level of childbirth education within South Africa. The roadshows have been held for the past 21 years with enormous success and following. By participating in the roadshows you are able to detail your products to the childbirth educators, well-baby clinic sisters and lactation consultants in private practice which, when passing on their acquired knowledge of your products, will give your products the professional endorsement which is vital to our highly educated and sophisticated pregnancy and baby market.

#### PARTICIPATION

- Table exhibitor – R39 000 per roadshow (i.e. R39 000 for all 4 venues i.e. Port Elizabeth, Cape Town, Durban and Johannesburg)
- Major sponsor – Cost R89 000 includes table for exhibition + ½ hour to address the audience from the podium

*Rates exclude agency commission and exclude Vat*

*No table sharing allowed*

#### EXPOSURE

- Your logo will appear with the invitation to the roadshow within the Professional Forum magazine
- The RSVP forms will carry your logo
- At the roadshow – posters, pamphlets, promotional information can be handed out and on display within the roadshow venues
- We ensure all delegates visit each exhibitor by using the coloured sticker system
- Pictures of the exhibitors appear in the following Professional Forum magazine

The attendance at the roadshow varies, but in general between 250 and 400 childbirth educators, well-baby clinic sisters and lactation consultants attend the roadshows.

The roadshows are a very cost effective and time effective way of reaching out to all these professionals. The educators want to learn and hear about your products. They are hungry for this information.

# RATE

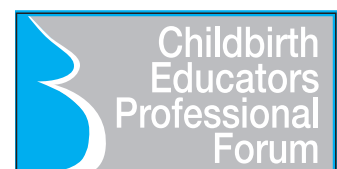
# Roadshows CARD

2020



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#### DATES FOR THE JANUARY 2020 ROADSHOW

- Port Elizabeth – Friday 24<sup>th</sup> January 2020  
– Protea Hotel Marine
- Cape Town – Saturday 25<sup>th</sup> January 2020  
– Protea Hotel Sea Point
- Durban – Friday 31<sup>st</sup> January 2020  
– Coastlands Umhlanga Ridge
- Johannesburg – Saturday 1<sup>st</sup> February 2020  
– Killarney Country Club

#### DATES FOR THE MAY 2020 ROADSHOW

- Port Elizabeth – Friday 15<sup>th</sup> May 2020  
– Protea Hotel Marine
- Cape Town – Saturday 16<sup>th</sup> May 2020  
– Protea Hotel Sea Point
- Durban – Friday 22<sup>nd</sup> May 2020  
– Coastlands Umhlanga Ridge
- Johannesburg – Saturday 23<sup>rd</sup> May 2020  
– Killarney Country Club

#### DATES FOR THE SEPTEMBER 2020 ROADSHOW

- Port Elizabeth – Friday 4<sup>th</sup> September 2020  
– Protea Hotel Marine
- Cape Town – Saturday 5<sup>th</sup> September 2020  
– Protea Hotel Sea Point
- Durban – Friday 11<sup>th</sup> September 2020  
– Coastlands Umhlanga Ridge
- Johannesburg – Saturday 12<sup>th</sup> September 2020  
– Killarney Country Club

