

Date xxx

Dear xxx

Subsequent to discussions around the Alliance providing tangible benefits for its members within the Secretariat, we have (internally) discussed the possibility of the Alliance having a stand at Indaba. We are raising this as we (the Secretariat) are aware that having a stand at Indaba is a costly activity for sustainable tourism certification organisations, but may be more tangible if done on a cost-sharing basis.

The objective of the stand would be for certification organisations that are members of the Alliance to have a base at Indaba. Exhibitors (participating Alliance members) could primarily roam at Indaba but have a fixed point in the **SADC Pavilion** at which they could take meetings. The stand would also be a 'point of call' for Indaba visitors should they wish to make contact with any of the certification organisations. The stand would have a reception desk at which the **Secretariat would permanently have a member of staff there** to field questions, provide contact information, direct enquiries etc on behalf of the **stand exhibitors and the Alliance** as a whole.

Current registered Alliance members that are certification organisations are as follows:

- ✓ Eco Awards Namibia
- ✓ Eco Tourism Kenya
- ✓ Botswana Tourism Organisation
- ✓ Heritage Environmental Management Company
- ✓ Responsible Tourism Tanzania

We are in the process of urgently establishing interest from all 5 certificates as the **deadline for booking stand space is 28 September 2012**.

Further to the above, although Fair Trade in Tourism South Africa (FTTSA) is a certification organisation and a member of the Alliance, FTTSA already annually have a stand at Indaba in the ICC Hall. As such, it would not be necessary for FTTSA to be an exhibitor on the Alliance stand. FTTSA will (as previously mentioned), however, have a dedicated member of its team representing the Secretariat at the stand.

In consideration of the above, and subsequent to research conducted by the Secretariat into the associated costs of having a stand at the Indaba **SADC Pavilion** in 2013, we would like to establish your (confirmed) interest in exhibiting in relation to the following two options:

1. Option 1: 18 square meter stand in the SADC Pavilion

- See attachment entitled **Option 1** for a diagrammatic indication of what the stand would look like
- The total cost associated with having this stand (inclusive of exhibitor fees, entry badges, floor space, stand costs etc.) will be **R76,312**, inclusive of VAT. This means that if all 5 organisations invited to exhibit take the decision to participate, this cost would be divided by 5 (as per the 5 abovementioned organisations), making the cost per organisation **R15,263**.
- This stand looks quite *snazzy* as per the attached design, and would allow for one Secretariat member to be based on the reception desk and 5 exhibitors to be permanently based on the stand (as there are 5 tables and chairs) should they not really wish to roam.
- All 5 exhibitors and the Alliance would have their logos profiled on the stand. Each organisation will also have its own display area with a shelf (as per the diagram attached).

- The Secretariat would take care of all logistical arrangements in relation to setting up the stand

2. Option 2: 9 square meter stand in the SADC Pavilion

- See attachment entitled **Option 2** for a diagrammatic indication of what the stand would look like
- This stand would be much smaller and simpler in design. We would get the shell set up and then hire furniture for the stand. Hired furniture will include a reception desk (to be manned by a Secretariat member) and two tables with two chairs for organisations to use when taking meetings.
- Logos for each organisation would be profiled on the stand
- This stand would essentially serve as a base only – as the size would not allow for exhibitors to be permanently based on the stand. Exhibitors would therefore essentially be roaming at indaba. The stand would be a base at which questions can be fielded by the Secretariat, meetings could be taken and general information provided to stand visitors.
- The total costs associated with having this smaller and simpler stand (as a base) would be **R36,418** inclusive of VAT. This means that if all 5 organisations invited to exhibit take the decision to participate, this cost would be divided by 5 (as per the 5 aforementioned organisations), making the cost per organisation **R7,284**.

Given that the deadline for stand applications is **28 September 2012** we urgently request that you indicate your (confirmed) interest in participating by close of business on **Friday, 14 September 2012**. This will allow the Secretariat sufficient time to get in touch with you and finalise necessary bookings in relation to arrangements for the stand.

We look forward to your urgent response.

Sincerely,

Khaya Thwala Stakeholder Communications Assistant (Alliance Secretariat)

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