



Skål International World Congress

2026

NELSON MANDELA BAY, SOUTH AFRICA



Skål INTERNATIONAL WORLD CONGRESS 2026

29 September - 02 October 2026

Exhibition & Showcase
Opportunities



Exhibition & Showcase Opportunities with



An aerial photograph of a pond filled with green lily pads. A wooden bridge with a railing crosses the pond, leading to a small wooden platform. The background shows dense green trees and foliage.

EXHIBITION Concept

The exhibition is designed as a high-flow networking marketplace, integrated into:

- Registration & arrival zones
- Tea/coffee and lunch areas
- Delegate circulation routes

This ensures **maximum footfall and engagement**, not a “side hall” exhibition.

Happiness, Good Health,
Friendship, Long Life, Skål!

CONTENT

- 01** Premium Exhibition Stand (3m x 3m) - Downstairs
- 02** Compact Showcase Stand (2m x 2m)
- 03** Micro Display Pod (2m x 1m)
- 04** Space Only / Custom Build (From 6m x 3m upward)
- 05** Meeting Pods (3m x 3m enclosed)
- 06** Shared Pavilion (Country / Region)
- 07** Branding Upgrades (Add-ons)

01

PREMIUM EXHIBITION STAND

(3m x 3m) - Downstairs

IDEAL FOR:

Major brands, destinations,
national tourism bodies



Includes:

- 3m x 3m Shell scheme
- Fascia name branding
- 9 x Full Colour Branding Panels
**(Art work to be provided)*
- Lighting (spotlights)
- Power point
- Carpeted flooring
- 1 x Table + 2 chairs
- Lockable counter with full colour company logo
**(Art work to be provided)*
- 2 Exhibitor passes
- Logo on congress website

Price: EUR 1,650 (R31,000)

02

COMPACT SHOWCASE STAND

No National or International Brands

(2m x 2m)

IDEAL FOR:

SMEs, boutique operators, local tourism experiences



Includes:

- 2m x 2m Shell scheme
- Basic unbranded panels
- See Branding options on page 7
- Lighting (spotlights)
- Power point
- Carpeted flooring
- 1 x High table or counter
- 1 Exhibitor pass



Price: EUR 790 (R15,000)

03

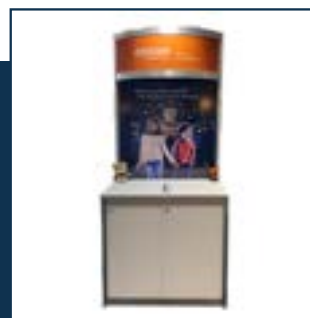
MICRO DISPLAY POD

No National or International Brands

(2m x 1m)

IDEAL FOR:

Startups, Craft / local tourism products,
Add-on exhibitors



Includes:

- 2m x 1m Shell Scheme
- Basic Unbranded panels
- see page 7 for optional extras
- Lighting (spotlight)
- Power point
- Carpeted flooring
- Counter – unbranded,
no lock or doors
- 1 Exhibitor pass

* Excludes T.V and Branding.

Price: EUR 425 (R8,000)*

04

SPACE ONLY / CUSTOM BUILD

Investment: per m² for front facing or premium corners (space only)
(From 6m x 3m upward)

IDEAL FOR:

National tourism boards, Airlines, Major sponsors



Includes:

- Floor space only
- 2 Exhibitor passes
- Logo on congress website
- Full custom build allowed
(To be arranged through
our preferred suppliers)

Price: EUR 150 (R2,850) per m²
or EUR 180 (R3,420) per m² for front
facing or premium corners (space only)

05

MEETING PODS

(3m x 3m enclosed)



Includes:

- Fully enclosed with door
- 2 x Full Colour Branding Panels
**(Art work to be provided)*
- Lighting
- Power point
- Carpeted flooring
- Table + 4 chairs
- Ideal for B2B meetings

Price: EUR 1,370 (R26,000)

06

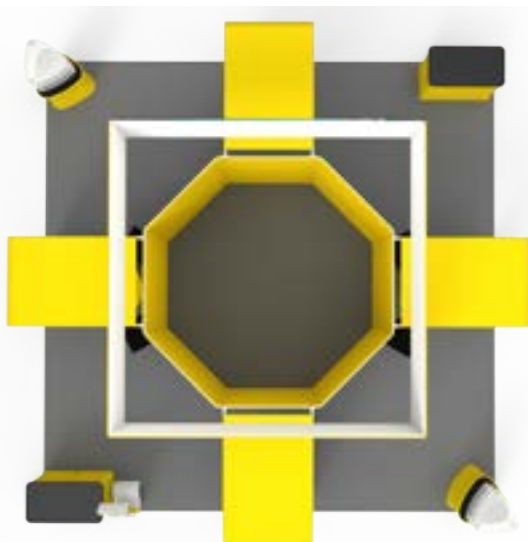
DESTINATION SHARED STANDS

12 x 2m split into 4 – 6 exhibitors*

IDEAL FOR:

Smaller African destinations, Government groups

*Image below is based on 6 x 2m x 2m stands. Internal walls can be removed. An alternative design could be 4 x 3m x 2m stands.



Includes:

- 6 x 2m Shell scheme split into 4 – 6 exhibitors
- Fascia name branding
- 1 x Full Colour Branding Panel per exhibitor
**(Art work to be provided)*
- Lighting (spotlight) per exhibitor
- Power point
- Carpeted flooring
- 1 x Desk + 2 chairs per exhibitor
- 1 Exhibitor pass per exhibitor
- Logo on congress website

**Price: EUR 650 (R12,000) per exhibitor
(Minimum 4 exhibitors)**

07

BRANDING UPGRADES

(Add-ons)



- 3m x 2.5m Printed fabric banner
R6 969 per banner*
- 2m x 2.5m Printed fabric banner
R 4 600 per banner*
- 1m x 2.5m Printed fabric banner
R 3 450 per banner*
- 1m x 2.5m Branded panel for
Micro Display Pod
R 1 520 per panel**
- Branding for counters
R 620 per counter**
- T.V. mounted / stand
R 1 900 for two-day exhibition
- Plant hire: R 874 per plant for
two-day exhibition

* This banner belongs to the exhibitor and can be used again after the event

** This is not reusable after the event

*** Additional furniture and electrical requirements should be discussed with Bev van Eck for availability and individual quoting.



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