

# Rand Show announces rebrand, launches brand partnership opportunities

Issued by [Rand Show](#)

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The Rand Show, South Africa's largest consumer lifestyle experience, is pleased to announce a major rebranding exercise. The show, which is under a completely new management team led by seasoned marketing professional Adele Hartdegen, has undergone a series of changes to the design and implementation of the event; not only due to changes required for Covid compliance, but also to broaden its reach to first-time visitors of the six-day experience.



Brands wishing to take advantage of the limited and exclusive exhibition and activation opportunities will now be able to do so by reaching out to the Rand Show sales team for more information and pricing options. The show is embedded on the South African events and lifestyle calendar and has proven to be highly successful with brands wishing to launch new products or companies showcasing their offerings to large audiences in a captive environment.

The last edition of the event was held in 2019 which saw the Rand Show celebrate 125 years. The 2020 event had to be cancelled due to strict lockdown regulations imposed by the President and since then, all major events in the country had essentially been shut down as the country dealt with multiple surges in infection rates over a period of more than 18 months.

Rand Show organisers have recently announced that the 2022 edition is scheduled to take place from 13th to 18th April, and it promises visitors a spectacular experience to make up for the past two editions being cancelled. Fans loyal to the brand would have noticed that changes were already on the horizon when a smaller edition of the event took place at Fourways Mall during September 2021, known as the Rand Show Spring Edition.



“The Spring Edition was our first attempt to lure new audiences and showcase our refreshed approach to partners and exhibitors, and this proved to be very successful as a further two Spring Editions are planned for 2022 and 2023,” commented Adele Hartdegen, CEO of the Rand Show. “Our focus has now shifted to the main Rand Show taking place at

its traditional home of the Johannesburg Expo Centre in Nasrec. The launch of our new brand is a sign to the market that a fresh team is at the helm, and we intend to showcase amazing experiences and activations never-before-seen at the Rand Show.”

The new attractions include a dedicated hall featuring a Travel Experience which will immerse the visitor in an environment that appeals to all five senses and provides the public with the opportunity to experience some of the greatest tourism landmarks the world has to offer, without having to leave Joburg! Adding to the list are many on-the-spot prizes and experiential promotions specifically designed to offer sponsors and exhibitors a new way to engage with audiences as memories are created for the whole family!

Returning to the Rand Show will be live music concerts in the main arena, featuring prominent local artists with a global following. Hospitality suites will be on offer for that extra-special experience offering high-quality VIP treatment in a relaxed and secure environment.

The Nasrec facility, offering over 150,000 square metres of exhibition space and located on 90 hectares of land, is South Africa’s largest purpose-built exhibition and events venue. This ensures that strict Covid-19 and social-distancing protocols can easily be implemented across the property, without placing the safety of visitors at risk. The multiple entrance and exit gates also ensure that the flow of visitors is managed and controlled without causing major interference to the guest experience.

Brands wishing to enquire about exhibition space or activation partnerships can reach out to Didi Okoro on +27 (0)62 755 9946 or [didi@randshow.co.za](mailto:didi@randshow.co.za) for more information.

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#### Rand Show



Rand Show is South Africa's largest consumer event on the annual calendar. A fun and diverse event that has something for the whole family.

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