



## **Membership Application Form for International Companies**

### **1. Who can join? (Membership Criteria)**

- Exhibition Organisers who host or organise an exhibition and/or confex within South Africa/Africa and/or exhibition organisers who have a local partner in Africa and/or International Exhibition Organisers hosting an exhibition within an African country.
- Must be recommended by at least one AAXO member, see [link](#) for members.
- Must sign the AAXO Code of Conduct and adhere to it.
- Agree to their shows being audited by our auditing partner (ABC) in order to verify visitor numbers.
- Agree to sign a space declaration form and collect a \$0,35 per m<sup>2</sup> AAXO Marketing Contribution from exhibitors. There are many great benefits for exhibitors to justify this (see below).

### **2. Why join the Association of African Exhibition Organisers? (Membership Benefits)**

- Negotiation with SARS for VAT exemption or reduction for international exhibitors participating in South African shows.
- Negotiation with the DTI to promote AAXO member shows and where possible assisting and encouraging the DTI to support a hosted buyer programme as well as promote the shows globally.
- To negotiate with the South African National Convention Bureau and African Society of Association Executives(AFSAE) to support AAXO member shows, either financial or in kind.
- To promote the South African and African exhibition industry globally via our global association partners thereby increasing awareness and stimulating growth.
- Lobby venues on behalf of AAXO Organisers to address critical issues such as WIFI, expansion plans, build-up and breakdown procedures, safety issues and window period for competing shows.
- Availability of vital information and research on relevant local and international economic trends and thereby creating business opportunities.
- Negotiate with ABC for a reduced membership fee and visitor audit cost for each exhibition.
- AAXO to equip Organisers with the correct tools to benefit exhibitors including exhibition tips, guidelines and training.

- Provide important information to Organisers such as updates on the POPI Act, CPA, new safety rules and regulations, any corporate governance, tax or VAT amendments and any other applicable implications for business.
- Provide Organisers with information and training on Return on investment, Sales, digital media including social media and webinars.
- Annual Exhibition of Exhibitions provides organisers with access to a large base of exhibitors, to whom they will have the opportunity to showcase all their available exhibitions on offer. In addition, Organiser and Exhibitor training is hosted over the period and great networking with the entire exhibition industry.
- Promotion and show listing of Organisers and exhibitions on AAXO website through the DTI and other strategic partners, local and global associations.
- Annual AAXO ROAR Awards of Distinction for Organisers as well as recognition of Exhibitors.
- AAXO to negotiate with Open Tenders and Tender Bulletin thereby circulating any relevant tenders to Organiser Members for business opportunities.
- Access to Market Research Results.
- Industry Promotion Portal for the exhibition industry, the 'go to' site for anyone looking for a particular exhibition in any given market sector. The place for exhibitors to go for information, advice and recruitment of staff. A training resource and a forum for the exchange of information and advice.
- AAXO to produce a BBBEE suppliers' list for organisers.
- Regular news on exhibition industry developments and trends.
- Benefit from the knowledge base that other members have created, learn the do's and don'ts of working in different countries and cultures. A pooling of broad-based knowledge and experience can only benefit the industry as a whole.
- Online and printed AAXO Directories containing members and show listing, generic information on the industry e.g. Market Research/VAT for International Exhibitors/Info on African Countries/Trends to name a few. Circulated to exhibitors/potential exhibitor's/ad agencies/marketing agencies, Government bodies, etc.
- Searchable calendar / event listing i.e. website, Facebook page etc.
- Access to the CEM Learning program at a reduced rate via the IAEE.
- Use of the AAXO logo on your website and in both printed and electronic marketing materials
- Use of the "AAXO-approved badge" on all member's exhibitions marketing collateral
- Access to International Association and partners e.g. UFI, IAEE, IELA, SISO, AEO etc.

### **3. How to join (Application process)**

- Complete AAXO Membership Application Form.
- Sign the AAXO Code of Conduct.
- Submit recommendation letter and await approval from the board
- Once approved, an invoice for the annual membership fee will then be sent to you.
- Once all documentation is received and verified and after you have paid the membership fee, then your AAXO membership will be confirmed.
- A welcome pack will then be prepared for you with your certificate, guidelines for use of logo and additional information.

- Your Organisation's details will be included onto the membership database and updated on the AAXO website.
- Submit supporting documentation to [aaxo@aaxo.co.za](mailto:aaxo@aaxo.co.za)

#### 4. **2019 Membership Fees**

- \$1120 for African members - valid from 1 March 2019 – 28 February 2020.
- AAXO Marketing Contribution of \$0,35 per m<sup>2</sup> sold. The AAXO wording to implement when contracting your exhibitors for shows:

***As a result of the Organiser being a member of AAXO (Association of African Exhibition Organisers), the Exhibitor will be required to pay a levy in the amount of \$0.30 per square metre, which levy will be classified as a Marketing Contribution Fee. In the event of the Exhibitor enquiring any further information related to either the Marketing Contribution Fee, such information can be obtained from the Organiser or the AAXO website of which the details are: [www.aaxo.co.za](http://www.aaxo.co.za)***

- Banking details for AAXO will be provided on the invoice sent to you.
- New membership fees are calculated pro rata.

#### 5. **Code of Conduct**

Being a member of AAXO comes with its responsibilities. As a member, you are required to undertake and observe the AAXO Code of Conduct.

### NOTES FOR COMPLETING THIS FORM

- Kindly complete ALL sections of this form and then submit.
- Please complete the form in type or **BLOCK CAPITAL**
- If any assistance is required please do not hesitate to contact AAXO either by phone on +27 (0)11 835 1565 or via email [aaxo@aaxo.co.za](mailto:aaxo@aaxo.co.za)

Please submit the following documentation to [aaxo@aaxo.co.za](mailto:aaxo@aaxo.co.za) upon submitting your application form:

- Certificate of Incorporation
- A copy of your ID Documents if a sole trader/partnership
- Certificate of Public Liability Insurance
- Letter of Recommendation by AAXO Member
- Company Logo (in vector format)
- Company Profile

- Event List for 2019 and 2020
- Logo's and fact sheets of your shows
- Social Media links

*Organiser – R10 million public liability cover but R20 million is recommended depending on size and nature of your Organisation.*

Company Information	
Company:	
Trading Name of Company:	
Registered Name of Company:	
Registered Year:	
Registration Number:	
Industry Sector Company Organises Exhibitions in:	
Postal Address:	
Postcode:	
Physical Address:	
Postcode:	
Tel:	
Fax:	
General Email:	
Website:	
Organisation's Primary Contact Information	
Primary Contact Name:	
Primary Contact Tel:	
Primary Contact Cell:	
Primary Contact Email:	
No. of Permanent Staff:	
Invoice Information	
Primary contact for Invoices:	
Email Address for Invoices:	
Marketing Contact Information	
Marketing Contact Name:	
Email Address for Marketing:	

- Is your Organisation a holding company? Yes / No
- Is your Organisation a subsidiary of another company? Yes / No

If yes, please supply name of parent company: \_\_\_\_\_

Company Directors		
Name	Other directorships held	Former directorships held in last four years

Show and Events Organisers Company Information	
What type of event(s) does your Organisation produce?	Trade
	Consumer
	Trade and Consumer
	Confex
Please provide the number of years that your Organisation has been involved in the exhibition industry?	
Is your Organisation associated with, or linked to any other company/Organisation that is a member of AAXO?	
Please supply names of other Associations/Professional Bodies, which your Organisation is a member of?	
Exhibitions produced by your Organisation yearly?	
Maximum attendance numbers recorded for largest exhibition?	
Net square meterage or your Organisation's largest exhibition?	
In which African country(ies) does your Organisation currently hold or plan to hold events?	

**Resignation of Membership**

Should an organiser wish to resign it undertakes to settle all outstanding fees due. The organiser understands that fees will be due in full on the anniversary of membership in every subsequent year and that the Company will remain in membership unless either party formally terminates membership.

Members may resign from their AAXO membership at any time in writing to AAXO's office during the membership year. No refund/credit of membership fees due or paid by the member relating to that membership year (or previous years) will be made by AAXO.

**Declaration**

I/We, the undersigned, confirm that I/we have read, understood and agree to abide by the terms and conditions of AAXO Membership and the Memorandums of Incorporation and Code of Conduct of the Association of African Exhibition Organisers (AAXO) and wish to apply for an AAXO Membership as set out above. I/We agree to pay the fees applicable on an annual basis at the time of our membership renewal, until such time as membership is terminated by either party.

**Signed** \_\_\_\_\_ **Date** \_\_\_\_\_

**Name** \_\_\_\_\_

**Company** \_\_\_\_\_