

Scan shows commitment to exhibitions at Markex Cape

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When it comes to the exhibition medium, Scan Display puts its money where its mouth is, exhibiting at eight annual shows and conferences. Over the past decade, the company has generated good business and grown its brand at local and international expos.



The medium's consistent return on investment has resulted in Scan allocating approximately forty-percent of its annual marketing budget to exhibitions.

Scan Display recently exhibited at Markex Cape for the third time since the marketing show's launch in the Western Cape. Scan has successfully supported the Markex shows for many years, and its stands at the shows have been acknowledged with numerous organiser awards.

Gary Van Der Watt, GM of Scan's CT branch, says that although this year's Markex Cape may have felt smaller than the last one, the quality of visitors and the commitment from exhibitors was evident.

Van Der Watt adds: "The Scan stand was prominently positioned and well received by both existing and new clients. In an environment that demands innovation, a tactile quality and an interactive platform, Scan again demonstrated its ability to satisfy the brief."

Other local shows which Scan supports are: Markex Jhb and KZN; the annual SAACI conference; Design Indaba Expo; Woodpro; and the Human Resources Development Africa show. Scan uses The Exhibiting Show in London and the International Federation of Exhibition & Event Services' annual conference as a platform to showcase its services to the global market.

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