

HOMEMAKERS Expo wins again at EXSA

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The Gauteng HOMEMAKERS Expo achieved top accolades for the third year in a row at the annual 2010 EXSA (Exhibition Association of Southern Africa) Gala Award Function held in Johannesburg on 18 November 2010.



The Expo was voted Best Large Consumer Exhibition (more than 12 000m²) after going through a rigorous judging process by independent EXSA appointed judges at their Gauteng Expo in February this year. Judging criteria included their marketing campaign, promotions and features, signage, branding, safety and security, traffic flow as well as feedback from visitors and exhibitors regarding their experience of the show.

The EXSA award function recognises excellence in the Exhibition Industry of Southern Africa and also includes awards for Best Venue, Best Stand

Designers, Best Suppliers, Best Organiser and other individual awards.

The award is the fifth in a row for HOMEMAKERS nationally, with the Cape HOMEMAKERS Expo winning an award in 2007, the Johannesburg HOMEMAKERS Expo winning one in 2008 and both the Gauteng and Cape HOMEMAKERS Expo winning in 2009.

Says Ray Abrahamse, Managing Director of HOMEMAKERS: The competition is extremely fierce and one competes on a national basis with a large variety of exhibitions. We are extremely proud of our team and the hard work they have put into making HOMEMAKERS Expo the success it is. This dedication has definitely paid off and the proof is in 17 years of victorious exhibitions."

HOMEMAKERS is a national group which presents five similar home lifestyle shows in Gauteng, Cape Town, Durban, Port Elizabeth, and Vaal Triangle. It is South Africa's biggest home enhancement exhibition group and since its inception 18 years ago has proven to be the country's premier home lifestyle event.

Apart from exhibitions, the company also publishes two monthly magazines, HOMEMAKERSfair and HOMEMAKERStalk, along with the latest addition to their stables, FURNITUREfair A3 tabloid. HOMEMAKERS also run South Africa's largest home improvement portal www.homemakersonline.co.za.

For more information go to www.homemakersonline.co.za.

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