Festival of Eventing

FESTIVAL OF EVENTING 2027

17-18 March 2027

The Canvas Riversands | Johannesburg

THE PINNACLE OF EXPERIENCES

Africa's only dedicated Event Execution Festival



Eventing in Motion - Where People, Technology and Execution Come Together.

www.festivalofeventing.com





The event for event professionals

The Festival of Eventing (FOE) is Africa's only platform dedicated entirely to event execution.

For two powerful days, the professionals who design, produce, manage and deliver events across B2B and B2C sectors converge in one dynamic environment.

FOE is an execution ecosystem where ideas are tested, partnerships are formed, technology is experienced live, real and authentic connections happen, and the future of the industry is shaped in real time.

Following a successful inaugural edition in Cape Town in 2025, FOE 2027 oves to Johannesburg the commercial heartbeat of Africa, positioning itself as the industry's nerworking, innovation-driving and growth-enabling platform.

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Indoor & Outdoor Showcase Experience

2025 STATS

400+ Attendees

70+ Event Partners & Exhibitors

60% Senior Leaders

10+ Countries Represented

FOE comes alive as a dynamic springtime celebration of eventing, seamlessly blending indoor sophistication with outdoor vibrancy. Hosted across versatile, open-flow spaces, the Festival invites attendees to move between curated indoor showcases and immersive outdoor activations, experiencing event solutions exactly as their audiences would.

From refined conference environments and controlled technical builds inside, to open-air structures, staging, hospitality lounges and experiential installations outdoors, FOE creates a living demonstration of how events breathe across environments.

This seasonal setting allows suppliers and partners to showcase their offerings in context, not in theory, but in action. Delegates don't just see solutions; they step into them. They feel the lighting shifts, hear the sound travel, experience hospitality setups, taste curated food concepts, and engage with entertainment across contrasting spaces.





2027

Event At A Glance

500+ Industry Professionals

100+ exhibition and activation partners

2 Action packed days, including: pre conference Masterclasses, by invite Leaders Breakfast Dedicated Newcomers track curated networking and entertainment sessions









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EXHIBITION PARTNER PACKAGES

Position your brand at the centre of Africa's most influential event execution marketplace.



. Branded walk-on stand build

. Counter and branded wall

. Carpeting and 2 chairs

. 2 representative passes

. Visibility across official collateral

. Branded fabric retained by exhibitor post-show

Walk on stand options (2m x 3m prebuilt stand)

R28,998



The PREMIUM CHOICE

. Bespoke Design:
Total creative architectural freedom.

. Immersive Impact:
Ideal for interactive brand experiences.

. Prime Placement:
Strategic high-traffic floor locations.

. Scalable Scope:
Flexible dimensions for any build.

. Full Autonomy:
Complete control over build and materials.

Raw Space: R3,500 per sqm

(min stand space 3mx2m, 2 stand rep passes included per 6m2)



Industry Enablement & Strategic Support (for government and corporate partners)

The Festival of Eventing is a high-impact economic platform supporting one of Africa's most interconnected industries. The eventing sector directly influences

Tourism and destination marketing	Hospitality and venue infrastructure	Fabrication & Manufacturing
Technology & Innovation	Logistics & Transport	SME Participation Skills & Development

Supporting Skills Development Through the Future Leaders Track and student integration.

Encouraging Innovation Adoption Connecting technology providers with operational buyers.

Facilitating Industry Collaboration Creating structured environments for cross-sector engagement.

Why Government & Corporate Investment Matters

Every major event activates supply chains, creates temporary and permanent employment, and stimulates local economies.



Government and corporate partners align with FOE to:

Strengthen industry competitiveness

Enable sector growth

Support transformation objectives

Promote innovation uptake

Develop future leadership pipelines

Supporting FOE is an investment in the broader economic ecosystem, not simply event sponsorship.



SPONSORSHIP

Elevate your brand authority through curated leadership alignment, experiential integration and premium positioning.

Title Sponsorship from R750 000

Premium sponsorship environments are designed to create high value brand association, direct industry access and strategic positioning.

FOE Parlor – Title Partner Align your brand with executive presence and professional image. The FOE Parlor is a curated lifestyle and hospitality environment designed for senior professionals. As Title Partner, your brand integrates into a high-dwell, high-visibility executive experience positioning you within moments of preparation, confidence and influence. Best suited for brands seeking strong lifestyle, premium or executive alignment.

Networking Cocktail – Title Partner

Own the industry's most powerful networking moment. The Cocktail Showcase anchors FOE's connection culture bringing decision-makers together in a relaxed but commercially active setting. As Title Partner, your brand becomes synonymous with industry connection, hospitality and influence. Designed for brands that thrive in high-interaction, high-visibility environments.

Cocktail Hour Beverage Partner Package

A refined brand integration opportunity designed for premium beverage and lifestyle brands seeking meaningful engagement during FOE's most social and high-energy networking moments.

(Experiential | No Traditional Stand)

Venue Visibility Partner Package

A high-impact opportunity for venues and destinations seeking strategic exposure without the footprint of a physical stand.

(No Stand Presence)

Future Leaders Track – Sponsor

Invest in the next generation shaping Africa's event economy. The Future Leaders Track bridges academic training and real-world execution. As Sponsor, your brand demonstrates commitment to skills development, industry growth and long-term transformation. Strong alignment for corporates with ESG, enterprise development and youth investment objectives.

Leaders Breakfast – Sponsor (Invite-Only)

Access the room where strategy happens. The Leaders Breakfast is a curated, invitation-only executive engagement session featuring senior industry stakeholders. As Sponsor, your brand is positioned within high-level dialogue and leadership exchange. Designed for brands seeking direct access to decision-makers in an intimate, premium setting.

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Our 2025 Partners

The Foundation of Execution Excellence.

Secure your seat where the future of Africa's eventing economy is signed, sealed, and delivered.

Host City:

Venue Partner:

Technology

Technology:

Technology:

Infrastructure:

Strategic Partners:

Wine Partner:

AV Partner:

Prize Sponsor:

Preferred Transport Partner:

Creative Impact:

Luncheon Partner:

Printing:

Networking:

Sustainability

Health & Safety:

Official Media:

Speakers:

Inclusive Voice Partner:

Motivational & Performance:

Innovative Speaker:

Staffing Partner:

Official Entertainment:

Gift sponsors:

App Partner:

Official Swag Bag:

Creative Agency:

Execution & Exhibition:

Associations:

Media:



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TO GET INNVOLVED

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WWW.FESTIVALOFEVENTING.COM

Let's build what's next, together.