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EXSA 2017 CONFERENCE LOGO CHALLENGE

EXHIBITION & EVENT ASSOCIATION OF SOUTHERN AFRICA

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2017 CONFERENCE

Calling on all EXSA members to develop a conference logo for the annual EXSA conference

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Date: 9 – 11 JULY 2017

Venue: ASKARI GAME LODGE, MAGALIESBURG, GAUTENG

Conference theme: A CUSTOMER CENTRIC EXPERIENCE

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GUIDELINES

- The chosen logo may be used for the next three years so must be easily adapted to fit the date, province and conference theme for each conference
- Logo submissions due by **14:00 26 April 2017** (submissions received after the deadline will not be considered)
- Three submissions allowed per member company
- Recognition to the winning member company and designer will be given on all official EXSA platforms including the website and social media.
- Designers must take into consideration that the logo will be utilized digitally and for print use.
- An icon for use on our social media platforms must also be submitted
- Consideration must be given to the EXSA Corporate Identity
- Incorporation of the date, province and conference theme is a must

SUBMISSIONS AND RULES

- All submissions must be electronic and sent to Thuli at info@exsa.co.za by **14:00 26 April 2017**
- Any questions must be directed to Phumulani at phumulani@exsa.co.za
- The winner will be required to provide a CI manual to the EXSA office by 12 May 2017 for inclusion into the overall EXSA CI.
- Submissions must include
 - Member company name and contact details
 - Designer name and contact details
 - The full logo and social media icon
 - A maximum of one A4 page explanation on the concept of the design
- The judges decision is final
- An EXSA panel of judges will select the winning submission by 5 May 2017

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