

Johannesburg HOMEMAKERS Expo wins 2008 EXSA Award for Best Large Consumer Show in South Africa

Issued by [HOMEMAKERS](#)

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The 2008 Johannesburg HOMEMAKERS Expo has been voted the Best Consumer Exhibition of the Year in the category for large exhibitions over 12,000m², at the annual EXSA (Exhibition Association of Southern Africa) Gala Award Function held in Johannesburg last week (Thursday, 13 November 2008). The award is the second in a row for HOMEMAKERS, with the Cape HOMEMAKERS Expo winning the same award in 2007.



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.

Says Ray Abrahamse, MD of HOMEMAKERS: "We're delighted with our award. The competition is extremely fierce and one competes on a national basis with a large variety of exhibition types.

"We went through a stringent judging process by three independent EXSA appointed judges at our show earlier this year. Judging criteria included our marketing campaign, promotions and features, signage, branding, safety and security, traffic flow, etc. As part of the judging process, some of our visitors as well as exhibitors were also interviewed on their experience of the show. Our exhibitors gave us outstanding reviews, especially with regards to our organisational abilities."

Abrahamse continues: "We'd like to use this opportunity thank all of them for putting in the extra effort with regards to their stands. Without their commitment and dedication, we would not have won this prestigious award. We trust this gives them the added assurance that they're exhibiting at a credible and highly acclaimed Expo. As a group, we're dedicated to giving visitors only the best experience and products."

HOMEMAKERS is a national group which presents seven similar home lifestyle shows in Johannesburg, Cape Town, Pretoria, Durban, Port Elizabeth, George, and Vaal Triangle. It is South Africa's biggest home enhancement exhibition group and since its inception 16 years ago has proven to be the country's premier home lifestyle event.

Apart from exhibitions, the company also publishes three monthly magazines, *HOMEMAKERSfair*, *HOMEMAKERStalk* and *HOMEMAKERSliving*.

For more information, phone (086) 111 4663 or log on to www.homemakersonline.co.za.

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