

What is the RockingFuture Career Expo?

RockingFuture is an established career expo that has been interacting with SA schools for over 18 years. No more aimless meandering through packed halls hoping to find and talk to a learner that is interested in your brand. This creative expo incorporates learners, teachers, colleges, international universities and companies to give learners the information they need to make crucial decisions about their future after leaving school.

All of this takes place at their school during school hours at no cost to the school or learners. The RockingFuture expo targets the top performing schools in South Africa. Schools with a Matric pass rate of above 90% and annual fees above R15 000 p/a are invited to host the RockingFuture from January to June annually. We contact many that fall within this criteria, but select 260 schools annually to fit into a very tight schedule.

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30 000 Learners annually

Unlike other career expos, exhibitors at RockingFuture are given the opportunity to introduce themselves to the learners by means of a multimedia presentation or verbal introduction. After all the introductions (16 – 26 exhibitors) the learners are given an opportunity to directly interact with the representatives of each exhibitor to ask all the burning questions they have about study opportunities, bursaries and even student accommodation.

Where do we go?

The expo is facilitated by professional presenters and to add to the youthful, vibrant atmosphere, music, giveaways and quiz shows all form part of the show. Although the atmosphere is young and vibrant the expo is professionally organised and expertly structured to ensure maximum effect for all exhibitors involved. During the 60 - 120 minute expo learners experience a wide range of activities that all add up to an unforgettable edutainment experience.



8 Regions

Johannesburg | 20Jan - 14Feb | 30Mar - 8Apr | 8May - 22May

Pretoria | 17Feb - 28Feb | 14Apr - 24Apr

East Rand | 2Mar - 20Mar | 4May - 7May

Pietermaritzburg and Midlands | 27Jan - 31Jan

Bloemfontein | 3Feb - 7Feb

Port Elizabeth | 10Feb - 14Feb

Cape Town | 18Feb - 20Mar

Polokwane | 2Apr - 8Apr

Kwa-Zulu Natal | 15Apr - 24Apr | 4May - 15May

260 Schools



26
Private tertiary Institutions per region



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2020

ROCKINGFUTURE 2020

Option 1

A representative/s is chosen and employed by your institution. They will be permitted to exhibit at RockingFuture. Your rep/s will set up a stand with your branding and be ready to interact with the students during the mill around time. You will have a 1 minute (max) verbal introduction.



Option 2

As in option 1 your representative will have the opportunity to introduce your institution but we will also allow a 30 second multimedia clip to be used. This gives a visual impression of your institute, campus life and future career options. The media clip will have to meet all specifications as set out in the exhibitor contract. You will have a 75 second (max) intro, verbal as well as media clip.



Option 3

3RC will interview and train a representative through 3RC PromoBoost to represent you at all the RockingFuture activations. Training material as well as marketing collateral must be delivered to 3RC no later than one (1) month prior to the first activation that your brand is taking part in. You will also have the opportunity to play a 30 second multi media clip as part of your introduction. Total introduction time is 75 second (max) intro, verbal as well as media clip.



Cost Structure 2020

Region	Op 1	Op 2	Op 3
Johannesburg (72)	R37 440.00	R43 200.00	R75 600.00
Pretoria (36)	R18 720.00	R21 600.00	R37 800.00
East Rand (36)	R18 720.00	R21 600.00	R37 800.00
Bloemfontein (10)	R5 200.00	R6 000.00	R10 500.00
Port Elizabeth (10)	R5 200.00	R6 000.00	R10 500.00
Cape Town (44)	R22 880.00	R26 400.00	R46 200.00
Polokwane (10)	R5 200.00	R6 000.00	R10 500.00
KZN (42)	R21 840.00	R25 200.00	R44 100.00

All prices exclude VAT

So what do we offer?





How can you become part of the Rocking Future Experience?

You are free to select as many or as few regions as you would like, be advised that the more regions you select the bigger your reach will be. Once you have selected which regions you would like to visit with RockingFuture you will need to select an option that contains the Branding Opportunities you wish to make use of during RockingFuture.

Please note that you may not select individual schools within a region, once you have selected a region and the contract is signed you will be obligated to attend all RockingFuture expos in that region.

Please note that we cannot accommodate more than 26 institutions per region and as such you will need to book as soon as possible to avoid disappointment

Contact us to book your spot

+27 01 8222 000
info@3rc.co.za



SELECTED EXTRA SERVICE - Not Included in Options
Database Collation

Your brand will be granted access to the database that is collected at every activation in the regions you booked and attended. This is sent to one person within your brand. Please ensure you read the terms and conditions of the contract for guidelines on ethical use of this data. The selection of this is not included in any of the options and will be seen as an extra service to our clients and will be billed accordingly. Once the data has been captured you will be able to select the schools you are interested in and Data will be sold at R6.00 ex VAT per entry. You can choose which schools you would like to purchase or you purchase the entire region. We also offer a data mining service where you can choose from the various study fields as well as schools, gender and region.

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2020