



# Rocking Future

*Ignite your passion and follow your heart*

## What is the RockingFuture Career Expo?

RockingFuture is an established career expo that has been interacting with SA schools for over 19 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 250 schools annually to fit into a very tight schedule.

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.

**30 000 Learners Reached every year**



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## 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.

### 7 Regions

#### Johannesburg

1Feb -12Feb | 15Mar - 25Mar  
26Mar - 31Mar | 10May - 25May

#### Pretoria

15Feb - 26Feb | 19Apr - 30Apr | 3 - 4 May

#### East Rand

1Mar - 12Mar | 13Apr -16Apr | 3May - 7May

#### Cape Town

22Feb - 12Mar | 19Apr - 30Apr

#### Bloemfontein

13Apr - 16Apr

#### Port Elizabeth

15Mar - 19Mar

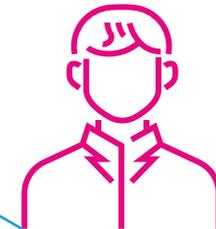
#### Pietermaritzburg, Midlands and Kwa-Zulu Natal

8Feb - 19Feb | 10 - 25 May

220 Schools Visited



26 Private Tertiary  
Institutions





## Gold Clients

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 60 second (max) intro, verbal as well as media clip.

### Cost per Region

Johannesburg (62)	R75 600.00
Pretoria (30)	R31 500.00
East Rand (30)	R31 500.00
Bloemfontein (8)	R 8 400.00
Port Elizabeth (10)	R10 500.00
Cape Town (40)	R42 000.00
KZN (40)	R42 000.00



## Silver Clients

As in Bronze option 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 60 second (max) intro, verbal as well as media clip.

### Cost per Region

Johannesburg (62)	R37 200.00
Pretoria (30)	R18 000.00
East Rand (30)	R18 000.00
Bloemfontein (8)	R 4 800.00
Port Elizabeth (10)	R 6 000.00
Cape Town (40)	R24 000.00
KZN (40)	R24 000.00



## Bronze Clients

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 45 sec (max) verbal introduction.

### Cost per Region

Johannesburg (62)	R32 240.00
Pretoria (30)	R15 600.00
East Rand (30)	R15 600.00
Bloemfontein (8)	R 4 160.00
Port Elizabeth (10)	R 5 200.00
Cape Town (40)	R20 800.00
KZN (40)	R20 800.00



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**3RC**  
EDUCATE  
MOTIVATE  
& INSPIRE

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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.

## 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**



Please think of our earth and do not print this

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