

Rocking Future

The Rocking Future Career Expo is an interactive study expo with 24 year's experience with the top private and ex-model C schools. We have a targeted, captive audience. This means that we can guarantee that your institution will be visited by learners who are interested in what you have to offer.

Our schools are carefully researched and vetted. All schools must have a 90%+ pass rate and an annual school fee of R15 000.00 minimum. This ensures that for the most part the learners will be able to afford a private tertiary education, a gap year or overseas study placement.

Unlike other expo's the Rocking Future introduces our exhibitors with a video and the opportunity to verbally introduce their institution, this way we eliminate aimless wandering by the learners. Once we have introduced everyone, the learners get the opportunity to speak to the exhibitor representatives they are interested in.

We have a choreographed, carefully timed show where we not only introduce our exhibitors but also aim to make it a fun experience for the learners. With, videos, music, games, prizes and talented MC's to keep the learner's attention. All during school hours.



Elite 2026

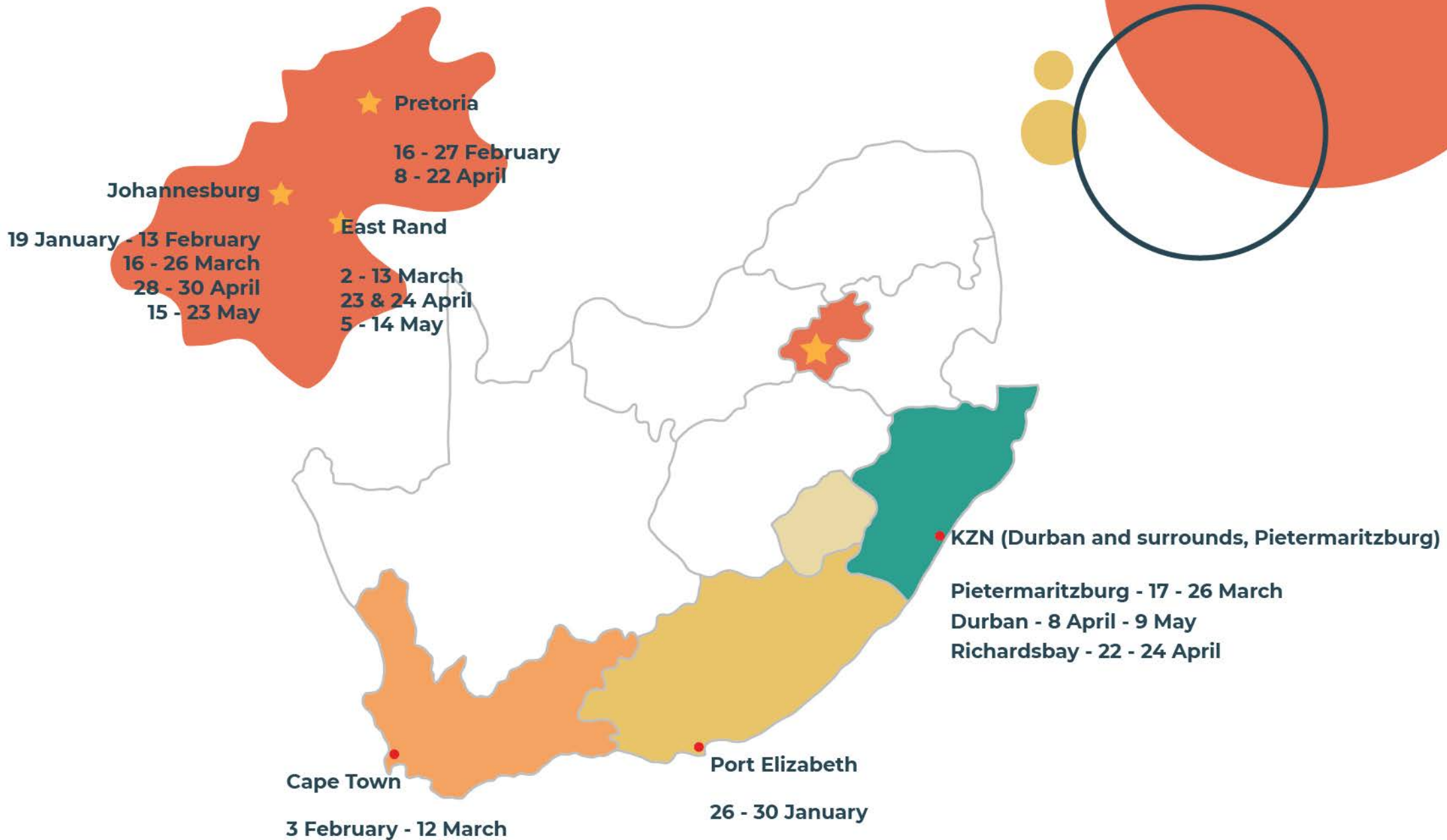
The Rocking Future Expo visits 240 schools from January to May each year. In order to do that we have two shows a day in two regions.

There are two teams, one that stays in Gauteng for Johannesburg, Pretoria and the East Rand.

The other team will travel to our coastal regions of Cape Town, Port Elizabeth, Durban and Pietermaritzburg.

There is space for 30 exhibitors per region. 28 On site and 2 Off site clients.

When and Where 2026



National

At the Show

Your institution will receive a **professional verbal brand introduction** from the MC at each school, a **30-45 second branded video** played during the live show, a **45-second verbal introduction** from your representative, the option to sponsor the “**Main Prize of the Day**,” an MC scripted shoutout and brand story integration—with recordings for social media.

Your brand will also be included in the **overview of exhibitors** sent via email to schools prior to the event. Finally, during the mill-around session, you'll have the chance to **engage directly** with learners for questions and answers.

Social media

Monthly feature in Rocking Future's social media posts (TikTok, Instagram, Facebook)

IG Reel or TikTok style walk through from our MC's at your expo stand

Tagged photo sets from the road (your stand, students, products)

Media Assets for your use

3-5 **Edited event photos** (your stand, MC mentions, Branding)

Video clip from your intro or MC engagement
Custom **social media graphic** with learner quote

Premium

Data collection

Learner leads delivered **bi-weekly** (all data captured) including contact details, parent details (if provided) and fields of interest
Segmented data report based on interests (field of study or region)

Swiwel.com

Level 1 3D Booth with full branding:

Upload video tours

Brochures and testimonials

Lead generation tool connecting directly to your website

Optional interactive element (quiz or giveaway)

Active for the entire academic year

Future Guide magazine

1 **Double page** premium placement ad (excludes special pages)

Distributed to 35 000 learners nationwide

QR code for lead capture, bursary offers or prospectus download

Package

The Journey podcast integration

Mentioned as **Featured institution** in relevant podcast episode

Option to place a **spokes person or student success story** as a guest

Your brand in the intro/outro and show notes

What makes this Premium?

Targeted Engagement

ONLY 2 SLOTS AVAILABLE

Live show badge - “Official Premium Partner”

First right of renewal for 2027 Premium slot

First or last exhibition space - Premium position

Bigger exhibition space to differentiate you even more and draw more foot traffic

Cost

Region	Schools	Cost ex VAT
First Impression	240	R315 000.00
Last Word	240	R320 000.00

National Elite Package

At the Show

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Monthly feature in Rocking Future's social media posts (TikTok, Instagram, Facebook)

IG Reel or **TikTok** style walkthrough from our MC's at your expo stand

Tagged photo sets from the road (your stand, students, products)

Inclusion in a school recap carousel post (once per region)

Media Assets for your use

3-5 **Edited event photos** (your stand, MC mentions, Branding)

Video clip from your intro or MC engagement
Custom **social media graphic** with learner quote

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Option to place a **spokes person or student success story** as a guest

Your brand in the intro/outro and show notes

Cost

Region	Schools	Cost ex VAT
National	240	R299 600.00

Regional Elite Package

At the Show

Your institution will receive a **professional verbal brand introduction** from the MC at each school, a **30-45 second branded video** played during the live show, a **45-second verbal introduction** from your representative, the option to sponsor the “**Main Prize of the Day**,” an MC scripted shoutout and brand story integration—with recordings for social media.

Your brand will also be included in the **overview of exhibitors** sent via email to schools prior to the event. Finally, during the mill-around session, you’ll have the chance to **engage directly** with learners for questions and answers.

Social media & Digital

Feature every two months in the Rocking Future social media (TikTok, Instagram and Facebook) of moments captured at the live expo.

Optional **IG Reel or TikTok style** walkthrough from our MC’s at your expo stand **OR** tagged photo set from the road (your stand, students, products)

Future Guide magazine

1 Full page branded advert

Distributed to 35 000 learners nationwide

QR code linking your site, online applications or bursary forms.

Data collection

At our expo, we collect information from students on a **strictly voluntary** basis. Participation is entirely optional, and we ensure that the data gathered is handled with care and respect for privacy. This information is **only shared with clients who were physically present** at the expo, ensuring that it is used responsibly and in accordance with our commitment to data protection.

Premium Lead & data insights

Learner leads **delivered bi-weekly** with contact details, fields of interest and parent details (if provided)

Swiwel.com

Swiwel Level 3 (Mini pod) with:

Logo & full contact information

Click-to-call, email, or WhatsApp link

Brochure or course pack downloads

Video

Active for the entire academic year
or

Upgrade current pod

Cost

Region	Schools	Cost ex VAT
JHB & Vaal	66	R77 000.00
Pretoria	35	R46 580.00
East Rand	35	R46 580.00
Port Elizabeth	10	R12 500.00
Cape Town	46	R57 480.00
Kwazulu Natal	48	R59 460.00

Optional Ad-Ons for Regional Elite clients *Quoted separately*

Media Value

2-3 Photos of your stand & student interaction during the show. Inclusion in our tour highlights or visual recaps.

National

At the Show

As part of our engagement at each school, the **MC** will provide a **verbal introduction** of your brand, followed by a brief **introduction from the institution's representative**, which will be limited to a maximum of **45 seconds**. Your organization will have **dedicated stand space** at selected schools, enabling face-to-face interaction with students. Additionally, you'll have the opportunity give away **memorable branded items** to students. Your banners, flyers, and student packs can be prominently displayed at your stand. Your brand will also be **included in the overview of exhibitors** sent via email to schools prior to the event. Finally, during the mill-around session, you'll have the chance to engage directly with learners

Future Guide magazine

1 Full page branded advert

Distributed to 35 000 learners nationwide

QR code linking your site, online applications or bursary forms.

Social media

One feature in Rocking Future's social media posts (TikTok, Instagram, Facebook)

Inclusion in a school recap carousel post

Standard

Data collection

You will receive the following from the live shows

School name
Name & surname
Mobile number
Email
Area of interest*

Opt in data sent to your admissions team monthly via Swiwel.com

Name & surname
Email
Phone number
Province
Suburb
Grade (stage in life)
Areas of interest

Swiwel.com

Swiwel Level 3 (Mini pod) with:

Logo & full contact information
Click-to-call, email, or WhatsApp link
Brochure or course pack downloads
Video

Active for the entire academic year

Package

Optional Ad-Ons for National Standard clients *Quoted separately*

Upgrade to a double page Future Guide advert

Swiwel 3D booth upgrade to a click through 3D environment

Podcast shout-out or feature guest

Branded competition entry for lead generation

Regional exclusivity (limited space available)

Cost

Region	Schools	Cost ex VAT
National	240	R231 300.00

Regional

At the Show

As part of our engagement at each school, the MC will provide a **verbal introduction** of your brand, followed by a **brief introduction from the institution's representative**, which will be limited to a maximum of 45 seconds. Your organization will have **dedicated stand space** at selected schools, enabling face-to-face interaction with students. Additionally, you'll have the opportunity to give away **memorable branded items** to students. Your banners, flyers, and student packs can be prominently displayed at your stand. Your brand will also be included in the **overview of exhibitors** sent via email to schools prior to the event. Finally, during the mill-around session, you'll have the chance to **engage directly** with learners for questions and answers.

Standard

Data collection

At our expo, we collect information from students on a **strictly voluntary basis**. Participation is entirely optional, and we ensure that the data gathered is handled with care and respect for privacy. This information is **only shared with clients who were physically present** at the expo, ensuring that it is used responsibly and in accordance with our commitment to data protection

You will receive the following

School name
Name & surname
Mobile number
Area of interest*

Package

Cost

Region	Schools	Cost ex VAT
JHB & Vaal	66	R50 820.00
Pretoria	35	R26 950.00
East Rand	35	R26 950.00
Port Elizabeth	10	R7 700.00
Cape Town	46	R35 420.00
Kwazulu Natal	48	R36 960.00

Optional Ad-Ons for Regional Standard clients *Quoted separately*

Future Guide
A **full page advert** in the Future Guide magazine, distributed to 35 000 learners annually

Social Media & Online marketing
One feature on the RockingFuture social media posts (TikTok, Instagram, Facebook)
This can be used to advertise Open Days or new courses.

Media Value
2-3 Photos of your stand & student interaction during the show. Inclusion in our tour highlights or visual recaps.

Swiwel.com Representation
Basic listing with logo, contact details, brochure and video

National

Event representation

- Branded stand** set up and maintained by 3RC
Your printed marketing material displayed at every school (supplied by you)
- Mounted Tablet or Screen** playing your **2–3 min** looping video (supplied by you)
- Up to 5 branded product** handouts per show (optional, supplied by you)
- Verbal intro by MC** to present your offering
- Shorter 45-second highlight video** played on the big screen
- Inclusion in overview** of exhibitor lineup – email to schools
- Collected leads** delivered via scan and email. (Lead forms, supplied by you)

Future Guide magazine

- 1 Full Page advert**
Includes QR code and your contact details
Distributed to 35 000 learners

Media and social integration

- Stand photos** featured in school recap content
- Brand tagged** in social media carousel posts - once per region
- Optional feature in “**Institutions you have missed**” social media posts.

Off-site Package

Why go Off-site

This package is ideally suited for institutions seeking **national exposure** and access to **high-quality student leads**, even if they are unable to participate in the tour in person. By **simply supplying your marketing materials**, you enable us to act as your trusted representative at each event. **We take care of every detail**—from setting up a branded display to delivering a professional verbal introduction and playing your institution’s promotional videos. Our team also **manages lead capture**, ensuring you receive valuable contact information from interested students, as well as overseeing **all logistical aspects** of your presence. Throughout the process, **we represent your institution** with the same dedication, enthusiasm, and attention to detail as if you were present yourself, **guaranteeing a seamless and impactful experience** for both your brand and prospective students.

Swiwel.com Representation

Basic listing with logo, contact details, brochure and video
Linked to **lead capture form** on your website for interested users
Inclusion in “**Off-site Spotlight**” section of Swiwel.com on **our social media channels**
Active for 2026

Lead generation & delivery

Learner data forms completed at the shows (paper, tablet or QR code)

Opt in data with your admission team via

Swiwel.com
Name & surname
Email
Phone number
Province
Suburb
Grade (stage in life)
Areas of interest

Add ons Available

Quoted separately

Video Upgrade (add student testimonials)

Product sampling managed by 3RC.

Cost

Region	Schools	Cost ex VAT
National	240	R204 300.00

Regional Off-site Package

Event representation

- Branded stand** set up and maintained by 3RC
Your printed marketing material displayed at every school (supplied by brand)
- Mounted Tablet** or Screen playing your 2–3 min looping video (supplied by brand)
- Up to 5 branded product** handouts per show (optional, supplied by brand)
- Verbal intro by MC** to present your offering
- Shorter 45-second highlight video** played on the big screen
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Cost

Region	Schools	Cost ex VAT
JHB & Vaal	66	R47 660.00
Pretoria	35	R25 270.00
East Rand	35	R25 270.00
Port Elizabeth	10	R7 220.00
Cape Town	46	R33 220.00
Kwazulu Natal	48	R34 660.00

Flash Package

Event representation

- Verbal intro by MC to present your offering and directing them to your Future Guide advert
- Short 30-second video advert played on screen
- Inclusion in overview of exhibitor line-up – email to schools

Future Guide

- A reach of 35 000 readers
- A full page advert in the Future Guide magazine, including QR code

Social Media

- Two features on the RockingFuture social media platforms (TikTok, Instagram, Facebook)
- This can be used to advertise Open Days or new courses.

Why go Flash

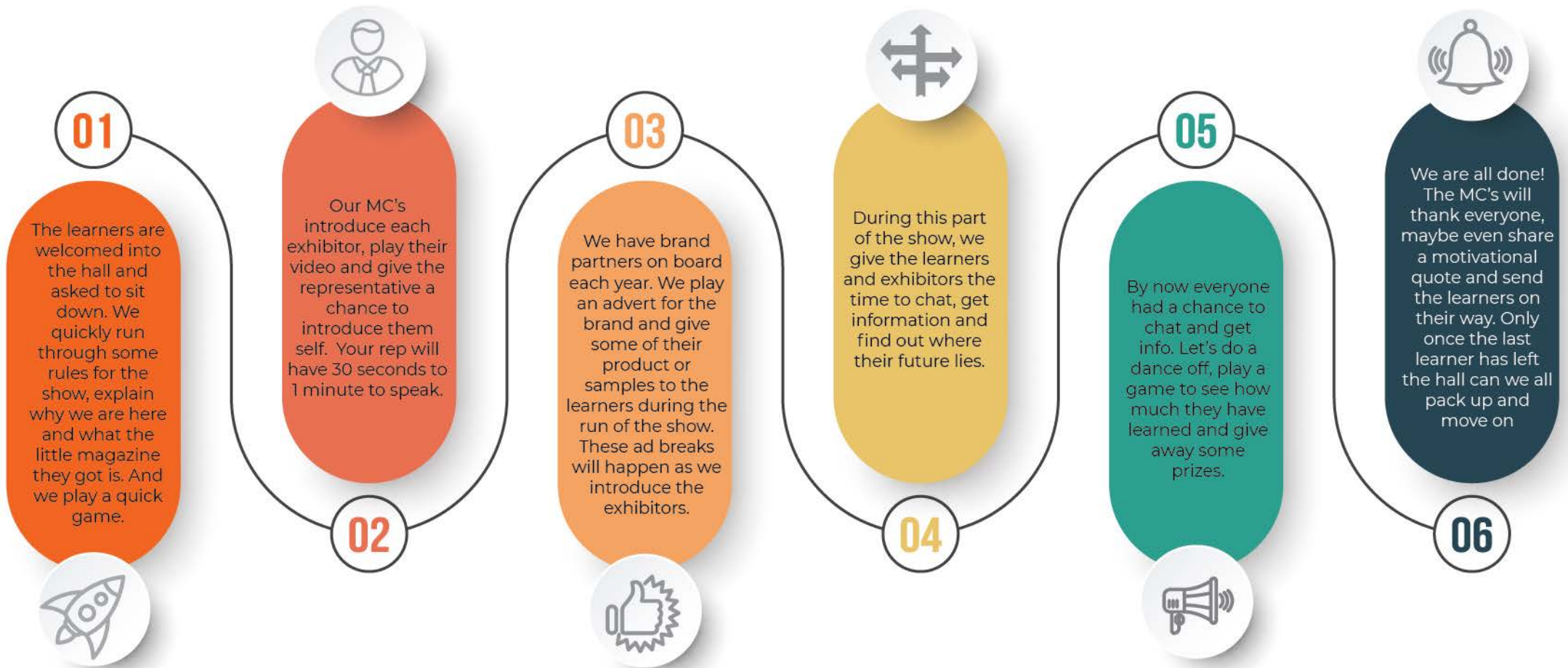
The Flash package is designed to deliver **standout visibility** for smaller institutions eager to make a big impression across a broader audience. By blending dynamic **video content** and eye-catching **print materials** with a personalized **shoutout from our charismatic MCs**, this package ensures your **unique message** is not just seen, but truly heard. Leveraging the power of **cross-platform promotion**, your institution captures attention, builds brand credibility, and **connects with prospective students** in a direct and memorable way. With the Flash package, your campaign **reaches those who matter most**, amplifying your impact and extending your reach efficiently.



Cost

Region	Schools	Cost ex VAT
JHB & Vaal	66	R24 750.00
Pretoria	35	R13 125.00
East Rand	35	R13 125.00
Port Elizabeth	10	R3 750.00
Cape Town	46	R17 250.00
Kwazulu Natal	48	R18 000.00
National	240	R90 000.00

How the show works





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 Rocking Future you will need to select an option that contains the Branding Opportunities you wish to make use of during Rocking Future - Elite, Standard, Off site or Flash.

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 Rocking Future expos in that region.

Please note that we cannot accommodate more than 30 institutions per region and as such you will need to book as soon as possible to avoid disappointment

Contact us to book your spot

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