

Top accolades for HOMEMAKERS at the EXSA Awards - fourth year in a row!

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The 2011 Gauteng 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 Sandton last week (Thursday, 3 November 2011). This is the fourth year in a row that Gauteng HOMEMAKERS has achieved top accolades in this regard.



The EXSA award 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.

HOMEMAKERS took part in a meticulous judging process by independent EXSA appointed judges at their Gauteng Expo in February this year. Their marketing campaign, promotions and features, signage, branding, safety and security, traffic flow as well as feedback from visitors and exhibitors regarding their experience of the show, were all criteria upon which the expo was judged.

Ray Abrahamse, MD of HOMEMAKERS is delighted with the award: "The standard of competition that we are up against is extremely high. It's important to remember that one competes on a national basis with a large variety of exhibition types. As part of the judging process our exhibitors gave us outstanding reviews, especially with regards to our organisational abilities and the type of quality visitor our expo attracts. 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. By claiming this title for the fourth year in a row, we trust this gives them the added assurance that they're exhibiting with 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 four similar home lifestyle shows in Gauteng, Cape Town, Durban and Port Elizabeth. It is South Africa's biggest home enhancement exhibition group and since its inception 19 years ago has proven to be the country's premier home lifestyle event.

Apart from exhibitions, the company also publishes two monthly magazines, HOMEMAKERSfair and HOMEMAKERStalk. HOMEMAKERS also run South Africa's largest home improvement portal www.homemakersonline.co.za.

For more information go to www.homemakersonline.co.za.

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- ° **Tribute to industry stalwart: Henk Louw (16 August 1939-11 September 2023)** 15 Sep 2023
- ° **Johannesburg Homemakers Fair on from 24 to 26 March at Kyalami** 13 Feb 2023
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