

messe frankfurt

# Hobby-X

**4-7 May 2023**

Kyalami Grand Prix Circuit  
and International Convention Centre

[www.hobby-x.co.za](http://www.hobby-x.co.za)

Event  
**Brochure**





# Experience the wider world of **Hobbies**

**Messe Frankfurt South Africa, a subsidiary of one of the world's leading trade fair organisers, acquired Hobby-X in 2020, the premier event for the hobby, craft and art supplies sectors in South Africa.**



Showcasing materials, equipment, gear and supplies used by crafters and hobbyist in the pursuit of their favourite pastimes. The show offers manufacturers, distributors and regional agents the opportunity to network with Trade Buyers from all over Southern Africa, with the aim of increasing their distribution channel and geographical reach.

Exhibitors also have the opportunity to interact directly with consumers, utilising demos and hands-on workshops to educate them on the benefits and applications of products on show. This interaction increases brand awareness and loyalty and grows the demand for their goods within retail outlets.

# Hobby-X 2022 | Fast Facts



**1,397**

Total Sqm's



**92**

Exhibitors



**41**

Arts & Craft Workshops



**154**

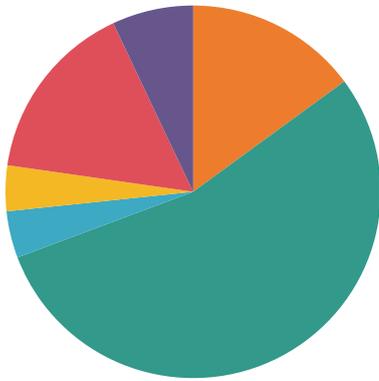
Workshop Attendees



**8,680**

Visitors

## What were our visitors interested in?

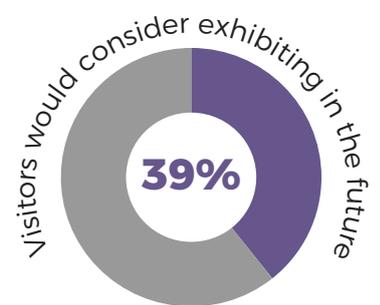
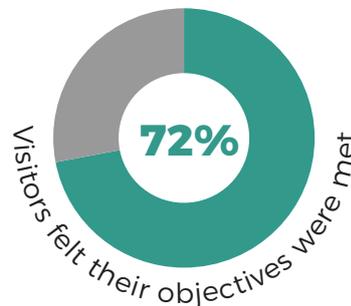
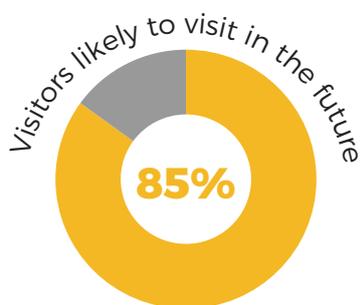


- To take advantage of the Show Specials on offer
- To see new products, innovations and market trends
- To indulge your creative side by attending a workshop
- To investigate starting a business
- To get inspiration to start a new hobby
- Family outing

## Visitors came from:



1. South Africa
2. Swaziland
3. Namibia
4. The United Kingdom
5. Zambia



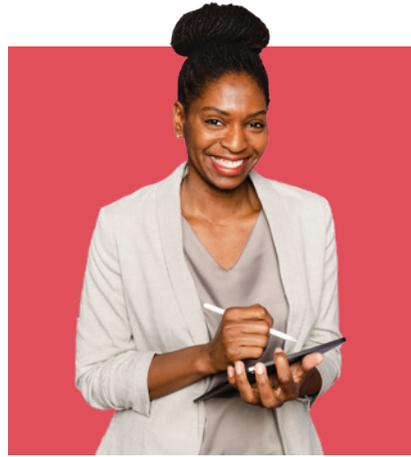
# Who visits **Hobby-X?**



## **Hobbyists & Crafters**

Enhanced experiential zones to increase value to visitors and ROI for exhibitors.

Strong marketing to promote the event to a wide audience, aimed at growing interest and involvement in hobbies



## **Independent Business Owners / Retailers / Trade Visitors**

Trade Visitor registration

Distinctive Identification for targeted exhibitor interaction

VIP Business Lounge for Exhibitor & Trade visitor meetings



## **People looking to start a Business**

Educational content on 'how to start a business' and 'how to run a small business'

# Who should **Exhibit?**

**Creator's Hub** - where uniquely crafted items are showcased and sold

**Holistic Lifestyle** - a variety of natural remedies, health and beauty products to choose from

**Artisanal Food & Beverages** - a marketplace to tantalise discerning food lovers

**Art, Craft & Scholastic** - these well-established categories continue to feature strongly at Hobby-X

**Model Boats, Trains, Woodworking and more** - introducing fun, adventure to all visitors to the event

## **Why Hobby-X?**

- Generate more sales
- Source new clients
- Increase turnover & profit
- Grow your market share
- Build brand awareness

## **Tick it off..**

- Meet the ultimate users of your products and network with trade buyers
- Be one step ahead of your competitors
- Understand what your customers want
- Widen your geographical footprint





## Existing **Categories**

Creative Hobbies & Crafts

Stationery, Scholastic & Fine Arts

Woodworking & Tools

Solutions for Printing, Cutting, 3D & Lasers

Cooking, Baking & Artisanal Foods

Handicraft Producers & Designer-Makers

Radio Controlled & Model Cars, Trains,

Planes & Boats

## New Event **Categories**

Archery

Astronomy

Baking

Birdwatching

Blacksmith

Board/tabletop games

Book discussion clubs

Botany

Breadmaking

Calligraphy

Candle making

Carving

Ceramics

Clothesmaking

Coffee roasting

Confectionery

Cooking

Craft

Crocheting

Cross-stitch

Darts

Decorating

Do it yourself

Drawing

Electronics

Embroidery

Engraving

Gardening

Glassblowing

Jewelry making

Journaling

Kite flying

Knife making

Knitting

Lace making

Leather crafting

Macrame

Magic

Mechanics

Metal detecting

Metalworking

Miniature art

Model aircraft

Model building

Origami

Painting

Photography

Plastic art

Pottery

Puppetry

Puzzles

Quilting

Radio-controlled

model playing

Railway modelling

Rubik's Cube

Sand art

Scrapbooking

Sculpting

Sewing

Sketching

Soapmaking

Tattooing

Wax sealing

Weaving

Welding

Woodworking



# Marketing **Benefits**



we reserve the right to determine what relevant content will be shared based on our content schedule and social plan

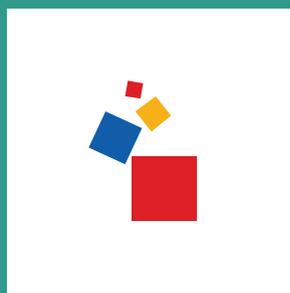
## Attracting a broader **visitor audience**

For 24 years, Hobby-X has been SA's premier hobby, craft & leisure event, focusing on traditional hobbies and also introducing new products in the Hobby world.

Messe Frankfurt's events are experiential and focus on giving consumers value for money & creating content areas for increased consumer and exhibitor interaction.

We're targeting a diverse audience that is focused on even more types of hobbies – think gaming, photography, outdoor living, DIY home brewing, baking and holistic living.

Moving Hobby-X to Kyalami Race Track increases the visitor reach to a broader geographical area & offers us easier access to an affluent audience with disposable income and ethnic diversity, right on our doorstep.



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Thank  
**You**

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