



# SHOWGUIDE

11 JUNE 2016



## BACKGROUND

The Sports Health & Fitness Exchange is an annual event aimed at fitness enthusiasts and those who follow (or seek to follow) a healthy lifestyle. Since 2013, the event has provided an opportunity for participants to take part in different activities from our offering, interact with health and fitness professionals to learn more about the best way to get on and stay on track on their healthy lifestyle journey.

The event is not just for those who are already active, it's for everyone; from those who are trying to get more information so that they can make the right decision as to what works for them, to those who are well on their way, to enthusiasts who want to stay on the right track on their fitness and healthy lifestyle journey. It's all about motivating people to get moving, healthy and fit.

The Sports Health & Fitness Exchange is held at the Moses Mabhida Stadium, the perfect venue to combine the physical activities on offer; which range from functional training classes to soccer, netball and bootcamp. The health screenings provided by the Department of Health Speaker's Corners also allow for attendees to interact with health professionals, ask questions and get information that helps them make educated decisions about their health. The exhibition showcases products and services, allowing both visitors and attendees to interact and learn more about services that they can benefit from. This combination of indoor and outdoor, individual and team activities is the perfect combination for a person who wants to visit the Sports Health & Fitness Exchange to learn more and to try different activities or for a team to join in the team soccer and netball for some healthy competition.

## TARGET AUDIENCE

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- Sport and fitness enthusiasts
- People seeking to lead a healthier lifestyle

## EVENT INFORMATION

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The Sports Health & Fitness Exchange has three main components:

### ■ EXHIBITION:

provides an opportunity for those who render services and manufacture or retail related products to exhibit and interact with potential clientele. This is a platform to showcase products, services and innovations in the sector; providing an opportunity to interact with manufactures, network with other professionals and gain exposure to products and services.

#### **Exhibition Categories**

- Product Retailers and Manufacturers
- Equipment and Maintenance
- Related Services
- Sporting Event Organizers
- Sport Tourism Operators
- Nutrition
- Training Institutions
- NPOs

### ■ SPEAKERS' CORNERS:

focused on health and fitness related topics; featuring professionals such as nutritionists, dieticians and other aspects of sports, health and fitness

### ■ SPORTING ACTIVITIES:

the event has a strong activity component that currently incorporates aerobics, football and netball

## PROGRAMME FEATURES

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- Exercise class demonstrations
  - These include aerobics, functional training, spinning
- Product demonstrations
  - Providers of training and fitness equipment provide demonstrations on the correct usage of their products
- Health screenings
  - These are provided by the Department of Health who partner in the event to provide testing for non-communicable diseases such as diabetes, hypertension and other lifestyle diseases

# PROMOTION OF THE SPORTS HEALTH & FITNESS EXCHANGE

The event is marketed in partnership with the Moses Mabhida Stadium, through their media partnerships with Independent Newspapers; specifically, The Daily News and The Mercury. Sponsorship categories that incorporate representation on media and marketing material will allow for sponsors to be represented on these platforms through the advertisements placed. Advertisements will also be placed on relevant broadcast media platforms.

A broadcast media partnership with East Coast Radio assisted in reaching a wider audience for the event whilst partnerships with Weighless through the Weighless magazine as well as their electronic and direct communication platforms is another way in which the Sports Health & Fitness Exchange will reach the target audience.



## EVENT ATTENDANCE

### EVENT DATE & TIMES

Date: 11 June 2016  
Start Time: 9:00am  
End Time: 16:00pm



## PAYMENT OPTIONS

### Individual and group tickets available on:

- On the event website [www.shfexchange.co.za](http://www.shfexchange.co.za)
- On [www.quicket.co.za](http://www.quicket.co.za) Event: Sports Health & Fitness Exchange
- At the door on the day of the event

<b>Individual Tickets</b>	<b>R60</b>
<b>Group Bookings</b>	
<b>Group Size</b>	<b>Price per person</b>
5 – 10	R55
11 – 20	R50
21 – 30	R45
31+	R40
Children aged 12 and below	Free Entry



# PARTNERS

## AQUACOOOL

Aquacool, a specialist company supplying water dispensers & purified water. We provide repairs & service to all makes of water dispensers. Aquacool owns a fleet of vehicles, providing delivery of water dispensers & purified water in and around the Durban area.

**Contact Number:** 031 563 5358

**Contact Email:** [aquacool@mweb.co.za](mailto:aquacool@mweb.co.za)

**Website:** [www.aquacool.co.za](http://www.aquacool.co.za)

## DURBAN UNIVERSITY OF TECHNOLOGY

With approximately 23 000 students, the Durban University of Technology (DUT) is located in the beautiful cities of Durban and Pietermaritzburg (PMB). As a University of Technology, it prioritises the quality of teaching and learning by ensuring its academic staff possess the highest possible qualification that they can get.

**Contact Number:** 031 373 2000

**Contact Email:** [careers@dut.ac.za](mailto:careers@dut.ac.za)

## DEPARTMENT OF SPORT & RECREATION (KZN)

The Department has adopted strategies which include, amongst others:

- Programmes that promote recreational activities
- Creation of partnerships with municipalities, business houses, to provide basic sporting and recreational facilities
- programmes that focus on development of coaches, leaders, volunteers and administrators

**Contact Number:** 083 897 9400

**Website:** [www.kzndsr.gov.za](http://www.kzndsr.gov.za)

## WEIGHLESS

Weigh-Less is the leading health and weight management company in Southern Africa and has assisted hundreds and thousands of people of all ages to lose weight successfully. Weigh-Less is based on prudent dietary principles and shows you how to tailor your weight management programme to suit your individual needs, taking cognisance of lifestyle, culture and social behaviour, as well as your food preferences.

**Contact Number:** 031 765 1600

**Website:** [www.weighless.co.za](http://www.weighless.co.za)

## SOUTH AFRICAN SUGAR ASSOCIATION

The Nutrition Department at SASA is committed to disseminating accurate information on nutrition and sugar in particular. Educational material on different aspects of nutrition, sugar and health are available. The objective of the Nutrition Department is to communicate accurate science-based nutrition information in the area of sugar and health.

South African Sugar Association  
KwaShukela,  
170 Flanders Drive  
Mount Edgecombe  
4300

**Contact Number:** 031 508 7000

**Website:** [www.sasa.org.za](http://www.sasa.org.za)

## SBU'S ACADEMY OF FITNESS (SAFIT)

Activity Partner: Aerobics

Founded in 2007 by Sibusiso (Sbu) Bhengu, a highly successful and popular fitness instructor (group training/ aerobics in Durban) who has developed SAFit into a strong health and fitness brand. SAFit provides unique services and products to the community and ensures continuous growth in its members by providing development programmes, growth opportunities.

**Contact Person:** Sbu Bhengu

**Contact Number:** 082 887 5635

**Facebook:** Sbu's Academy of Fitness

**Website:** [www.sbusacademy.co.za](http://www.sbusacademy.co.za)

## THE GREAT CAMP DURBAN

Activity Partner: Bootcamp

The Easy Way of getting fit at low costs in an outdoor camp for all people. Come and join us today and see the results for yourself.

A fun environment with a great outcome!

**Contact Person:** Phiwe Zakwe

**Contact Number:** 079 428 2585

**Facebook:** The Great Camp Durban

**Website:** [www.thegreatcamp.co.za](http://www.thegreatcamp.co.za)

## MEDIA PARTNER

### EAST COAST RADIO

East Coast Radio, East Coast Radio, also known as ECR, is a KwaZulu-Natal commercial radio station with an audience of approximately 1.5 million. It is one of the largest regional radio stations in South Africa. The station can also be heard online from its website and on channel 26 via Digital Worldspace Radio. It broadcasts from Umhlanga, KwaZulu-Natal

**Contact Number:** 031 570 9495

**Website:** [www.ecr.co.za](http://www.ecr.co.za)

## VENUE PARTNER

### MOSES MABHIDA STADIUM

The Moses Mabhida Stadium is a stadium in Durban, South Africa, named after Moses Mabhida, a former General Secretary of the South African Communist Party. It is a multi-use stadium and was one of the host stadiums for the 2010 FIFA World Cup.

44 Isaiah Ntshangase Rd  
Durban  
4001

**Contact Number:** 031 582 8222

**Website:** [www.mmstadium.com](http://www.mmstadium.com)

# EXHIBITORS

## CANCER ASSOCIATION OF SOUTH AFRICA

CANSA's purpose is to lead the fight against cancer in South Africa. Its mission is to be the preferred non-profit organisation that enables research, educates the public and provides support to all people affected by cancer.

619 Umbilo Road 4001

Durban

Kwa-Zulu Natal

4001

**Contact Number:** 031 205 9525

**Website:** [www.cansa.org.za](http://www.cansa.org.za)

## DIABETES SA DURBAN

Diabetes and wellness education

Office 62

1st Floor, Davenport Square

89 Helen Joseph Rd

Durban

**Contact Number:** 086 122 2717

**Contact Email:** [durban@diabetessa.org.za](mailto:durban@diabetessa.org.za)

**Website:** [www.diabetessa.org.za](http://www.diabetessa.org.za)

## SOUTH AFRICAN NATIONAL BLOOD SERVICE

SANBS is a non-profit organisation which provides an essential service within South Africa. It is rated amongst the best in the world in the provision of blood and blood products, as well as in relation to the research and training provided. SANBS operates across all of South Africa, with the exclusion of the Western Cape.

**Contact Number:** 0800 11 9031

**Website:** [www.sanbs.org.za](http://www.sanbs.org.za)

**Facebook:** [Facebook.com/SANBS](https://www.facebook.com/SANBS)

## DURBAN AND COASTAL MENTAL HEALTH

At Durban and Coastal Mental Health we actively work with individuals, families and communities to improve the lives of persons with intellectual and psychiatric disabilities through our Social Services across 14 districts, 7 Residential Care Centres, 8 Protective Training Workshops and 7 Day Care Centres.

3 Hatton Avenue

Sherwood, Durban

KwaZulu-Natal

4091

**Contact Number:** 031 207 2717

**Contact Email:** [dcmhmail@dcmh.org.za](mailto:dcmhmail@dcmh.org.za)

**Website:** [www.dcmh.org.za](http://www.dcmh.org.za)

**Facebook:** Isahamba Lenqola

## THE HEART AND STROKE FOUNDATION

To see fewer South Africans suffer or die from preventable heart and blood vessel diseases and stroke. To get more South Africans to adopt healthy lifestyles through raising awareness, education and research.

148 South Bridge Road

Durban

4001

**Contact Number:** 031 261 9055

**Website:** [www.heartfoundation.co.za](http://www.heartfoundation.co.za)

# EXHIBITORS

## THE SUNFLOWER FUND

Recruit and educate new donors to register on the South African Bone Marrow Registry. Fundraise to cover the the recruitment costs to grow a healthy, effective, technically diverse South African Bone Marrow Registry of committed donors. Vision - no one should die of leukemia or rare blood disorders because there is no match.

7 Derby Place  
Derby Downs Office Park  
Westville

**Contact Number:** 031 266 1148

**Website:** [www.sunflowerfund.org.za](http://www.sunflowerfund.org.za)

## TOTAM

9 Portland Crescent  
Durban North  
4051

**Contact Number:** 072 215 2215

**Website:** [World@totam.co.za](mailto:World@totam.co.za)

## XANGO

Isipingo Hills  
Durban  
4133

**Contact Number:** 082 416 7819

**Contact Email:** [Niridukhi@hotmail.com](mailto:Niridukhi@hotmail.com)

## EYAMI FITNESS AND HEALTHY LIFESTYLE

109 Maud Mfusi Street

**Contact Number:** 082 757 5000

**Contact Email:** [Eyamisa@gmail.com](mailto:Eyamisa@gmail.com)

## FOREVER LIVING

11 Ebble Place  
Sea View  
Durban  
4001

**Contact Number** 083 754 4377

**Contact Email:** [cbmthembu@hotmail.com](mailto:cbmthembu@hotmail.com)

## SHIZAYA PRODUCTIONS

Bubble Soccer  
11 Clinch Crescent  
Virginia  
Durban  
4051

**Contact Number:** 082 334 6403

**Contact Email:** [Rodney@shizayadrums.com](mailto:Rodney@shizayadrums.com)

## SIMPLY ZAMA FITNESS WEAR

27 Frey Road, Caversham  
Pinetown  
Durban  
3610

**Contact Number:** 083 779 9910

**Contact Email:** [zamathul@gmail.com](mailto:zamathul@gmail.com)





## CONTACT THE SPORTS HEALTH & FITNESS EXCHANGE

**Website:** [www.shfexchange.co.za](http://www.shfexchange.co.za)

**Facebook:** Sports Health & Fitness Exchange

**Twitter:** @shfexchange

**SMS or Phone:** 071 292 9143

**Email:** [info@shfexchange.co.za](mailto:info@shfexchange.co.za)

