

# 4 – 6 JUNE 2024

Gallagher Convention Centre | Midrand | Johannesburg

[www.deckandflooringexpo.com](http://www.deckandflooringexpo.com)



 **DECK &  
FLOORING**  
*expo*



## THE TRADE EXPO FOR SOUTH AFRICA'S DECK & FLOORING INDUSTRY



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HIDDEN DECK FASTENERS

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**WoodBiz**Africa  
Forestry / Biomass / Logyard / Sawmilling / Timber / Boards / Furniture



# ALL HANDS ON DECK FOR THE 4<sup>TH</sup> EDITION OF THE DECK & FLOORING EXPO!

The organisers of the highly acclaimed WoodEX for Africa are excited to introduce the fourth edition of the only Deck & Flooring Expo in Africa! The inaugural expo, held alongside WoodEX for Africa in 2018, received a positive welcome, and industry feedback indicated that a focused trade show for this industry is crucial to expand and explore business opportunities locally and into the rest of Africa.

Co-located with WoodEX for Africa and Big 5 Construct South Africa, previously African Construction Expo, the Deck & Flooring Expo offers exhibitors and visitors alike the opportunity to showcase their decking and flooring products and services to a highly specialised and tuned-in audience that has been cultivated for over eleven years.

With exceptional growth in trade and construction on the African continent as well as exploding global interconnectivity, prospects for doing business in and across Africa have never looked better. The Deck & Flooring Expo, together with its partners, is the ultimate platform to harness the energy and innovation of deck and flooring exhibitors on show and connect them with trade prospects, potential business partners and lucrative markets as yet untapped.

The Deck & Flooring Expo 2024 sets the stage for showcasing products and services, accessing special trade deals, getting ahead on materials and supply in and out of Africa, tapping into insights and information about the latest product developments, new technologies on the markets and innovative materials in the decking and flooring space.

Buy tools at discounted prices | Source new suppliers | Secure new clients  
Get head with the latest industry insights & technologies

**BOOKINGS FOR THE DECKING & FLOORING EXPO 2024 ARE NOW OPEN!**



## BETTER TOGETHER

**Deck & Flooring** and **WoodEX for Africa** are collocating with Africa's biggest construction expo, **Big 5 Construct South Africa**, to present the ultimate industry focused trade expo in Africa in 2024. Held for the past eleven years, Big 5 Construct South Africa expo provides a unique platform to engage with key industry stakeholders and to conduct valuable business.

Sharing space makes perfect sense, and the statistics tell the story. With the Big 5 Construct South Africa expo's 20+ participating countries, 100+ leading exhibitors and 3 500+ visitors sharing the stage with Woodex for Africa and the Deck & Flooring expos' 20+ participating countries, 100+ exhibitors and more than 3 500 visitors, the stage is set to seal great business deals, develop networking opportunities and to learn more about the various industries. **The aim for 2024 is to attract more than 8 500 visitors and more than 150 exhibitors.**

Together the expos offer added exposure for exhibitors and visitors in the timber and construction industries - from machinery, tools and equipment, fits and finishes, components, new technology and materials to concrete and cement, surfaces and finishes, digital construction and construction.

# VISITOR PROFILE

The **Deck & Flooring Expo** offers access to a full scope of available decking and flooring related products, services and expertise to a variety of sectors that regularly make use of products and/or services related to flooring and decking.

- Deck & building contractors
- Flooring installers
- Timber frame builders
- Lodge developers
- Carpenters
- Shop fitters
- Boat builders
- Property developers
- Architects
- Quantity surveyors
- Hotel & lodge facility managers
- DIY enthusiasts

## COMBINED FORECAST FOR 2024



**8 500+**  
VISITORS



**150+**  
EXHIBITORS & BRANDS



**30+**  
PARTICIPATING COUNTRIES

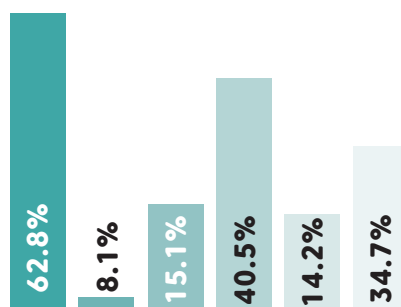


**FREE**  
WORKSHOPS & LIVE  
DEMONSTRATIONS

## VISITOR FEEDBACK

### MAIN REASON FOR VISIT:

- Evaluate new product & technology
- Evaluate the show to exhibit in the future
- Import/export opportunities
- Networking
- Access new customers
- Access new suppliers



VISITORS MAKE OR  
INFLUENCE  
PURCHASING DECISION:

**87%**



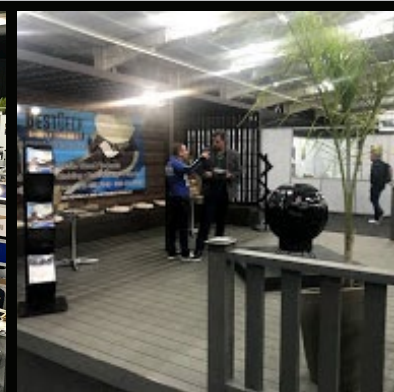
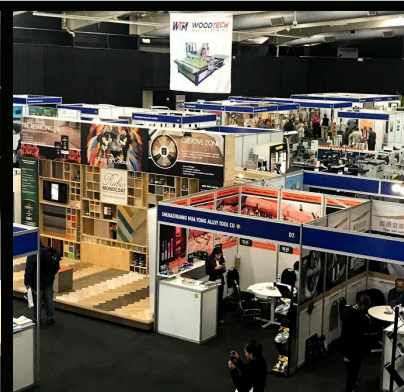
INTERNATIONAL  
EXHIBITORS:

**27%**



VISITORS WERE  
SATISFIED WITH THE  
QUALITY OF EXHIBITORS:

**85%**





# EXHIBITOR PROFILE

As Africa's first and only **Deck & Flooring Expo**, the show plays host to an exciting and comprehensive assortment of specialist exhibits relating to all things decking and flooring. From structural timber and fastening systems to sanding and staining technologies, the **Deck & Flooring Expo** has it all.

- Hardwood & softwood decking
- Composite & WPC decking
- Solid wood flooring
- Laminate & engineered flooring
- Vinyl flooring
- Cladding
- Power & hand tools
- Machinery
- Stains, sealants & varnishes
- Glues & adhesives
- Fixtures & fittings
- Posts & railings
- Deck fasteners
- Screws & hardware
- Lighting
- Structural timber & materials
- Deck & patio furniture
- Deck accessories



## WHY EXHIBIT?

HOW CAN DECK & FLOORING EXPO ADD VALUE TO YOUR BUSINESS?

Whether your goal is to launch a new product, differentiate yourself from your competitors, increase brand awareness or simply attract even more visitors to your stand, **Deck & Flooring Expo** offers a wide range of sponsorship opportunities to enhance your **Deck & Flooring Expo** experience by driving sales, showcasing products and brands before and during the event.

- Expose your company to the African market
- Sell your products and services to new and existing customers
- Create direct contact with clients and suppliers
- Increase brand awareness
- Build relationships, network and gain access to new markets
- Launch new products
- Build your database
- Increase visitor traffic to your website
- Undertake valuable market research
- Identify and recruit new distributors or partners
- Educate your customer market
- Showcase live demonstrations and action clinics
- Explore import and export opportunities
- Meet trade associations and professional bodies

## CAN YOU AFFORD NOT TO EXHIBIT AT DECK & FLOORING EXPO 2024?

Showcase your timber-related technologies, products and services at Africa's only expo dedicated exclusively to timber and woodworking machinery. Increase your footprint on the African continent and book your space today!

# THE VENUE

## GALLAGHER CONVENTION CENTRE

Gallagher Convention Centre is one of Africa's largest conference and exhibition venues. Located in Midrand, between Pretoria and Johannesburg, Gallagher is conveniently positioned in the business hub of Gauteng.



### TRAVELLING TO GALLAGHER CONVENTION CENTRE BY GAUTRAIN

With the Gautrain Midrand station conveniently located close to the Gallagher Convention Centre, **Deck & Flooring Expo** exhibitors and visitors can travel in comfort from Johannesburg and Pretoria to Midrand.

## CONTACT US

[www.deckandflooringexpo.com](http://www.deckandflooringexpo.com)

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## OFFICIAL MEDIA PARTNER

**WoodBiz Africa** is the pioneering digital trade journal for the wood-based sector in Africa. It provides in-depth news about the people, communities, services, suppliers, ideas, technologies, research, development, and innovations that add value to sustainably-managed forests.



## MEDIA & INDUSTRY PARTNERS

We are proud to have strong media, industry and association partners working with us to make **Deck & Flooring Expo** the best timber trade expo in Africa. Through our partners we have direct communication channels to reach our target audience in the most effective way, and their contribution allow **Deck & Flooring Expo** to stay abreast of the latest technology and developments within the industry. **Deck & Flooring Expo** is regularly featured and advertised in our partners' publications and newsletters, and these channels are also used to distribute free entry tickets to the event.

