

Business opportunities at City of Johannesburg's 2010 World Cup Public Viewing Area

From 11 June to 11 July 2010, the Mary Fitzgerald Square in Johannesburg's vibrant Newtown district will host the City of Johannesburg's Public Viewing Area (PVA) for the 2010 FIFA World Cup. It is anticipated that during the month more than 200,000 visitors will flock to the PVA to watch the soccer matches on big screens.

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The PVA will provide businesses with a rare marketing opportunity, allowing them to engage with the spectators by hiring exhibition, retail and food stalls at the event. Different sized stalls are available to accommodate different budgets.

The event is proving popular with local and international companies, with many stalls having been booked by corporates including Coca Cola, and organisations such as the Apartheid Museum, Ezemvelo KZN Wildlife and the Small Enterprise Development Agency.

Entertainment planned for before and after match screenings will add to the Square's festive atmosphere. The line-up will include live performances, DJ battles, food festivals, street marches from different countries and much more.

Hospitality packages are available for those spectators who wish to be a part of the vibrant PVA with the option of a more market, and warmer, indoor viewing area. Extra screens will ensure none of the action is missed, while catering, an open and waiter service will make for a relaxed experience.

The PVA has been designated by the City of Johannesburg and approved by the local World Cup organising committee. City has contracted local companies, Scan Display and Zanusi Brand Solutions, as the official event and hospitality organisers for the Mary Fitzgerald PVA.

For more information, contact Scan Display on +27 11 447 4777 or , or Zanusi Brand Solutions on +27 11 886 0502 or . Alternatively visit www.scandisplay.co.za.

To book a stall contact Chrissy at Scan Display on +27 11 447 4777 or .

To book hospitality contact Lisa at Zanusi Brand Solutions on +27 11 886 0502 or .

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