



FREE STATE UNCOVERED TOURISM FESTIVAL & EXPO

INVITATION TO BE AN EXHIBITOR

31 July 2025

Dear Potential Exhibitor and Industry Friend

We are excited to extend this invitation to you to join us as an exhibitor at Free State Uncovered 2025, a flagship tourism and hospitality showcase hosted by the Central University of Technology, Free State in partnership with the War Museum, taking place on **Saturday, 20 September 2025 at the War Museum in Bloemfontein.**

This vibrant, full-day event will spotlight the Free State's tourism, events, adventure, and hospitality offerings, providing a powerful platform to promote your brand, products, and services directly to the public, fellow industry professionals, and media partners.

We proudly confirm that OFM is our official media partners. This means all exhibitors benefit from:

- **Radio advertising, online coverage and interviews on OFM**
- A live outside broadcast from the event
- Strong digital and social media marketing in the lead-up and post-event

As part of the exhibitor package, we are also offering each exhibitor a feature in a professionally designed digital publication that will be widely circulated online, a great opportunity to share your story, showcase your services, and reach new audiences beyond the expo.

In addition, all exhibitors are invited to an exclusive Gala Networking Dinner on the evening of Friday, 19 September 2025, at the CUT Hotel School. This event will bring together tourism stakeholders, exhibitors, and key decision-makers for a relaxed evening of networking, inspiration, and celebration. Attendance at the gala dinner is at **NO EXTRA** cost.

EXHIBITION FEES:

- **Option 1: Outdoor Stall @ R700:** Includes a 3m x 3m space, table, two chairs, and nearby electricity access (exhibitors must bring their extension leads and plugs).
- **Option 2: Outdoor Stall @ R600:** Includes a 3m x 3m space, table, two chairs, with no electricity.

Free State Uncovered is more than an expo. It's a movement to elevate the Free State as a compelling, vibrant destination. We would be honoured to have your organisation represented.

I am attaching the event concept plan for you to look over. To book your exhibition space, please fill out the attached exhibitor's application form. For more information, please get in touch with us at meyerb@cut.ac.za or call 084 446 3233.

Let's showcase the best of the Free State – together. Warm regards,

Bianca de Klerk

HoD: TOURISM & EVENT MANAGEMENT

CENTRAL UNIVERSITY OF TECHNOLOGY, FS

A partnership between:





EXHIBITOR APPLICATION FORM

Return this completed form by **20 August 2025 at 17:00** to:
meyerb@cut.ac.za and an invoice and banking details will be supplied.

BUSINESS / TRADING NAME:

CONTACT PERSON:

CONTACT EMAIL:

CONTACT PHONE NUMBER:

COMPANY ADDRESS:

STALL TYPE REQUESTED (PLEASE TICK):

OPTION 1: R700

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OPTION 2: R600

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PRODUCTS/SERVICES TO BE EXHIBITED AND/OR SOLD:

REQUIREMENTS (IF POSSIBLE TO PROVIDE AND DEPENDING ON AVAILABILITY):

INVOICE DETAILS

INVOICE RECIPIENT NAME AND SURNAME

INVOICE RECIPIENT EMAIL ADDRESS:

INVOICE RECIPIENT EMAIL ADDRESS:

INVOICE RECIPIENT ADDRESS:

VAT NUMBER (IF APPLICABLE):

SIGNATURE:

DATE:



KINDLY ATTACH YOUR COMPANY LOGO FOR INCLUSION IN MARKETING AND EXHIBITOR DIRECTORY.

EXPLORE ENGAGE EXPERIENCE

...the Free State in
terms of tourism,
hospitality,
adventure, and
events.



THE CONCEPT

Prepared by the War
Museum and Central
University of Technology,
Free State (CUT)

20 SEPTEMBER 2025

EXECUTIVE SUMMARY

Free State Uncovered 2025 is a one-day tourism and hospitality expo that showcases the full spectrum of the Free State's tourism, events, and hospitality offerings. Inspired by the World Travel Market and Tourism Indaba, this locally focused version will give small towns and urban tourism businesses a platform to connect with the public, media, and potential partners. The expo features interactive zones, cultural performances, food stalls, and headline entertainment, providing a vibrant, immersive experience for all attendees.

OBJECTIVES

- Promote tourism, hospitality, and event offerings in the Free State.
- Provide exposure for small towns and lesser-known businesses.
- Create networking and business opportunities among exhibitors and attendees.
- Offer interactive and cultural experiences to attendees.
- Involve students in real-life event management.

TARGET AUDIENCE

- General public, school learners and university / college students
- Local and regional tourists
- Free State residents
- Tourism stakeholders
- Potential investors

EVENT ZONES

1. HOSPITALITY ZONE

The Hospitality Zone is the beating heart of the Free State's tourism service sector. Here, accommodation providers, boutique hotels, guesthouses, restaurants, spas, travel agencies, and tour operators will showcase their offerings in an inviting, interactive space. Visitors can browse brochures, make on-the-spot bookings, and engage with representatives ready to sell the Free State as a travel destination. Live booking demos, giveaways, and packaged experience deals will make this a dynamic zone where potential travellers become future guests.

2. ADVENTURE ZONE

Designed for thrill-seekers and families alike, the Adventure Zone is where Free Staters can test their courage! This hands-on zone will feature climbing walls, zip lines, obstacle courses, quad bike demos, archery, and more — all operated by trained professionals with strict safety protocols. Both kids and adults will be able to participate, with some possible payable activity sessions running throughout the day. Exhibitors can promote outdoor adventures, game reserves, hiking trails, and adventure travel options while attendees physically experience the excitement.

3. FOOD AND FLAVOUR ZONE

This zone is a food lover's paradise! From proudly local food trucks and farm-style cuisine to gourmet chef pop-ups and traditional dishes, Taste of the Free State offers flavour with flair. Vendors will prepare food on-site, and visitors can sample, eat, and explore culinary traditions from across the province. Expect food tastings, mini cooking demos, and possible live cook-offs. There's also room for artisanal product sellers — from biltong to local cheeses and preserves — creating a full flavour experience.



4. CULTURE AND ARTS ZONE

Step into the soul of the Free State in our vibrant Culture & Arts Zone, where tradition meets creativity. This zone will feature live cultural performances, traditional music and dance, visual arts, handmade crafts, and storytelling sessions that celebrate the province's rich and diverse heritage. From local crafters to local groups performing, visitors will experience an immersive journey through the artistic heart of the Free State. It's a space to connect, learn, and appreciate the region's unique identity and the people who bring it to life.

5. YOUTH AND EDU ZONE

The Youth & Edu Zone serves as an innovation and inspiration space where the future of tourism is on display. CUT's Tourism and Hospitality students will present their projects, interactive models, and entrepreneurial ventures. Career guidance, study opportunities, and insights into tourism careers will be provided through info booths, fun skill-based challenges, and a "Career Wall." The zone also welcomes youth-focused partners like SANParks Youth Programmes, SETAs, and other institutions who are shaping future tourism leaders.

6. PERFORMANCE ZONE

Centrally located and professionally managed, the Performance Zone is the energy hub of the event. From soulful acoustic sets and traditional dance to choir performances and the grand finale celebrity concert, this primary stage will keep energy levels high throughout the day. Seating will be available near the stage, and roaming MCs will keep the crowd informed and engaged. All entertainment will be scheduled to complement the flow of the event, ensuring consistent visitor engagement and drawing traffic across all zones. Performances to be looking forward to include:

- **Brendan Peyper**
- **Liam Black**
- **Logan Pietersen**
- **Mangaung Marimba Band**
- **Grey College Boereorkes**
- **Grey College Gumboot Dancing Group**
- **Additional acts to be confirmed**

TICKETING AND ENTRY

Tickets for Free State Uncovered 2025 will be available for purchase through Computicket in advance, ensuring ease of access for all attendees. To maintain a smooth and secure entry process, each ticket holder will receive a colour-coded wristband at the gate, indicating valid access for the day. Entry fees are as follows:

- **Adults:** R120.00
- **Children (under 12):** R60.00
- **Pensioners:** R80.00
- **Children under 5:** Free Entrance

Attendees who did not pre-purchase tickets can still pay at the gate using card or cash payments. Security personnel and access control will be stationed at all entrances to verify wristbands and ensure a safe, ticketed event.



EXHIBITOR PACKAGES

All Free State Uncovered 2025 exhibition spaces will be outdoors, offering a high-impact platform to showcase your brand in an open-air setting. We offer two types of outdoor exhibition stalls:

- **Outdoor Stall (R700.00) with basic electricity access:** This stall includes a 3m x 3m space with a table and two chairs. An electricity point will be available nearby, but exhibitors must bring their extension leads and plugs to connect.
- **Outdoor Stall (R600.00) with no electricity access:** This stall includes a 3m x 3m space with a table and two chairs.

Please Note:

- All exhibitors must bring their gazebo or canopy for cover.
- Branding and signage are the responsibility of each exhibitor.
- Two complimentary entry passes are included per stall.
- Setup will take place on Friday, 19 September 2025, from 15:00 and on the event morning between 06:00 and 08:00.
- Breakdown must be completed by 22:00 on the same day, 20 September 2025

MARKETING AND PROMOTION

CHANNELS:

- Social Media (Facebook, Instagram, TikTok, LinkedIn)
- Radio ads (media partnership with OFM)
- Posters at various locations
- Hashtag Campaign:
 - #FreeStateUncovered
 - #ExploreExperienceEngage

PROGRAM OVERVIEW

TENTATIVE AND SUBJECT TO CHANGE

- **09:00:** Opening Ceremony – Welcome by CUT and War Museum
- **09:10 – 21:00:** All Zones Open and **OFM will broadcast live from the event**
 - **09:10 – 10:00:** Heritage Walk guided by Mr Tony Horn from Bush Junkies
 - **10:00 – 12:00:** Tourism industry and career talks in the Auditorium
 - **12:00 – 15:00:** Cultural acts (local performers from Bloemfontein)
 - **15:00 – 16:00:** Logan Pietersen
 - **16:00 – 17:00:** Chiors / MC / Sound Checks
 - **17:00 – 18:00:** Liam Black
 - **18:00 – 19:30:** Night at the Museum
 - **19:30 – 20:00:** Build-up to the Headline Concert
 - **20:00: Headline Concert: Brendan Peyper (Main Stage)**
- **21:00:** Event concludes

PROJECT CONTACT PERSONS

CENTRAL UNIVERSITY OF TECHNOLOGY, FS

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WAR MUSEUM

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adventure safaris

THANK YOU