

FashionGHANA.com Presents

# WEEK ACCRA FASHION WEEK

CHILLY RAINY 2020

ACCRA FASHION FAIR

27TH-29TH MARCH'20



# GENERAL

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Accra Fashion Fair is a designer and exhibitor lounge hosted within Accra Fashion Week of which the next is set to take place from the 25<sup>th</sup> to the 30<sup>th</sup> of March 2020. To date Accra Fashion Week is Africa's biggest fashion event with the most international and diverse audience in Ghana. Our aim is to bring clients and fashion buyer from in and around Africa to congregate at a single location where all their fashion desires are simply just a vendor away.

The Accra Fashion Fair will be hosted for 3 days during the fashion week from Friday the 27<sup>th</sup> - Sunday the 29<sup>th</sup> March 2020, inside the International Conference Center. The fairs will open from 12pm in the afternoon until 11pm at night. The layout as shown on the layout page will allow exhibitors to host their products in the path way. Meaning entrants and guests for all shows are obliged to walk through giving vendors 100% visibility during the Fashion Week.

Vendors will also obtain maximum exposure as their products will be heavily advertised on our social media pages and website prior to the show, allowing potential clients to prepare for the purchases in advance prior to their attendance.





# LAYOUT & STANDS

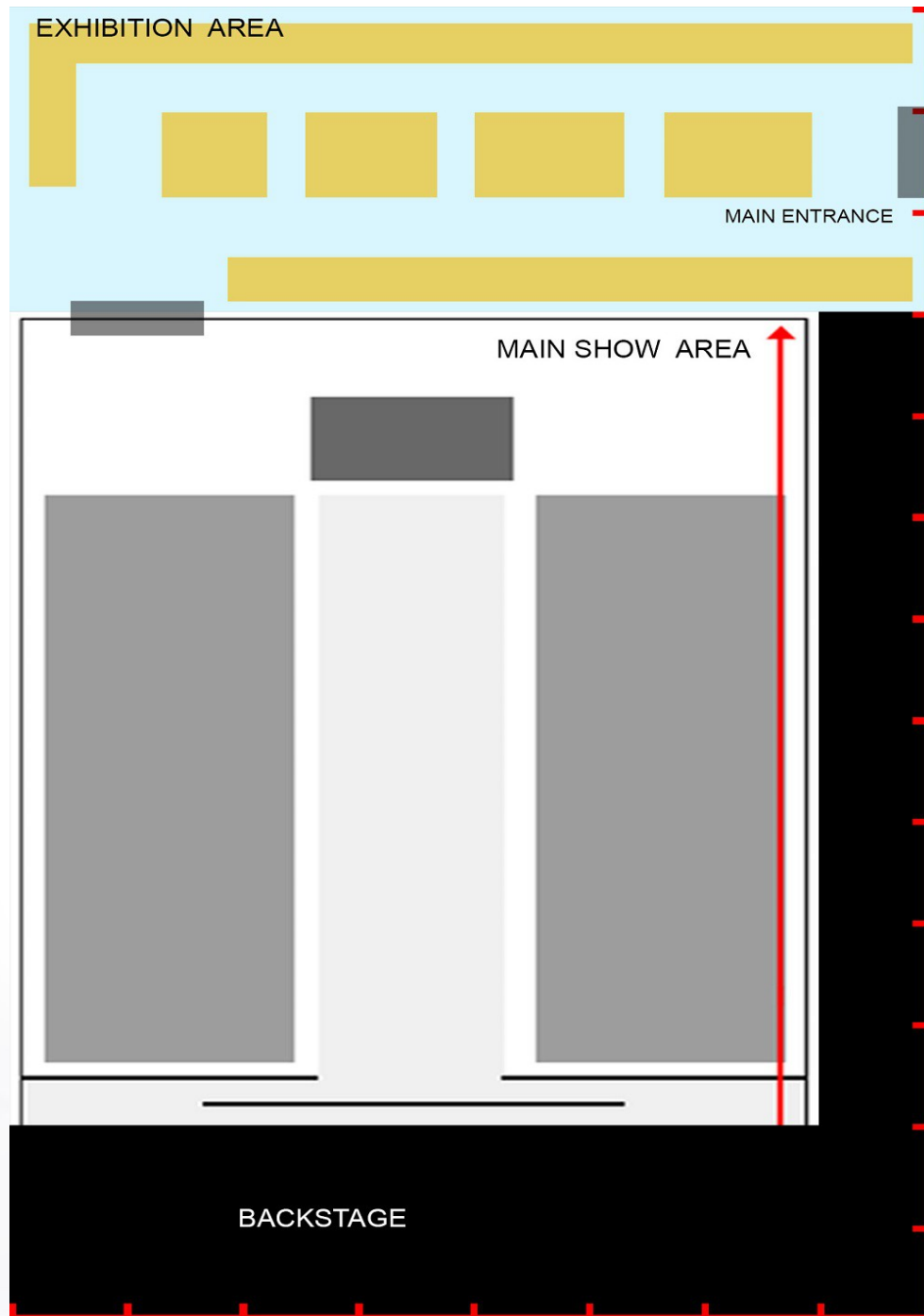
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BRANDED STAND AT ACCRA FASHION WEEK



# FLOOR PLAN

The area of the Grand Arena inside the international Conference Center is 40m x 65m. 40m x 15m will be allocated to the exhibition lounge. In the diagram, each red square space is 5 meter. Exhibitions will be panelled along the walls, whilst the middle area will be reserved for decoration, seating and waiting facilities and/or corporate exhibitors.



# AUDIENCE

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At Accra Fashion Week, unlike many fashion shows in Africa, we target our audience. Prior to our event, hundreds of invites are sent out to CEOs, embassies, Gvt workers and minister, media, Expats, style influencers, media and more. Our paid promotion is directed at such also, working towards a consumer orientated audience.

Our social media handlers are also tasked to send invites to commenters and followers on alternative sales pages. Their focus is to target commenters that request prices and make orders on other social media pages.

Previous shows have generally reflected a 40% Women to 60% Men ratio. Our age range spans from 25-40. With 70% Ghanaian and 30% foreigners. Our objective is to develop a more fashion and style conscious influence over the city of Accra.





# PROMOTION

Despite our orchestrated target audience, we also have a great amount of promotion executed to the general public that will be executed around the Fair and the fashion week as a whole. Accra Fashion Week will receive extensive promotion, all of which will include the exhibition. Examples of such promotion will be 5-10 Billboards at key spots in Ghana. Radio & TV Advertise prior to the show. Paid online promotion. 10,000 handed out in and around Accra, as well as the general audience from our website as seen below.

Day	Pages	Hits	Bandwidth
01 Sep 2019	5,277	11,901	1.66 GB
02 Sep 2019	3,491	7,116	1.45 GB
03 Sep 2019	1,720	4,119	604.82 MB
04 Sep 2019	3,593	10,934	1.72 GB
05 Sep 2019	5,159	10,895	1.24 GB
06 Sep 2019	4,856	9,597	877.00 MB
07 Sep 2019	4,852	9,012	760.11 MB
08 Sep 2019	4,017	7,910	885.78 MB
09 Sep 2019	4,616	8,371	949.38 MB
10 Sep 2019	5,868	10,152	779.65 MB
11 Sep 2019	5,115	9,387	1.22 GB
12 Sep 2019	7,705	12,222	881.06 MB
13 Sep 2019	2,742	7,453	860.89 MB
14 Sep 2019	2,298	5,390	706.99 MB
15 Sep 2019	2,609	5,654	879.78 MB
16 Sep 2019	6,012	9,574	861.82 MB
17 Sep 2019	4,905	9,443	1.01 GB
18 Sep 2019	4,509	8,452	1.17 GB
19 Sep 2019	3,385	8,161	902.25 MB
20 Sep 2019	3,780	8,452	1.02 GB
21 Sep 2019	3,639	7,824	862.06 MB
22 Sep 2019	12,560	20,154	1.06 GB
23 Sep 2019	7,956	13,146	1.00 GB
24 Sep 2019	4,962	11,031	1.05 GB
25 Sep 2019	4,384	9,467	1.21 GB
26 Sep 2019	3,981	8,677	1.01 GB
27 Sep 2019	4,136	10,555	1.17 GB
28 Sep 2019	7,043	11,174	927.67 MB
29 Sep 2019	7,263	10,387	1.07 GB
30 Sep 2019	11,787	20,423	1.22 GB
Average	5,140	9,901	1.03 GB
Total	154,220	297,033	30.76 GB

Day	Pages	Hits	Bandwidth
01 Aug 2019	8,846	11,778	1.03 GB
02 Aug 2019	2,530	6,709	1.23 GB
03 Aug 2019	2,100	5,176	1.35 GB
04 Aug 2019	3,195	7,175	1.17 GB
05 Aug 2019	2,395	5,536	1.29 GB
06 Aug 2019	2,809	6,310	1.13 GB
07 Aug 2019	5,577	13,166	1.73 GB
08 Aug 2019	3,493	9,602	1.05 GB
09 Aug 2019	3,111	7,080	743.80 MB
10 Aug 2019	4,533	8,216	681.69 MB
11 Aug 2019	2,394	6,175	884.56 MB
12 Aug 2019	2,646	6,411	839.04 MB
13 Aug 2019	2,003	5,439	779.06 MB
14 Aug 2019	5,159	9,452	1.35 GB
15 Aug 2019	4,901	9,884	853.72 MB
16 Aug 2019	3,009	6,111	1.03 GB
17 Aug 2019	3,582	6,458	615.75 MB
18 Aug 2019	5,672	10,295	936.15 MB
19 Aug 2019	7,390	12,367	1.12 GB
20 Aug 2019	2,209	6,281	1.05 GB
21 Aug 2019	2,141	5,033	933.66 MB
22 Aug 2019	2,451	6,242	1.10 GB
23 Aug 2019	2,992	6,379	792.75 MB
24 Aug 2019	8,235	11,581	552.77 MB
25 Aug 2019	3,507	6,722	629.96 MB
26 Aug 2019	5,692	10,830	871.56 MB
27 Aug 2019	3,152	8,091	1.18 GB
28 Aug 2019	2,258	6,295	872.65 MB
29 Aug 2019	5,290	12,306	1.06 GB
30 Aug 2019	4,306	7,439	683.11 MB
31 Aug 2019	2,835	4,950	650.75 MB
Average	3,884	7,919	987.41 MB
Total	120,413	245,489	29.89 GB

Day	Pages	Hits	Bandwidth
01 Oct 2019	7,132	12,149	1.04 GB
02 Oct 2019	3,522	9,243	1.34 GB
03 Oct 2019	5,289	10,519	1.30 GB
04 Oct 2019	5,580	11,675	1.24 GB
05 Oct 2019	2,852	6,828	801.62 MB
06 Oct 2019	2,975	7,458	1.48 GB
07 Oct 2019	3,700	8,866	1.06 GB
08 Oct 2019	7,209	10,999	964.60 MB
09 Oct 2019	1,269	4,569	718.25 MB
10 Oct 2019	17,373	26,074	2.62 GB
11 Oct 2019	8,227	16,860	2.68 GB
12 Oct 2019	6,572	12,383	1.39 GB
13 Oct 2019	14,903	21,162	2.21 GB
14 Oct 2019	11,359	19,216	2.09 GB
15 Oct 2019	7,140	13,937	1.67 GB
16 Oct 2019	4,807	11,115	1.56 GB
17 Oct 2019	6,327	11,557	1.33 GB
18 Oct 2019	4,351	10,084	3.50 GB
19 Oct 2019	3,280	7,833	1.13 GB
20 Oct 2019	8,782	12,555	846.26 MB
21 Oct 2019	6,495	12,237	1.40 GB
22 Oct 2019	6,368	11,522	1.04 GB
23 Oct 2019	6,646	11,251	1.28 GB
24 Oct 2019	6,267	12,087	1.45 GB
25 Oct 2019	4,033	7,930	920.09 MB
26 Oct 2019	4,338	9,549	2.26 GB
27 Oct 2019	4,252	9,608	3.34 GB
28 Oct 2019	3,554	7,406	803.14 MB
29 Oct 2019	1,122	2,419	306.37 MB
30 Oct 2019	0	0	0
31 Oct 2019	0	0	0

# REGISTRATION

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Charges are usually set for two groups...

## **Standard Exhibitor Package:**

This is for Sole Traders 3 x 3m stand  
1000ghs/ \$180

## **Corporate Exhibitor Package:**

This international organisations/brands/companies 3 x 6m stand. This deal also comes with Some Branding Benefits, logo on website and other promotional materials.  
1500Ghs/\$270

# CATEGORIES

exhibitors and vendors are categorized to ensure that there's more variety for shoppers. This categorization will ensure that vendors see different interesting items across different categories of fashion and lifestyle as they move from stand to stand. This categorization will also ensure that guests are fully aware where to go directly for their desired goods. The categories go as follows....

- Beauty & Skin Products
- Hair from 1 & Make Up
- Jewelry
- Womens Clothes from 1 & Shoes & Bags
- Mens Clothes
- Corporate Exhibitors Sponsors
- Ancillary

# EARLY/LATE REGISTRATION

Early registrars before the 3rd of January will receive \$15 discount on the requested stand.  
Registrars before the 31st of January will have their business details advertised in 2000 brochure.  
Late registrars after the 1st of March will need to pay a 10% late registration fee if there is room

# PROVISIONS

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All exhibitors will be provided the following

- A branded backdrop with your logo or imagery
- A table, two chairs and electric sockets
- Option to create your own customized set up and design at your own cost
- Option for us to create a customized set for you at your cost
- Access to shows on all days

Payment methods

Registrars are capable of paying the following methods

Bank Payment Ghana (Precision O Ltd)

Bank Payment UK (Miss West Africa Ltd)

Paypal

Visa/Debit Card (via website)

Mobile Money

In Addition

Accra Fashion Week will also host competition at the fair aimed at encouraging people to enter. Tickets will also be giving to exhibitors at very low costs to hand out to buyers who buy from them to enter the main show. That way our guests will be encouraged to buy from the exhibitors in order to enter.

# CONTACT

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*THANK  
YOU*