

# Pendoring debuts at Markex

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The Pendoring Advertising Awards, which will this year promote and reward Afrikaans advertising for the 17th consecutive year, will be making their debut at Markex, the annual marketing, promotions and special events exhibition that will take place at the Sandton Convention Centre from 7-9 June.



*Pendoring GM*

*Franette Klerck:*

*"Pendoring truly sets the pace this year, not only with several new categories providing for current advertising practices and applications, but also by the doubling the prize money for the Prestige winner."*

In 2010, over 10 447 visitors seized the opportunity to make direct contact with over 300 suppliers of marketing, promotion eventing and branding goods and services at the definitive exhibition for the marketing, promotions and event industries.

"As Markex offers Pendoring an excellent opportunity to spread its message to a wider audience, by showcasing visual material of the 2009 and 2010 Pendoring winners, as well as a show reel containing award-winning Afrikaans advertising depicting the Pendoring's growth over the years, we decided that the Pendoring Awards should be part of the exhibition this year," explains Pendoring GM Franette Klerck.

She believes that Pendoring truly sets the pace this year, not only with several new categories providing for current advertising practices and applications, but also by the doubling the prize money for the Prestige winner.

Instead of the usual R25 000 for the Prestige winner, the prize money has been increased to a whopping R50 000 for the overall winner's overseas study trip, while the overall student winner will bag a R10 000 study bursary, as well as internship at Ogilvy Johannesburg.

"In addition, the company producing the overall winning advertisement will again receive the welcome bonus of advertising space/air time of R2,2 million from participating Pendoring partners," says Klerck.

Brochures and pamphlets containing comprehensive Pendoring information, entry categories, prizes and important dates will be available at the Pendoring stall.

- The 2011 Pendoring campaign, which was conceptualised and created by Ogilvy Johannesburg, kicks off on 23 May. The Pendoring awards evening at Vodaworld, Midrand, takes place on Friday, 21 October.

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