

WCPDF

WESTERN CAPE PROPERTY
DEVELOPMENT FORUM

Sponsorship and Exhibition Prospectus



Western Cape Property
Development Forum

FUTURE



13th ANNUAL CONFERENCE

CITY PERFECT

WED 24 - THURS 25 JUNE 2026 | CAPE TOWN INTERNATIONAL CONVENTION CENTRE

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FUTURE CITY PERFECT

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ABOUT WCPDF

The WCPDF is a registered non-profit organisation (246-760 NPO) founded in 2008 to create awareness and address the challenges that face the property development and construction industry.

Its membership today reaches well into the thousands, and represents the full production line of private and public property projects and associated infrastructure provision. The WCPDF is also actively engaged in education and transformation of our industry.

With a voluntary Management Committee of 43 representing 14 industry associations as well as individual professionals involved in the day-to-day business of our industry, the WCPDF actively engages government to provide input and feedback on draft legislation and policy. While the industry is always impacted by national legislation, the most critical development issues tend to occur at regional and municipal levels, and this is where the WCPDF's chief focus lies. Our primary mandate is to create a vibrant economy for all stakeholders in the Western Cape and, beyond that, South Africa.

For more about the WCPDF, visit www.wcpdf.org.za



HOW WILL YOU BENEFIT FROM THE WCPDF CONFERENCE?

The WCPDF annual conference has become a major event on the South African property development and construction industry calendar.

Recognised for **uniting thought leaders** from both the public and private sectors, this event has become a **catalyst for meaningful dialogue and collaboration** - driving **innovation, investment, and growth** across the industry.

For attendees, sponsors, exhibitors, and advertisers, it's a **premier platform for networking and engagement**. Attendees span the full Built Environment ecosystem - from large and micro-developers to consultants, contractors, financiers, legal experts, and key government decision-makers.

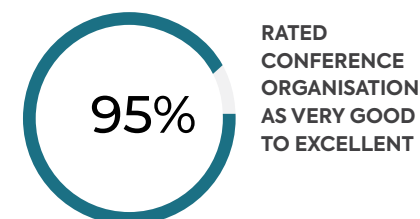
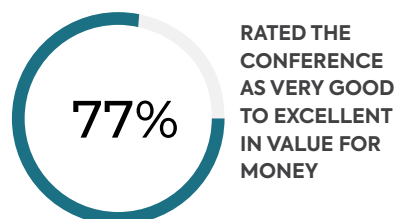
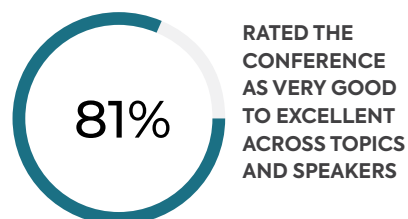


Become a member of
WCPDF and qualify for
members discount



We've seen steady growth each year, attracting delegates from across South Africa and beyond. In 2026, we're aiming to welcome over 500 participants – our biggest event yet.

To learn more about previous WCPDF Annual Conferences, please visit the Events section of the [WCPDF website](#).





WELCOME MESSAGE FROM WCPDF

It's time to look ahead
and ask the big question:
How do we plan and build
our Future (City) Perfect?

Urban activist and author Jane Jacobs described cities as living ecosystems—thriving on diversity, density, and community-driven planning. But are we achieving that vision in our own evolving urban landscapes, from metros to towns across the Western Cape and beyond?

UNDER THE THEME “FUTURE (CITY) PERFECT,” OUR 2026 EVENT WILL EXPLORE THE FOLLOWING KEY TOPICS:



BUILDING A PRODUCTION PIPELINE FOR THE FUTURE (CITY) PERFECT: What's next in global trends? How will design, management, and regulation evolve with AI? Are we ready to insure the future?



FUNDING THE CITIES OF THE FUTURE: What new revenue streams will power local and regional growth? Are mega-cities on our horizon? Where will global investors place their bets — urban, rural, or both?



REBUILDING OUR CAPACITY TO BUILD FUTURE CITIES: People power the industry — but do we have the skills to match our ambitions? How are education, industry, and government working to rebuild the talent pipeline for the future?



REALISING A REALISTIC TRANSPORT VISION: Is our transport strategy driving real economic growth? How will new business hubs, airports, and ports reshape mobility? What can we learn from countries like ours to build smarter, connected cities?



THE URBAN DESIGN-LED FUTURE: Why is urban design so important in South Africa now, and how can urban design be profitable? Let's look at the business case.



As the WCPDF, we look forward to having you in the room with us in 2026 as we all get on track to create our Future (City) Perfect.

Alwyn Laubscher, Convenor, WCPDF 2026 Conference Workgroup

STANDARD RECOGNITION AND BRANDING BENEFITS

Each sponsorship and exhibition opportunity includes the following:

ACKNOWLEDGEMENT AS SPONSOR OR EXHIBITOR

(via logos) in pre- and post-conference emails and newsletters.

THE RIGHT TO USE THE WCPDF 2026 CONFERENCE LOGO

for your own marketing purposes.

COMPANY LOGO ON THE SPONSORS AND EXHIBITORS PAGES

in the official conference booklet.

A PROFILE ON THE CONFERENCE WEBSITE

including company logo, 200-word company profile, one marketing/product video, links to company website and social media platforms, additional links to company or product brochures.

RECOGNITION BY THE MASTER OF CEREMONIES (MC)

during opening remarks each day.

Important To Note

- Prices include VAT at 15%.
- Each exhibitor package includes two exhibitor passes, which now grant full access to all conference sessions, in addition to lunch, refreshment breaks, and networking events. While these passes offer the same access as complimentary registration passes, they are designated as Exhibitor badges to support event logistics and engagement tracking.
- Complimentary registration passes are for full conference attendance and include access to all conference sessions, lunch, refreshment breaks, and networking events.
- The exhibition area will be co-located with the conference catering and refreshment areas.
- The exhibition area will be located in the Jasminum and Strelitzia Conservatories/Restaurants, and the Clivia Conservatory.
- The exhibition area opening hours are 07:30 – 19:30.
- The exhibition manual with all optional extras will be available closer to the conference dates.

Your WCPDF Conference Partnership Contacts

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“Great place
to have all the
trendsetters in
property under
one roof”

SPONSORSHIP OPPORTUNITIES

Networking Events

(Choice of Day 1 or Day 2)

Investment: R89 500 per day

A networking event will be held at the end of each conference day in the exhibition area. This exclusive package includes the opportunity to welcome attendees on arrival with a brief address.

In addition to the standard recognition and branding benefits, this sponsorship includes the following:

- A 5-minute welcome address by your representative at the networking event (optional).
- Showcase your brand in the networking area with prominent sponsor-supplied branding.
- **3 complimentary registration passes.**

Conference Booklet

Investment: R68 500 (Exclusive)

The official conference booklet is included in every conference bag and serves as a valuable post-conference reference.

In addition to the standard recognition and branding benefits, this sponsorship includes the following:

- Display of your logo on the front cover of the booklet.
- A full page within the opening/ welcome section for your editorial content (aligned with the conference theme) or an advertisement.
- **3 complimentary registration passes.**

Conference Bags

Investment: R82 000

(Exclusive)

High-quality, locally sourced keepsake conference bags — supporting South African communities — will be given to each attendee at registration. Your logo will appear on the bag. Please note that the organiser will handle procurement and branding on your behalf.

In addition to the standard recognition and branding benefits, this sponsorship includes the following:

- **3 complimentary registration passes.**



SPONSORSHIP OPPORTUNITIES

Session Partner

Investment: R41 000

In addition to the standard recognition and branding benefits, this sponsorship includes the following:

- Acknowledgement in the programme with a “Brought to you by...” byline.
- Opportunity to screen a 1-minute video as attendees enter the session.
- Recognition by the MC at the start of the session, accompanied by your company logo displayed on screen.
- **2 complimentary registration passes.**

Keynote Partner

**Investment: R47 850
(Only 2 high-profile Keynote sessions available)**

In addition to the standard recognition and branding benefits, this sponsorship includes the following:

- Acknowledgement in the programme with a “Brought to you by...” byline.
- Opportunity to screen a 1-minute video as attendees enter the session.
- Recognition by the MC at the start of the session, accompanied by your company logo displayed on screen.
- **2 complimentary registration passes.**



“The conference was brilliant”

SPONSORSHIP OPPORTUNITIES

Working Lounge

SOLD

NEW

Investment: R45 750 (Exclusive)

Host a working lounge in the exhibition area, providing a showcase for your brand within a designated area that will attract attendees with comfortable seating and plug points.

- Design your own comfortably appointed shared workspace and provide a host from your team to welcome guests.
- Personalise the lounge with your branding – bring pop-ups or discuss with us the best way to showcase your brand in the space (optional, at sponsor's expense).
- **Suggested Layout 1 – Lounge**
Style: 1 x lounge pocket, 1 x 4-seater table, 1 x 6-seater high table, 1 x branded charging cocktail table.
- **Suggested Layout 2 – Café**
Style: 3 x 4-seater tables, 1 x 6-seater high table, 2 x branded charging cocktail tables.
- Option to add a barista coffee bar to entice the conference attendees with delicious coffee served by charismatic baristas (optional, at a discount of 15% on the standard 2-day Barista Coffee Bar package).
- **2 complimentary registration passes.**

Barista Coffee Bar

Investment: R27 350 for 1 day

R49 750 for 2 days (limited to 5 per day)

Perk up the conference attendees with delicious coffee served by charismatic baristas. Extend your message by providing branded disposable cups, cup sleeves, branded mugs (optional, at sponsor's expense)

In addition to the standard recognition and branding benefits, this sponsorship includes the following:

- Full barista coffee bar provision — all costs for coffee machines, baristas, coffee, and consumables are covered by the conference.
- Branding of the coffee bar with your logo or a custom design (using a template supplied by the organiser), ensuring high-visibility exposure throughout the day.
- **Complimentary Full Conference Registration Tickets**
1-day package: Not applicable
2-day package: 2 complimentary registration passes

Please note: The barista coffee bars are an additional offering to the standard tea and coffee service provided in the exhibition area and are open all day.

SPONSORSHIP OPPORTUNITIES

NEW



Hydration Station

Investment: R28 250

Position your company as a champion of sustainability, health, and wellness by sponsoring a hydration station in a high-traffic area of the exhibition. This branded water refill point offers continuous visibility throughout the day as attendees return to hydrate and recharge.

In addition to the standard recognition and branding benefits, this sponsorship includes the following:

- Full hydration station setup — all costs for water, dispensers, fruits, unbranded glassware, staff assistance, refills, and consumables are covered by the conference.
- Branded back wall at the station (template for design supplied by organiser).
- Opportunity to provide **branded reusable water bottles or cups** (at sponsor's expense).

Please note: The hydration station is an additional offering to the standard water cooler service provided in the exhibition area and is open all day. No complimentary registrations included.

Innovation Showcase

Investment: R22 000 incl. VAT per slot, R15 000 incl. VAT per slot for exhibitors

Demonstrate your product, equipment, or services in 10-minute slots at the Showcase Stage in the Exhibition Hall. The stage provides a dedicated showcase opportunity to an engaged audience followed by a brief Q&A, and the chance to continue the discussion at your exhibition stand thereafter. A full schedule of showcase session will be advertised on the Conference website.

In addition to the standard recognition and branding benefits, this sponsorship includes the following:

- A 10-minute slot on the Showcase Stage, located within the exhibition area, including audio visual.
- Acknowledgement in the schedule of demonstrations on the Conference website.
- Recognition by the MC at the start of the session, accompanied by your company logo displayed on screen.

SPONSORSHIP OPPORTUNITIES

Lunch Break

(Choice of Day 1 or Day 2)

Investment: R16 150 per day

Take ownership of a lunch break in the exhibition area, with the opportunity to showcase your logo and branding at key catering points. Let's collaborate on ideas to make this lunch break truly reflect your brand!

In addition to the standard recognition and branding benefits, this sponsorship includes:

- Branding throughout the catering area (e.g., tablecloths, banners, signage — at sponsor's expense).
- Opportunity to distribute promotional items or branded literature to attendees during the break (optional, at sponsor's expense).

Please note: No complimentary registrations included.



Charging Station

Investment: R6 150 (Limited to 2)

Provide attendees with a convenient charging option in a high-traffic area of the exhibition while increasing your brand visibility.

- The charging unit has an 18 TFT LED display which can be used to display your video content.
- 8 lockable charging bays.

Please note: No complimentary registrations included.

SPONSORSHIP OPPORTUNITIES

Name Badges and Lanyards

Investment: R14 050

Each attendee will wear a personalised name badge with a lanyard for the duration of the conference, providing continuous visibility for your brand. Your logo will appear alongside the WCPDF 2026 logo on both the badge and lanyard.

Please note that the organiser will handle procurement and branding of the name badges and lanyards on your behalf.

This sponsorship only includes the standard recognition and branding benefits.



Notepads and Pens

Investment: R18 650

Each attendee will receive a branded notepad and pen in their conference bag, featuring your logo alongside the WCPDF 2026 logo — providing ongoing visibility during and after the conference.

Please note that the organiser will handle procurement and branding of the notepads and pens on your behalf.

This sponsorship only includes the standard recognition and branding benefits.



Photography Sponsor

Investment: R22 500

Capture the moments that matter most. As the photography sponsor, your brand will be front and centre in the visual storytelling of WCPDF 2026. This sponsorship offers high-impact exposure via the conference photo galleries and a professionally produced highlights reel which will be distributed across our digital platforms and archived for ongoing visibility.

In addition to the standard recognition and branding benefits, this sponsorship includes the following:

- Brand logo placement on the official highlight video.
- “Brought to you by...” in promotional and marketing.

Please note: No complimentary registrations included.



“ [WCPDF provides] Engagement on uncomfortable conversations honestly and different ways of promoting collaboration to benefit all groups”.

SPONSORSHIP OPPORTUNITIES

CPD Sponsor

NEW

Investment: R22 500

A highly visible branding position as each attendee will need to scan a sign with your logo on it in order to claim their CPD points. The CPD certificates that are issued will also incorporate your logo.

This sponsorship only includes the standard recognition and branding benefits, and no complimentary registrations are included.



ADVERTISING OPPORTUNITIES



Printed Advertisement in the Conference Booklet

- **Double-page advertisement in our A5 Conference Booklet – R13 050**
- **Full-page advertisement in our A5 Conference Booklet – R8 950**
- **Half-page advertisement in our A5 Conference Booklet – R4 600**

Conference Bag Insert

Investment: R6 850

Include your A5 pamphlet in every conference bag — personally handed to each attendee at registration for maximum reach and visibility.

EXHIBITION OPPORTUNITIES

Standard 9m² Exhibition Stand

Investment: R41 750

3m x 3m exhibition stand package includes:

- Tension fabric walls, fascia name board, carpeting, illumination (2 longarm lights), and an electrical plug point (15 amp).

Note: The fabric walls can be printed on (highly recommended) – for the exhibitor's account.

No furniture is included in this package – bring your own or order through the service order link provided in the Exhibition Guide.

- Two exhibitor passes.
- An A5 conference bag insert (exhibitor to provide).

Floor Space Only (for a custom stand)

Investment: R37 500

3m x 3m floor space only package includes:

- An electrical plug point (15 amp).
- Two exhibitor passes.
- An A5 conference bag insert (exhibitor to provide).

Exhibition Launch Pad

Investment: R27 500



1.5m x 1.5m turnkey exhibition stand solution includes:

- 1.5m wide x 2.4m high branded tension fabric backing wall, carpeting, illumination (1 x longarm light), and an electrical plug point (15 amp).
- Café table and 2 chairs.
- Two exhibitor passes.
- An A5 conference bag insert (exhibitor to provide).



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