



20 EXHIBITOR
27 PROPOSAL



SA'S BIGGEST OUTDOOR & LIFESTYLE EXPO

28 - 30 MAY 2027
IDLEWILD COUNTRY ESTATE - PRETORIA

WWW.OUTDOORX.CO.ZA



About Us.



Our ideal office would probably be one with a magnificent view of the mountains, bespoke furniture, and one of those coffee machines that also make hot chocolate. While we would love that, we proudly create Outdoor X in a plain office, just like anywhere else.

We're an old-school kind of team; we sit around tables, we spill coffee and laugh about it, we write things on real paper, we discuss thousands of ideas, and we turn them into reality. Our success lies in our burning passion for the outdoors and our event. We never compromise on quality, we're go-getters, trendsetters, and just about everything in between. Yes, we might be a little crazy, dedicating our time to getting more people outdoors, but we can't see ourselves doing anything else.

South Africa is a country filled with endless beauty and adventure, and if your brand gets people out there, there's no better place to show them than at Outdoor X.

We look forward to welcoming you to SA's biggest outdoor and lifestyle expo.





Quick Stats.

2026 ATTENDANCE

38 776

7 EXPO
CATEGORIES

SA'S **BIGGEST**
OUTDOOR & LIFESTYLE

EXPO

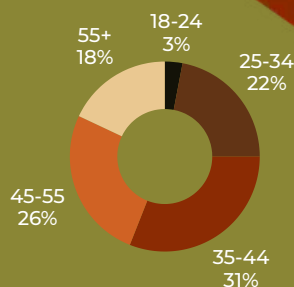
BY TOTAL EXHIBITION AREA

>53 000m²

100%

SEM 10 VISITORS

VISITOR AGE
BREAKDOWN



52%



48%

32K+

COMBINED
SM FOLLOWING



OUTDOOR X (PTY) LTD.



PAGE 2

Why Exhibit?

WE KNOW OUR STUFF

With **over a decade of industry experience**, we have continually innovated our approach to the event, consistently aiming high and maintaining our leadership.

WE LEAD THE WAY

Outdoor X is currently **the leading outdoor-lifestyle consumer expo in Africa**, introducing more than 500 premium lifestyle exhibitors to the public annually.

WE GET PEOPLE OUTDOORS

Instead of a conventional expo-centre, Outdoor X welcomes visitors in a **relaxed outdoor setting** where they can truly connect to the purpose of your product.

WE ELEVATE YOUR BRAND

A 2019 study by *Forbes* titled “*Why Trade Shows Are Still Important*” highlighted that there is no better platform to break away from digital marketing and establish industry dominance than by exhibiting at a top consumer expo. We are confident that Outdoor X **offers an unmatched exhibition experience and the highest ROI** on the market, compared to other outdoor consumer events.

WE TARGET YOUR AUDIENCE

When you exhibit at Outdoor X, you **eliminate the need for cold targeting**, as we've already done the sourcing for you. Spend more time promoting your products to the right audience.

Outdoor X provides a highly-targeted event to:



Showcase your products and services



Increase awareness of your business



Launch new products and services



Generate new business leads

Marketing Platforms.

Official Media Partner



Magazine Partner

Getaway

Out Of Home Advertising Partner



Other Marketing Platforms*



Social Media Platforms**

f 20.7K+ Followers

@ 10.8K+ Followers

d 2.2K+ Followers

>9.3M Impressions

>2.1M Unique Viewers

In our 2026 campaign

*More platforms to be confirmed.

**Based on insights recorded from September 2025 to August 2026. Source: META Business Suite

The 7 Exhibition Categories.

A defining feature of Outdoor X is our focus on the **South African lifestyle**. Our seven exhibition categories each highlight a distinct aspect of outdoor living. Select the category that best aligns with your business or let our team guide you to the perfect fit!

Our **Adventure X** division was specifically added to showcase world-class adventure gear, outdoor activities, and holiday destinations to the consumer. It's currently the largest event in South Africa to promote travel destinations to the general public.

Adventure



Auto



Our **Auto X** division has been a cornerstone of the event since its debut, helping to shape the expo into what it is today. From overlanding upgrades to luxury vehicles, this division proudly features over 100 brands.

Our **Camp X** division is a key feature of the event, highlighting the latest innovations and groundbreaking products designed to transform the camping experience.

Camp



Lifestyle



Our **Lifestyle X** division expands the focus by showcasing premium outdoor lifestyle products that appeal to a broader audience, beyond just outdoor enthusiasts.

Our **Garden X** division isn't just for those with green thumbs, it also caters to the growing market for better outdoor living spaces, featuring high-quality outdoor furniture and home improvements.

Garden



Braai



Our **Braai X** division is a unique showcase celebrating South African heritage, featuring everything from traditional braais to modern pizza ovens. As we say, "Nou gaan ons braai!"

THE LIFESTYLE FAIR

An event within an event. The Lifestyle Fair is a wine, mixology and art fair entering its third year at Outdoor X in 2027. Promoted as a standalone event, it aims to attract a younger, influential crowd, introducing a more diverse audience to Outdoor X and its exhibitors. The Lifestyle Fair adds a vibrant, dynamic atmosphere to the expo, broadening its appeal to a wider audience. Feel free to request our dedicated exhibitor proposal if you are interested in becoming part of this unique initiative.

Event Showcase.





Testimonials.

“

This was by far the best organised show we have ever exhibited at!

”

Monique Lydes-Uings
Custom Leisure Tech

“

It was also an excellent opportunity to network, create new business opportunities and share our passion for art with a wider audience.

”

Pieter Millard
Millard Art Gallery

“

My team achieved a new record for sales in a single day, the highest in 14 years of trading.

”

Rudolph Hiemstra
BraaiGuys

“

Having the opportunity to interact with such a vast amount of consumers and showcasing our products to them was certainly the highlight.

”

Stephan Rossouw
HEYDUDE

“

The event was professionally organised, well attended, and created valuable opportunities to connect with customers, industry partners, and fellow exhibitors.

”

Shiraz
Blades & Triggers

“

We launched a new line of Vellie Boots and were sold out halfway through the weekend!

”

Louise Nothnagel
Home of Nguni

The Venue.



DISTANCES

MIDSTREAM - 10 KM

MIDRAND - 23 KM

MENLYN - 24 KM

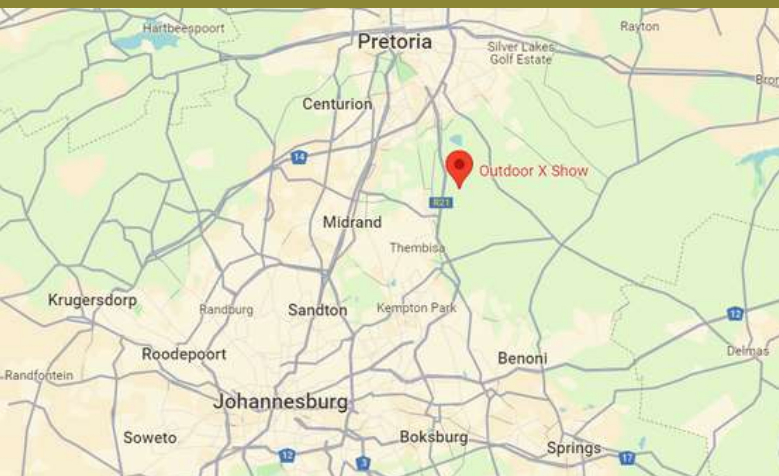
CENTURION - 33 KM

SANDTON - 35 KM

RANDBURG - 50 KM

Idlewild Country Estate is a magnificent outdoor events venue overlooking the Rietvlei Nature Reserve. Conveniently located between Johannesburg and Pretoria, and **only 30 kilometres from O.R. Tambo International Airport**, it offers effortless access for exhibitors and visitors from across the country.

The farm boasts expansive rolling lawns, perfect for outdoor exhibitions, as well as a state-of-the-art conference hall that hosts *The Lifestyle Fair* - our fine wine and mixology expo. With its serene, countryside setting just minutes from the city, Idlewild provides the ideal escape from the rush of daily life, allowing guests to relax and immerse themselves in the experience.



Brands We've Hosted.



Elevate Your Brand
Achieve Unmatched Exposure
Exhibit at SA's Biggest Outdoor
& Lifestyle Expo

CONTACT US

Apply To Exhibit

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Marketing & Sponsorship

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