







# THE ROYAL SIGNATURE MOMENT

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Held within the national commemoration of 40 Years of His Majesty King Mswati III's leadership, the Royal Signature Expo 2026 convenes ultra-premium global brands, leading African icons and select national exemplars of excellence in honour of 40 Years of His Majesty King Mswati III's leadership.



# THE ROYAL SIGNATURE EXPO 2026 IS NOT SIMPLY AN EXHIBITION

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It is a tribute to legacy.

A signal of African prestige.

A milestone in modernity.

A showcase of contemporary excellence.

40YEARS ON THE THRONE

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# THE ESWATINI INTERNATIONAL CONVENTION CENTRE

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The Royal Signature Expo will host guests to a first reveal of Eswatini's iconic ICC.

A new architectural landmark.

A platform for high-level G2G, B2G and B2B engagement.

A premier venue designed for continental and global convenings.



# EXPERIENCE THE ROYAL SIGNATURE

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## The Day One Experience

Truly Global. Authentically African. Matched with National Mastery.

A Royal Showcase.

Premium global brands.

Select national mastery.

Authentically African prestige

Ultra-luxury automotive showcases.

Here, Presence is not exposure. It is alignment.

## The experience includes

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Fine dining

Private leaders' lounge access

Curated introductions

Strategic dialogue with decision-makers

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# EXPERIENCE THE ROYAL SIGNATURE

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## THE DAY TWO & THREE EXPERIENCE

Leveraging Platform. Deepening Engagement.

Same venue.

Same elevated tone.

Now optimised for interaction, high-value engagement and brand immersions.

Day One builds stature.

Day Two and Three convert opportunity .

### What This Means for Exhibitors:

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Direct engagement with capital allocators

High-intent brand interactions

Refined lead generation

Market signalling at a high-value level

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# WHY EXHIBIT AT THE ROYAL SIGNATURE 2026

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## PRESTIGE UNDER ROYAL PATRONAGE

Exhibit within a dignified, design-led environment where Global and African prestige converge under royal patronage.

Visibility is controlled.

Calibre is protected.

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# WHY EXHIBIT AT THE ROYAL SIGNATURE 2026

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## **A DELIBERATELY LIMITED CONVERGENCE**

Participation is intentionally limited.

Only a few global and African brands will be selected across core ultra-premium sectors.

This is not restriction.

It is positioning.

It ensures prominence, parity of stature and protected brand adjacency.



# WHY EXHIBIT AT THE ROYAL SIGNATURE 2026

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## HIGH-VALUE OUTCOMES

Beyond the exhibition window, the Royal Signature Expo catalyses

Business/Investor dialogue

Market entry exploration

Partnership development

Capital alignment

The platform extends influence beyond the event itself.

# WHY EXHIBIT AT THE ROYAL SIGNATURE 2026

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## STRUCTURED ENGAGEMENT OPPORTUNITIES

With the Royal Signature Expo, engagement is intentional, not incidental.

Leaders' Lounge Access

Private brand viewings

Hosted introductions

Local and International Media Exposure





# WHO WILL YOU MEET

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Every Guest is Known. Every Entry is Credentialed. Every Introduction is Curated.

## **Day One: Invitation-Only Sovereign Access Day**

- Royal and diplomatic leadership
- Heads of State
- Senior Government Officials from across Africa
- Ultra-High-Net-Worth Individuals (UHNWIs)
- Institutional Investors
- C-suite and Board-Level Executives
- Regional and International Captains of Industry

## **Day Two & Three: Controlled, ticketed access. Every guest is credentialed. Every introduction is curated**

- High-net-worth individuals (HNWIs)
- Private Investors
- Corporate Decision-Makers
- Industry Leaders
- Discerning Public Audience

# ROYAL SIGNATURE EXPO 2026 PARTICIPATION TIERS

Four Participation Tiers have been Curated for Exhibiting Brands. Each Tier Comes Fully Designed, Allowing Brands to Plug and Play. Alignment in Brand Aesthetics is not only possible but achievable through Integration Consultations.

## Ultra-Luxury Auto Showcase

Premium car exhibition structure (plug & play rotational/non-rotational)

- All-sides access configuration
- Logistics facilitation (including customs support)
- Dedicated access to leaders' lounge
- Marketing on digital and traditional media platforms
- Logistics support on curated engagements (media/B2B/B2G)
- VIP dinner access
- Premium hospitality (all day dining – main day)
- Programme integration (participation at royal celebration)
- Designated experience lead



# ROYAL SIGNATURE EXPO 2026 PARTICIPATION TIERS

## Premium Stand

Fully Constructed Premium Stand (Plug And Play)

All-sides access

Logistics facilitation (including customs support)

Dedicated access to leaders' lounge

Marketing on digital and traditional media platforms

Logistics support on curated engagements (media/B2B/B2G)

VIP dinner access

Premium hospitality (all day dining – main day)

Programme integration (participation at royal celebration)

Designated experience lead



# ROYAL SIGNATURE EXPO 2026 PARTICIPATION TIERS

## Standard Stand

Fully constructed standard stand (plug and play)

All-sides access

Dedicated access to private meeting rooms

Marketing on digital and traditional media platforms (selected)

VIP dinner access

Premium hospitality (all day dining – main day)

Programme integration (participation at royal celebration)

Designated experience lead



# ROYAL SIGNATURE EXPO 2026 PARTICIPATION TIERS

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## Mastery Crafts

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Custom display stand (scan-me display)

Selected PR and promotion

Designated experience lead





