



ED HUB PACKAGE

February 2026

Two thin, light orange lines intersect on the left side of the slide. One line is nearly horizontal, sloping slightly downwards from left to right. The other line is steeper, sloping downwards from top-left to bottom-right.

THE PROBLEM

A significant number of EDs operate without a contemporary, professional marketing presence, undermining perceived credibility and limiting commercial growth.

Two thin, light orange lines intersect on the left side of the slide. One line is nearly vertical, and the other is nearly horizontal, creating an 'X' shape.

THE OPPORTUNITY

PURCO SA is introducing an additional, tangible deliverable for Hosted ED Hubs within the ED Zone.

Two thin, light orange lines intersect on the left side of the slide. One line is nearly vertical, and the other is nearly horizontal, creating an 'X' shape.

THE SOLUTION

PURCO SA will provide EDs with a structured marketing package that drives visibility and growth, while delivering corporate sponsors tangible results in their ESD impact reports. Helping them to justify their spend year after year.

THE PACKAGE

Business card

100 printed business cards



Website

A modern website featuring a Home page, About Us, Products/Services and Contacts sections. Includes an email address.



About Us

Our Story

I'm a paragraph. Click here to add your own text and edit me. It's easy. Just click "Edit Text" or double click me and you can start adding your own content and make changes to the font. Feel free to drag and drop me anywhere you like on your page. I'm a great place for you to tell a story and let your users know a little more about you. This is a great space to write long text about your company and your services.

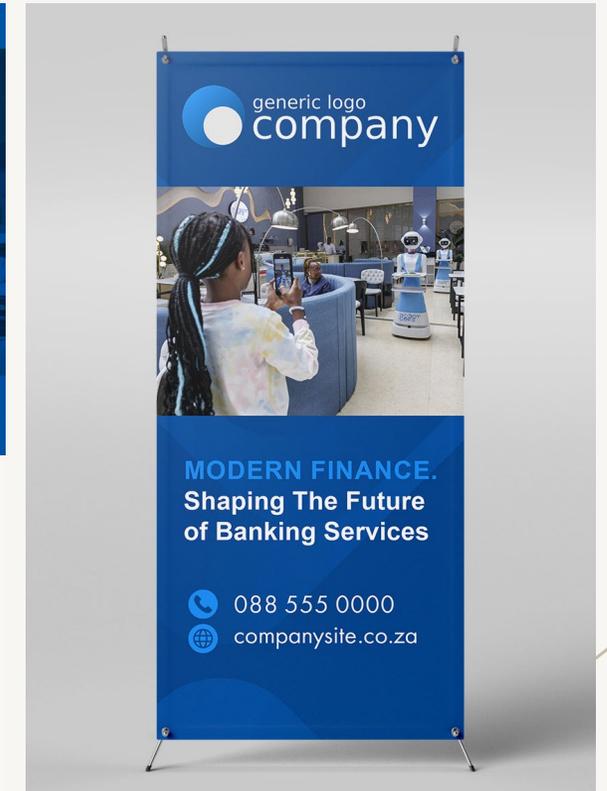
Who We Are

I'm a paragraph. Click here to add your own text and edit me. It's easy. Just click "Edit Text" or double click me and you can start adding your own content and make changes to the font. Feel free to drag and drop me anywhere you like on your page. I'm a great place for you to tell a story and let your users know a little more about you.

This is a great space to write long text about your company and your services. You can use this space to go into a little more detail about your company. Talk about your team and what services you provide. Tell your visitors the story of how you came up with the idea for your business and what makes you different from your competitors. Make your company stand out and show your visitors who you are.

Banner

Printed X-Frame Banner.



THE DETAILS

Website

A modern, high-impact website designed to perform flawlessly across all devices, ensuring a strong first impression and an optimal user experience for every visitor.

The site will be built using a proven, conversion-focused template, featuring clearly defined sections including Home, About Us, What We Offer, Why Choose Us, and Contact Information — all structured to guide users toward engagement and enquiry.

Content for each section will be sourced, refined, and professionally rewritten to sharpen messaging, highlight key differentiators, and clearly communicate the value of the ED's offering.

Once completed, full ownership of the website will be transferred to the ED, providing complete control over the platform. The ED will be responsible for ongoing site maintenance and all future hosting costs.



Landing page image, site colours and fonts all customisable to match the look of the ED Hub

About Us

Our Story

I'm a paragraph. Click here to add your own text and edit me. It's easy. Just click "Edit Text" or double click me and you can start adding your own content and make changes to the font. Feel free to drag and drop me anywhere you like on your page. I'm a great place for you to tell a story and let your users know a little more about you. This is a great space to write long text about your company and your services.

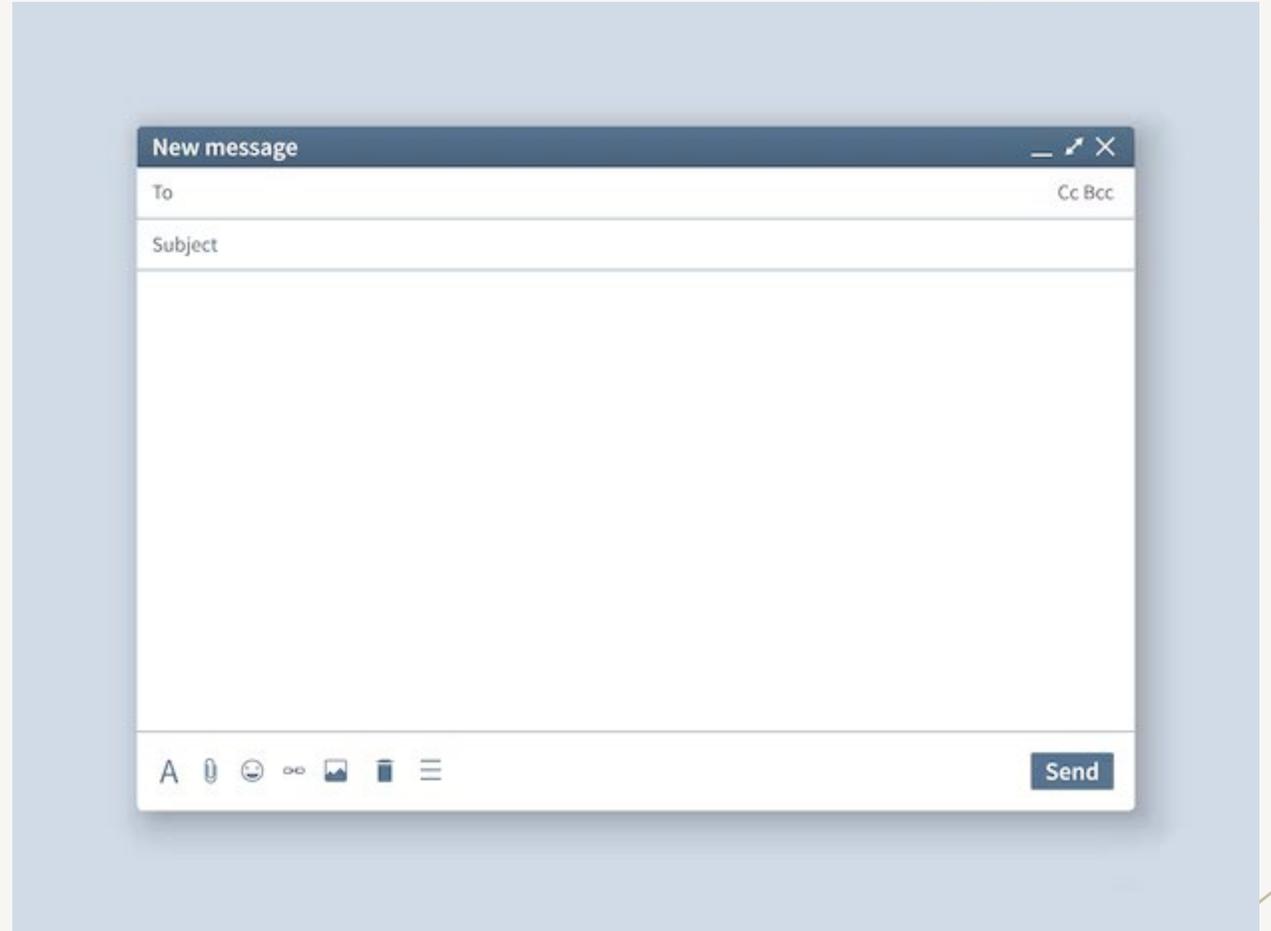
Who We Are

I'm a paragraph. Click here to add your own text and edit me. It's easy. Just click "Edit Text" or double click me and you can start adding your own content and make changes to the font. Feel free to drag and drop me anywhere you like on your page. I'm a great place for you to tell a story and let your users know a little more about you.

THE DETAILS

Email

Each ED will get a dedicated business email that adds an extra level of professionalism. The email will match the url of the website and follow the following structure:
info@companyname.co.za



THE DETAILS

Business Cards

100 high-quality, custom-designed business cards featuring the ED's logo and key contact details.

The cards will be templated for brand consistency and printed in full colour to ensure a polished, professional finish.



THE DETAILS

X-Frame Banner

One professionally printed X-banner, designed to showcase the ED's brand in high-traffic indoor environments. Ideal for use at retail centres, exhibitions, and conventions, the banner offers a strong visual presence and easy portability.

The design will be templated for consistency and efficiency, and printed in full colour to ensure maximum impact and brand visibility.



REQUIREMENTS

- All participating businesses must supply their information, including content for the website sections, to PURCO SA before design can commence.
- Participating businesses are required to supply all info via the PURCO SA collection form.
- PURCO SA will design the required assets and refine all copy to ensure clarity, consistency, and impact.
- PURCO SA is responsible for the printing of all elements.
- Once completed, physical assets will be delivered to PURCON 2026 on the day of build up.



PRODUCT OVERVIEW

ED BENEFITS

A structured marketing package that drives visibility and growth

TANGIBLE DELIVERABLE

Corporate sponsors get a tangible deliverable for ED Hub participants

PACKAGE

Includes a Website, Email, Business Cards and X-Frame Banner



THANK YOU