

# AT THE SHOW

## WHAT TO WEAR

Inspired by the wildly optimistic energy Africa exudes, this year we want you to come with unbounded creativity and flair! Feel free to embody all that is vibrant, confident and proudly African – both on the show floor and beyond!

The tribe will celebrate together at a variety of epic locations for our evening events that match the spirit of the continent. This is where you will see all our Exhibitors, Buyers and Press, so dress to impress. Parties may take place outdoors, so remember to bring some extra layers as it can get chilly at night.

Cape Town in May can be mild with a little wind and/or rain, with sunny days and cooler evenings dropping as low as 10°C this autumnal season. Please dress warmly for the stadium too, as it can get quite chilly.

To celebrate We Are Africa 2026, expect a wild week with Africa's finest travel brands! Culminating in an epic **Closing Party on Friday 8 May 2026 at Grand Africa Café and Beach.**

Closing Party Dress code: **Wild at Heart**, inspired by bold, untamed textures, wild colours and expressive, free-spirited style. [Click here for outfit inspiration.](#)

## WHAT TO BRING

We are committed to reducing our environmental impact, which is why we won't be providing collateral such as bags, pens, notebooks or water bottles. Please bring your water bottle along. We will have water stations throughout the venue for you to make use of.

## WIFI

WiFi will be provided free of charge throughout DHL Stadium.

## FOOD AND BEVERAGE

Lunch and refreshments will be offered, on a complimentary basis, with the view to offer maximum networking opportunities between Buyers, Press and Exhibitors.

## DISABILITY ACCESS

DHL Stadium has elevators to take you to the different floors of the show. To access the DHL Stadium please enter via Foyer A, Level 00.

If you need more information on Disability Access, please contact Casey Langley-Wise who will be happy to assist you: [casey@thisisbeyond.com](mailto:casey@thisisbeyond.com)

## **SMOKING**

No smoking is permitted inside DHL Stadium or by the pitch. Please exit on Level 02 via registration to access the smoking area.

## **PLEASE NOTE**

- All valuable documents and personal items should be left in the safe of your hotel room from check-in. It is your responsibility to make sure that your valuables are safe at all times for the duration of your stay in Cape Town. This Is Beyond accepts no responsibility for loss or damage to personal belongings.