



Advertising Standards Authority of South Africa

(Association incorporated under Section 21)

Telephone 011 781 2006 Fax 011 781 1616 Email info@asasa.org.za Website www.asasa.org.za
Willowview Burnside Island Office Park (entrance off Athole) 410 Jan Smuts Avenue Craighall Park PO Box 41555 Craighall 2024
Company Registration Number 1995/00784/03 Non-profit Registration Number 043-694-NPO

Please act immediately on this information

No:	ASA/CM/06/2010	Date:	12 February 2010
Advertiser:	ExpoWorks (Pty) Ltd (Sexpo) Contact Mr Silas Howarth Managing Director at silas@expoworks.co.za Tel: (011) 706 3497 Fax: (011) 706 4994 Cell: 082 902 4219 Website: www.sexpo.co.za	Product:	Sexpo exhibitions

On 18 September 2009, the ASA ruled that the advertiser's mobile trailer billboards and permanent billboards advertisement objectifies women and contravened Clause 3.5 of Section II of the Code.

The advertiser was instructed to remove the advertisement and never use it again. On 20 November 2009, the respondent was found to be in breach of the original ruling as far as the street lamp post advertisements were concerned, as it again used the same content. The parties were afforded an opportunity to comment on sanctions.

On 8 February 2010, the ASA sanctioned the advertiser in terms of Clause 14.3 of the Procedural Guide to submit all future advertising to the ACA Advisory Service for pre-publication advice.

Members are therefore requested not to accept any advertising from ExpoWorks (Pty) Ltd (Sexpo), unless it is accompanied by confirmation from the ACA Advisory Services that it may be placed.

This sanction is imposed for a period of a year, ending on 8 February 2011.

On behalf of The Advertising Standards Authority of South Africa

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