



THE GIFT FAIR

THE GIFT FAIR 2021 will be held at The Baxter Theatre again this year. We loved our new venue last year and are looking forward to supporting and working with the Baxter team and our wonderful exhibitors to create another exceptional 5 days of Shoppertainment !!

Applications will close on 30 June 2021 and all applicants will be notified before 31 July 2021.

The opening times are as follows:

3 rd November & 4 th November (Wed & Thurs)	: 09h00 – 17h00
5 th November (Fri)	: 09h00 - 20h00 (late night trading)
6 th & 7 th November (Sat & Sun)	: 09:00 – 17:00

**** Food & Wine marquee to remain open until 21h00 on Friday 5th November****

APPLICATION TO EXHIBIT

Please complete the online application form and submit pictures of your products with your application.

EXHIBITOR STAND DIMENSIONS

Please be very specific about the layout of your exhibition space and whether you will be bringing display furniture or require table space. We need **exact dimensions** of your display furniture or table space required. This information is crucial when allocating stands to exhibitors and placement within the Exhibition area.

Please also ensure that all furniture used is aesthetically appealing from all viewpoints. Please specifically take note of the back of furniture with regard to your neighbour exhibitor.

Exhibitor Options for The Gift Fair 2021:

RETAIL EXHIBITOR

- Upfront Exhibitor Fee payable for exhibition space: fee is calculated based on square meters
- 10% of Total Sales commission payable on closing of the event – **each exhibitor is to hand in a completed turnover sheet before leaving the venue on Sunday 7 November**
- Retail Exhibitor is responsible for sales at the stand and must ensure the stand is manned at all times.
- Please ensure you have facility at your stand for customers to make payment by credit/debit card, Snapscan/Zapper or any other online device. Please ensure you order a plugpoint for your stand to charge any devices.
- Credit Cards or Masterpass facility can be ordered for the event from Capitec Card Division.

Contact details:

Your contact person is Charnelle Knipe.

Email: charnelleknipe@capitecbank.co.za

Cell: 083 791 0997

Please note that all card machine applications need to be done at least ONE MONTH PRIOR to the event. We strongly advise that all exhibitors have a credit card machine available at their stand.

- Retail Exhibitor is responsible for styling the stand, ie, bringing in your own display furniture and stands. We encourage you to bring attractive furniture pieces to add to the appeal of your stand to passing shoppers.
- The retail stands are separated by white picket fencing and the floor is grass. The walls are marquee walls.
- Each exhibitor is required to bring their own electrical extension cables but plug points will be provided if you have requested them.
- Please ensure you order the correct number of plug-points for your stand.

To apply to exhibit as a retail exhibitor, please complete the online **Retail Exhibitor Application** (available online www.thegiftfair.co.za).

Application attachments:

1. Plan/drawing of your exhibition stand space – this is crucial to assist with placing of exhibitors within the marquee.
2. Description of your business – any unique information about your products
3. Images of your product range.

Applications close on the 30 June 2021.

CONSIGNMENT EXHIBITOR

- Upfront registration fee of R695 for one table space (1.8m x 0.9m) or grass floor space of 1.8m x 0.90m
- Additional spaces will be charged at R695 per 1.8m x 0.9m floor space or table space, or pro rata for space required.
- All items are marked up at our standard 35% on exhibitor cost price. A consignment stock sheet **MUST** be completed with **BOTH** the exhibitor cost price and the retail selling price (which includes the 35% mark-up).
- All stock in the consignment section goes through one central till-point system. We provide you with bar-coded labels or add your own bar-coded labels to our system. You are not required to be at the event to sell your stock.
- Consignment Exhibitors are required to set up and display their stock on Tuesday 3rd November. Please be as creative as possible with display to ensure your products look as appealing as possible for shoppers. Height and interesting display furniture/stands are effective in creating a beautiful display.

LABELS NEED TO BE EMAILED BEFORE TUESDAY 15th SEPTEMBER 2020. PLEASE ENSURE YOU PROVIDE CORRECT PRICING ON THE STOCK SHEET SUBMITTED.

No labels can be printed the week prior to the event. Additional labels can be printed during the event if required.

To apply to exhibit as a consignment exhibitor, please complete the online **Consignment Exhibitor Application** (available online www.thegiftfair.co.za).

Application attachments:

1. Plan/drawing of your exhibition table/stand space – this is crucial to assist with placing of exhibitors within the consignment area.
2. Supply specific dimensions (length x height x depth) of all display units/stands that you will be using. **This information is VERY important.**
3. Consignment Stock Sheet: Please ensure your complete **BOTH** the Supply Price (your nett amount) and the Retail Price (the Selling price). **Please round to the nearest whole number.**

FOOD & BEVERAGE EXHIBITOR

- Upfront Exhibitor Fee payable for exhibition space: fee is calculated based on square meters
- 10% of Total Sales commission payable on closing of the event. **Each exhibitor is to hand in a completed turnover sheet before leaving the venue on Sunday 8 November**
- Food & Beverage Exhibitors are responsible for sales at the stand and must ensure the stand is manned at all times.
- We would like to encourage each food exhibitor to create or offer their signature dish/es for this event and give us an indication of what that will be by Monday 2nd October 2020 so as to ensure that we have a wonderful selection for our visitors. **Each dish must be within the price range of R65 to R95.**
- Please note that there is **no gas allowed at the venue** as stipulated by the fire department. **Please give full details of the electrical equipment you will be using so we will have adequate power to your area. PLEASE ensure you book adequate plug-points on the application form.**
- Please ensure you have facility at your stand for customers to make payment by credit/debit card, snapscan or zapper.
- Credit Cards or Masterpass facility can be ordered for the event from Capitec Card Division.

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Please note that all card machine applications need to be done at least ONE MONTH PRIOR to the event. We strongly advise that all exhibitors have a credit card machine available at their stand.

- The food stands are separated by white picket fencing and the floor is grass. The walls are marquee walls.
- Please ensure you are creative with your stand space to create an appealing space.
- Each exhibitor is required to bring their own electrical extension cables but plug points will be provided if you have requested them.
- Please ensure you order the correct number of plug-points for your stand and that you order any ice (on the application form) that you anticipate needing over the 5 days.

All vendors that will handle food must produce a **VALID R638 Certificate of Acceptability (COA) HEALTH CLEARANCE CERTIFICATE** and must comply with the Health Act 63, 1977. Please can you attach these with your application. The old R962 certificates will not be accepted this year as per regulations passed by The City of Cape Town Community Services & Health Directorate.

SECURITY

We will have 24 hour security on the premises from setup to pack up.

Although we do our utmost to make sure that all possible measures are taken in terms of security, The Gift Fair does not take responsibility for any losses during the show – hence the importance of ensuring you have adequate staff assisting and that your stand is manned at all times.

ENQUIRIES

Should you have any enquiries, please contact Carryn Wiltshire on 083 679 4495 or info@thegiftfair.co.za.

We thank you in advance for your time and effort in preparing all the necessary information for us and look forward to working with you in creating another sensational event.