



MARKET APPLICATION and SELECTION DETAILS: PORT ELIZABETH

Background

Port Elizabeth's biggest Christmas market, CHRISTMAS IN THE HOME is known for showcasing only the best in local design.

We aim to provide an affordable platform for South Africa's finest creative entrepreneurs and artisans to showcase their wares. Our exhibitors don't necessarily sell to stores year-round and many use CHRISTMAS IN THE HOME as an exclusive platform to showcase their unique, quality, handmade designs to the public.

The event originated as an 'Open Day' hosted by a group of crafter friends in a private home in Port Elizabeth 19 years ago (2001).

It has since grown and evolved from a private home, to a church hall, to the PE Club, to the King Edward Hotel & Conference Centre and then to Shopping Centres in Port Elizabeth, where it was able to attain expo status and capacity.

CHRISTMAS IN THE HOME showcases and sells the wares of approximately 150 exhibitors over a three / four day period.

Enquiries

Your enquiries can be directed to Elsje, Trueblue Communication & Events elsje@truebluecommunication.co.za.

Expo details

Christmas in the Home 2020 will be held at Grass Roof Farm Stall & Restaurant in Port Elizabeth on Thursday 3 December (9:00 -16:00), Friday 4 December (09:00 – 19:00), Saturday 5 December (09:00 – 16:00), and Sunday 6 December (09:00 – 16:00).

Application process

Interested exhibitors (first time exhibitors as well as those who have been involved previously) need to complete and submit the EXHIBITOR APPLICATION FOR CONSIDERATION FORM.

Interested exhibitors are required to share images and / or physical samples of the items they intend selling at CHRISTMAS IN THE HOME 2020. These images / samples must reach the organisers together with the completed Application Form.

Closing date for applications is 16 October 2020.

The organisers cannot guarantee exclusivity to any or one stall holder. With that said, it is important to us not to have too much duplication of similar products and we therefore allocate a specific percentage of floor space per product category. We do our best to have the best possible variety and mix of stalls.

Please note: By submitting your application, you acknowledge acceptance of the information set out in this document.

Exhibition Stands

You will be required to man your stand for the duration of the event.

Shoppers pay you directly for any items purchased. We do not take commission on items sold.

Stand sizes and rates:

- | | |
|------------------------|-------|
| • Corner 3.5m x 3.5m | R3000 |
| • Standard 3.5m x 3.5m | R2700 |
| • Corner 2.5m x 2.5m | R1800 |
| • Standard 2.5m x 2.5m | R1500 |

Stands will be supplied with a low back (approximately 1.2m high)

No sides will be provided.

You will need to bring your own tables, chair(s) and display units.

Approved exhibitors, who require electrical points, will have the opportunity to book this when completing the EXHIBITOR BOOKING SHEET. Exhibitors will note that an additional cost of R300 per 15 Ampere electrical point will apply.

Selection process

All applications go through a selection process.

In an effort to allow selected exhibitors enough time to plan and produce, we do our best to conclude this process as far in advance of the expo date as possible.

First round of selections is done by looking at the photos and information you submitted with your application form.

We look at the following:

- Local or not
 - We support the proudly South African concept. Whilst products may contain some imported components, we prefer items to be hand-finished locally.
- Product originality
 - Products should not be readily available in shops or at other markets.
- Product quality
 - Materials used
 - Neat and professionally finished off
- Incorporation of the Christmas theme
 - To an observable degree, your stand and or products need to reflect CHRISTMAS / FESTIVE SEASON.

Second round of selections is done by looking at physical samples of the products you would like to exhibit.

All applicants' products may be viewed during the second selection round, if the selectors decide to do so.

At this stage we look at the following:

- Product quality

During the final stage of selection, we take into consideration factors such as the overall variety and mix of stalls.

We plan the expo carefully and need to ensure that we don't have too much duplication of similar products.

In each product category, we allocate a percentage of floor space. So your product may fall out at this stage because of limited space and overlaps.

Your participation in this event is only confirmed when you receive a confirmation email that you have been selected as a CHRISTMAS IN THE HOME Exhibitor for 2020.

Re-selection of existing exhibitors

When considering applications from existing exhibitors, we take the following into consideration:

- The effort you have put into the styling of your stand at past Christmas in the Home events.
- Your past attitude towards visitors, other traders and the organising team.
- Whether you historically honoured deadlines set by the organising team (i.e. payment deadlines, set-up and breakdown times, daily expo opening and closing times).

Overall standard and look & feel of stalls and products

Should you be selected as an exhibitor, you will be required to keep these standards and requirements in mind:

- Christmas in the Home targets upmarket clientele, so we expect our exhibitors to go the extra mile to attract, impress and maintain their support.
- We showcase only the best in local design. We do this in a stylish, classy, professional and creative manner.
- The items found at the various stalls, are locally produced, unique, exclusive, of a good quality and mostly handmade.
- We encourage innovation and creativity.
- When we plan the event, we take every aspect of the experience into account - from the moment visitors enters the expo. Sight, touch, smell, taste is of utmost importance.
- There are specific requirements and guidelines when it comes to the overall look and feel that we require from our stall holders. Details will be shared with approved exhibitors.
- Christmas in the Home is not a school field/church bazaar market. The products we present, and also the way in which they are presented, must be innovative, in good taste and of a specific standard. We aim to present each visitor with an experience.
- Please note that NO gazebos will be allowed inside the venue.
- Every stall needs to reflect Christmas in some shape or form. Whether it is through the colours and items you use to decorate your stall space, the packaging you use, or the actual products you sell – or a combination of the above.

Opportunity to also sell your products online

We have recently launched a new website which features an online shop, where we market and sell products that meet the same selection criteria as those outlined for our market vendors.

We are planning to use the online shop extensively before, during and after the actual Christmas in the Home event to reach shoppers who are / were not able to attend the market in person.

We are giving our Christmas in the Home exhibitors the opportunity to register a maximum of 20 of their products in our online shop.

Details about costs etc. will be shared with approved exhibitors.



Covid-19 requirements

All the relevant Covid-19 requirements will be implemented by the organisers. The same will be expected from exhibitors. A few examples of such requirements that would also apply to exhibitors are: hand sanitiser at every stall, implementation of social distancing at every stall, wearing of masks will be compulsory.

Here are a few photographs taken at previous Christmas in the Home events:

