



6, 7, 8 December 2024: FAIRVIEW CENTRE, PE / GQEBERHA
AND

13, 14, 15 December 2024: THE VENUE @ HEMINGWAYS CASINO, EAST LONDON

2024 APPLICATION and SELECTION DETAILS

Background

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 23 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 more than 100 exhibitors over a three day period.

Exhibitors have the option to choose between individual stand space or consignment space.

Refer to page two for details.

Enquiries

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

Market details

PE / Gqeberha - Fairview Centre, Willow Road on Friday 6 December (09:00 – 17:00), Saturday 7 December (09:00 – 17:00), and Sunday 8 December (09:00 – 15:00).

East London – The Venue @ Hemingways Casino on Friday 13 December (10:00 – 19:00), Saturday 14 December (10:00 – 19:00) and Sunday 15 December (10:00 – 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 (page 6).

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

Closing date for applications is 30 September 2024.

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.

Stand Options and Rates

Once your application is approved, you will be able to book your stand online via a link that will be shared with approved exhibitors. **The market offers TWO DIFFERENT formats:**

- **Option 1: Individual stands** where you are required to set-up and man your stand. Shoppers pay you directly and we do not take a commission on items sold.
- **Option 2: Consignment space** – an area where consignment stock will be displayed and sold. All items will receive a unique barcoded price tag to be displayed on your items. You don't need to be present. A commission is charged on items sold.

Details about each of the two options.

1. **Individual stands - you will be required to set-up and man your stand. Shoppers pay you directly for any items purchased at your stand. We do not take commission on items sold.**

For this option, the following stand sizes apply:	Rates for PE event:	Rates for East London event:
• Corner 3m x 3m	R3200 for duration	R2400 for duration
• Standard 3m x 3m	R2800	R2200
• Corner 3m wide x 2m deep	R2300	R1800
• Standard 3m wide x 2m deep	R2100	R1600
• Standard 2m x 2m (fits 1 table only)	R1600	R1200

Please note the following:

- Stands that are not positioned with their back against a wall or window, 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.

It is recommended that you bring a portable fan (for purposes of circulation and cooling down) .

2. **Consignment space – a separate area where consignment stock will be displayed and sold. You don't need to be present. A commission is charged on items sold.**

Format:

- This is a consignment stock, central pay point area at Christmas in the Home.
- Exhibitors are responsible for pricing every item beforehand.
- Exhibitors pay for floor space and a commission % on sales.
- Exhibitors are responsible for the delivery and collection of their stock to and from the venue.
- Exhibitors do not handle their own sales and being at the market is not compulsory.
- Exhibitors do however have the option of manning their stands. Different commission percentages will apply depending on the option the exhibitor chooses.
- Exhibitors have the option of setting up (and packing up) their stands. Additional charge will apply if an exhibitor is not able to set-up and pack-up their stands.

For space in the CONSIGNMENT area, the costs are:

- R800 per table for the PE event;
 - R600 per table for the East London event

 - R300 per event for unpacking service (This will apply if you are not able to unpack and set-up yourself).
 - R300 per event for packing up service (This will apply if you are unable to pack up yourself).
 - 22% commission on stock sold if you do not man your stall. You will not be required to restock your stand;
- OR**
- 18% commission on stock sold if you man your stall the whole day, every day. You will be required to restock your own stand.
 - R30 per 100 bar code labels that we generate and print for you.
 - R100 if we need to courier your bar code labels to you. This applies to non-local vendors who cannot collect in person.

Stall furniture

- Exhibitors are welcome to supply their own shelves and other customised display units.
- The organisers will provide tables.

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 2024.

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 / 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, no gazebo frames and no camping chairs** will be allowed inside the venue.
- All trestle tables (steel / plastic) must be covered with a tablecloth.

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.



EXHIBITOR APPLICATION FOR CONSIDERATION

Please indicate with X which event you are applying for.

PE / GQEBERHA and / or EAST LONDON

Name and Surname	
Business Name	
Physical Address	
Contact Details	Mobile: E-mail: Website / Facebook / Instagram:
Category and description of your product (i.e. clothing, jewellery, art, décor etc.). Please also indicate the ORIGIN of the products you wish to sell (i.e. where was it produced). We do not accept direct imports. Elements of the product can be imported, but you must have had some part in the making or designing of the final the product(s).	
Please include a catalogue and photographs of all the products in your range as part of this application. <u>Note:</u> Screenshots images from the internet will not be accepted.	
Please tell us what makes your product range (or a specific item within your range), unique and different to what is already available in the market.	
Please indicate which other markets you are applying for in the PE and East London areas during Nov and Dec.	
Please indicate whether you will be booking: INDIVIDUAL stand space, or CONSIGNMENT space (refer to page 2).	
Please forward photographs/catalogues to elsje@truebluecommunication.co.za of the items you intend selling. If you were an exhibitor at CITH 2023 and you are adding new items to your range, please share details (photographs) of those.	

The Christmas in the Home Selection Committee reserves the right to grant approval at their discretion.

I, _____ hereby pledge that the goods itemised as per the Application Form and samples, are the actual goods that I intend selling at Christmas in the Home. Should acceptance be granted, I agree to remove any items from my exhibit which may not have been cleared with the Christmas in the Home Selection Committee prior to the event. Furthermore, I pledge to accept the Committee’s decision as final.

Signed: _____

Date: _____

Please e-mail your completed form to elsje@truebluecommunication.co.za