



2026 APPLICATION and SELECTION DETAILS

26, 27, 28 November 2026: Walmer Methodist Church, PE / GQEERHA

16, 17, 18, 19, 20, 21, 22, 23, 24 December 2026: Fountains Mall, JEFFREYS BAY

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 25 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 is an in-door gift & craft market which showcases and sells the wares of around 80 exhibitors over a three day period.

Enquiries

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

Market details

- **PE / Gqeberha:** Walmer Methodist Church on Thursday 26 November, Friday 27 November and Saturday 28 November 2026
- **Jeffreys Bay:** Fountains Mall, Die Werf & Plaashuis on 16, 17, 18, 19, 20, 21, 22, 23, 24 December 2026

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 OCTOBER 2026.

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

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.

You will book an individual stand, 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.

Stand rates

The following stand sizes apply to the PE event:

- | | |
|--|-----------------------------|
| • Corner 3m x 3m | R3300 for duration (3 days) |
| • Standard 3m x 3m | R2900 |
| • Corner 3m wide x 2m deep | R2500 |
| • Standard 3m wide x 2m deep | R2200 |
| • Standard 2m x 2m (fits 1 table only) | R1700 |

The following stand sizes apply to the JEFFREYS BAY event:

- | | |
|--|-----------------------------|
| • Corner 3m wide x 2m deep | R5400 for duration (9 days) |
| • Standard 3m wide x 2m deep | R4500 |
| • Standard 2m x 2m (fits 1 table only) | R3600 |

Please note the following:

- No stand 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.

CITH 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

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 2026.

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 enter 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 whether you are applying for:
Port Elizabeth ☐ and / or Jeffreys Bay ☐

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 Jeffreys Bay during Nov and Dec.	
Please forward photographs/catalogues to elsje@truebluecommunication.co.za of the items you intend selling. If you were an exhibitor at CITH 2025 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

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