



Christmas in the home

gift & craft market

1 ★ 2 ★ 3 December 2017 ★ Walmer Park Shopping Centre ★ Port Elizabeth

APPLICATION and SELECTION DETAILS

Background

As 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 16 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 160 exhibitors over a three day period.

Enquiries

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

Expo details

Christmas in the Home 2017 will be held in the Underground Parking level of Walmer Park Shopping Centre in Port Elizabeth on Friday 1 December (09h00 – 19h00), Saturday 2 December (09h00 – 17h00), and Sunday 3 December (09h00 – 14h00).

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 5 of this document.

Interested exhibitors are required to share images and / or physical samples of the items they intend selling at CHRISTMAS IN THE HOME 2017. These images / samples must reach the organisers together with the completed Application Form. Closing date for applications is 31 July 2017.

Approved exhibitors will be required to donate at least one item (an item which forms part of their Christmas in the Home stock / stand) which will be used for marketing purposes.

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.



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Exhibition Stands

You will be required to man your stand.

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

We are in the process of finalising stand sizes, but the following sizes and rates will most probably apply:

- **Stand sizes:**
 - Corner and other stands of 3m wide x 3m deep
 - Stands of 3m wide and 2m deep
 - Stands of 2m wide x 2m deep
- **Stand rates:**
 - Rates will range from R1000 for the smallest stands, to R3000 for corner stands. We have not increased our rates from 2016.

All stands will have a back. The height of this will depend on the size of the stand.

PLEASE NOTE: No stand will be supplied with sides / side fencing.

Exhibitors who require additional dividers / sides and electrical points will have the opportunity to book this when completing the online EXHIBITOR BOOKING SHEET and will note that additional costs apply to such choices/wants.

Walkways will be carpeted. Your stand will not be carpeted.

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

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.



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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 2017.

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.

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



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2017 EXHIBITOR APPLICATION FOR CONSIDERATION

Name and Surname	
Business Name	
Physical Address	
Contact Details	Mobile: E-mail: Website:
Category and description of your product (i.e. clothing, jewellery, art, 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 indicate which type and size stand you are interested in booking (corner; 3m x 3m; 3m x 2m; 2m x 2m)	
Please forward photographs to elsje@truebluecommunication.co.za of the items you intend selling. If you were an exhibitor at CITH 2016 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.

Agreement:

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 or fax to 0862656139.