

# Everything you need to know!

## APPLICATION and SELECTION DETAILS

### Background

Port Elizabeth's first vintage, antiques, retro, geek, collectibles, cosplay and hobbies fayre was launched at Walmer Park Shopping Centre in Port Elizabeth on 21 and 22 July 2017.

**[con]fuze** is all about the fusion of an eclectic mix of intertwined interests and was designed to attract young and old. It aims to create an authentic platform for young and old to share in these vastly different yet connected experiences and interests.

The first **[con]fuze fayre** was supported by more than 50 different local and national stall holders and we welcomed more than 2800 feet through the door.

After the first fayre, the feedback from the stall holders, the public and the host venue, was so positive that it was clear to the organisers that this fayre needed to be presented on a bi-annual basis.

**[con]fuze 2.0** & **[con]fuze 3.0** will therefore be hosted on 23, 24, 25 March and 28, 29, 30 September 2018.

### Enquiries

Your enquiries can be directed to Elsje, Trueblue Communication & Events: [elsje@truebluecommunication.co.za](mailto:elsje@truebluecommunication.co.za).

### Fayre details

**[con]fuze 2.0** & **[con]fuze 3.0** will be hosted in the Basement Parking Garage of Walmer Park Shopping Centre in Port Elizabeth on 23, 24, 25 March and 28, 29, 30 September 2018.

**[con]fuze 2.0** will trade on Friday 23 March (09h00 – 19h00), Saturday 24 March (09h00 – 17h00), and Sunday 25 March (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 4 of this document.

Interested exhibitors are required to share images and / or physical samples of the items they intend selling or displaying at **[con]fuze**. These images / samples must reach the organisers together with the completed Application Form. Closing date for applications is 23 February 2018.

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.

# Everything you need to know!

## 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.

- **Stand sizes:**
  - 3m wide x 3m deep
- **Stand rates:**
  - R850 for stall holders who were involved in our first at **[con]fuze** in 2017. Please submit your completed form and settle your stall fee before 31 December 2017. Thereafter ONLY the R950 stall fee will apply.
  - R950 for first time stall holders.

All stands will have a back.

No stand will be supplied with sides.

An electrical point can be provided at an additional cost of R250 per point.

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

Walkways and stalls are not carpeted.

## 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.

When we consider your application, we look at the photos and information you submitted with your application form.

We look at the following:

- Product quality
- Uniqueness of your products
- Whether it fits into one or more of the following categories of goods: vintage, antiques, retro, geek, collectibles, cosplay and hobbies

We also consider the overall mix and variety of stalls.

We plan the fayre 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 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 **[con]fuze** Exhibitor .

## *Everything you need to know!*

### **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 **[con]fuze** fayres.
- 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:

- We expect our exhibitors to go the extra mile as far as the set-up of their stalls are concerned.
- We showcase only the best and we do this in a classy and professional manner.
- 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 fayre. 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.
- Please note that NO gazebos will be allowed inside the venue.

**Below are a few photographs that were taken at our first [con]fuze fayre .**

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## [con]fuze 2.0 EXHIBITOR APPLICATION FOR CONSIDERATION

Name and Surname	
Business Name	
Contact Details	Mobile:  E-mail:  Website or Facebook page:
Please select the most appropriate category fit for your product.	Retro    Vintage    Antiques    Collectibles    Geek    Memorabilia
Please share specific details about the products you would like to display and or sell.	
Would you like to book ONE or MORE 3m x 3m stand(s)? If the 3m stand space is not ideal for your set-up, please tell us which size would be.	Number of 3m x 3m spaces required:  What size stand would be ideal?
Do you require electricity? If yes, please share specific details about the equipment you will be using. (Additional charges will apply)	

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

Please e-mail your completed form to [elsje@truebluecommunication.co.za](mailto:elsje@truebluecommunication.co.za) OR fax to 0862656139.

You will be notified via email as soon as your application is approved.



