

EKLIEFKRISMIS GIFT MARKET

George, Western cape
6530



The EKLIEFKRISMIS GIFT MARKET is an annual holiday market held in December in the beautiful town of George in the Garden Route. During the December holidays George and the surrounding towns of Mosselbay, Hartenbos and Knysna are flooded with tourists from all over the country. It is this markets goal to create a platform for small South African businesses and creators to sell their beautiful handcrafted products in the Garden Route.

The application process

How to apply:

1. Complete and submit the application form by emailing it to ekliefkrismis@gmail.com. Make sure you fill out the application form thoroughly and attach the best pictures to show your products (remember only products approved by the EKLIEFKRISMIS team will be allowed in the stall space).
2. An email will be sent confirming that the application form was successfully submitted. This does not mean that you have been selected, only that we have received your application and it will now go through the selection process.

Selection process:

The selection process entails three rounds and therefore can take quite some time. This is the reason we open applications so far in advance and also because we need to give selected applicants enough time to produce enough products.

1. The initial or first round

At this stage we will be looking at your attached pictures and inventory list submitted with your application form. We look for:

- Product originality, uniqueness and innovative design
- Products from community projects
- Variety - That similar products are not repeated in different stands. All products have to be viewed or discussed with selectors for approval before being sold at the market. This is to make sure that we maintain standards and avoid overlaps.

2. The second round

If selected to go through to the second round of the selection process you will first receive a formal email and then we will be contacting you personally to discuss your inventory list and further details.

At this stage we look at:

- Quality
- Availability – we strive to bring our clients unique locally made products although we will not restrict participation in other markets, we are therefore very careful to not select applicants/products that are over exposed at other markets in the same area as our market.
- Your range – too big or too small
- Your capacity to produce and deliver.

3. The final stage

Note that, once selected, you will receive an email stating whether you have been officially selected to take part in EKLIEFKRISMIS market or not. Also you will receive an invoice according to the stall space option and service options you selected on your application form. Your stall space will only be confirmed once your entry fee has been paid and your inventory and price list has been finalized.

At this stage we take into consideration:

- The big picture and variety. The market is carefully managed to avoid overlaps and each category has an allocated percentage of floor space. Even though we are excited about your product you may fall out at this stage because of limited space and overlaps.
- Personality and character of the market: each year the market has a different personality and target market and we tweak it accordingly. The EKLIEFKRISMIS market is a gift market. Therefore, we will focus on products we believe would sell best as gifts.

Stall costs:

Item Description	Measurements	Total Cost
Half floor space (own stand)	800mm x 800mm	R400
Half floor space (including table, table cloth and backdrop)	800mm x 800mm	R450
Standard stall space (own stand)	1800mm x 800mm	R800
Standard stall space (including table, table cloth and backdrop)	1800mm x 800mm	R900
Double stall space (own stand)	3600mm x 800mm	R1500
Double stall space (including table, table cloth and backdrop)	3600mm x 800mm	R1700

For all stall space options there is an option to:

- Have the Ekkliefkrismis Team set up your stall @ R100
- Have the Ekkliefkrismis Team dismantle your stall @R100
- Hire a student through the Ekkliefkrismis Team for the duration of the market @R180 per week day and R270 for Saturdays and public holidays that may fall within the market duration

Commission:

All exhibitors pay the stall fee plus commission of 18% on all sales (calculated as 18/100 and not 18/118 on net sales)

Charities that benefit from EKLIEFKRISMIS Market:

- Edengemeente Church
- Life community services
- Garden Route SPCA

Maintenance of stalls and payment system (how the market works)

EKLIEFKRISMIS Market uses a **barcode system**. Every exhibitor gets their own unique barcode or if you already have barcodes for your products then we can just add them to our system. If there are any inquiries about this system feel free to ask, however an email with the system explained will be sent to the approved exhibitors.

The Christmas market starts on the Tuesday, 10 December 2019 and closes on the Saturday, 21 December 2019. The exhibition halls will be decorated according to our theme and all three halls have top notch alarm systems. Every hall will have a central pay point.

Our hands on team will maintain the appearance, sales and stocking of your stall for the whole duration of the market, if you cannot attend the market yourself. With this we give exhibitors the opportunity to take part in our market without actually being there in person to maintain your stall.

We are focused on bringing you a Christmas market like no other. We look forward to receiving your application.

Enquiries

Feel free to visit our website, www.ekliefkrismis.co.za as well as contact us with any questions that you might have by emailing ekliefkrismis@gmail.com or phoning Amanda van Dyk at 072 331 4335.