

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
Standard stall space	1m x 2m table	R900
Standard stall space with backdrop (for hanging products)	1m x 2m	R1000
Double stall space	1m x 4m	R1700
Double stall space with backdrop	1m x 4m	R1900
Every additional stall space added onto double space	1m x 2m	R800 (no backdrop) R900 (+ backdrop)

Commission:

All exhibitors pay the stall fee plus commission of 18% on all sales

Charities that benefit from EKLIEFKRISMIS Market:

- Edengemeente Church
- Life community services
- Diere Beskeremings Verenening (DBV)

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 Wednesday, 12 December 2018 and closes on the Saturday, 22 December 2017. 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.

Timeline for exhibitors to follow

Date	What to expect
15 th of July	<u>Application deadline</u>
15 th of August	<u>Payment deadline for deposit (50%)</u>
30 th of September	<u>Payment deadline for rest of fees (other 50%)</u>
5 th of October	<u>Deadline for changes to inventory lists</u> No one will be allowed to make any further changes to their inventory lists as described in the application forms – remember products that are not on the list WILL NOT BE ALLOWED
5 th of November	<u>Receiving of barcodes:</u> barcodes for products will be emailed in pdf format to all exhibitors to print and attach to their products.
5 th of December	All <u>couriered products</u> must be at Eden Place on this date . No late products will be accepted.
8 th -10 th of December	<u>Set up of stalls:</u> the exhibitors that come and set up their own stalls can do so between 09:00-17:00
12 th – 22 nd of December	EKLIEFKRISMIS MARKET
22 nd -23 rd of December	<u>Pack up of stalls:</u> On the 22 nd only after market closing time On the 23 rd between 09:30-14:00
31 st December	<u>Payment of exhibitors</u>

Rules and regulations

- We ask that all traders that apply will refrain from taking part in any of the other markets located in George during the same time period of the Ekliefkrismis market as this would lead to duplication of products at all the markets. Areas outside George are not prohibited.
- Entry fees are non-refundable and non-transferable
- Your space will only be confirmed once you have paid your entry fee
- All traders must use the central payment system we operate with and use the barcodes that will be emailed to them for printing and attachment to their products.
- We cannot be held responsible for faulty emails- if we cannot get hold of you during the selection process you will automatically be taken of the system.

- We only use one email address per application for correspondence, so please make sure that the first email address on your application is the preferred method. It is the applicant's responsibility to send necessary info to their own team.
- ALL products must be approved before it will be allowed to be sold at the market. If exhibitors want to add products to their inventory lists they need to get permission from the team
- Although we do our utmost to make sure that all possible measures are taken in terms of security, EKLIEFKRISMIS takes no responsibility for any losses experienced for the duration of the market and for the duration the products are in transit to and from the market.

Enquiries

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