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17th December – 23rd December

Westcott Primary School
 Boundary Road Bergvliet

Dear Exhibitor

We are hosting our eleventh exciting annual market event after a very successful 2020 market. Our gift and craft fair offers a wide range of good quality, unique hand crafted products just in time for the festive season. We would like to thank all Exhibitors who supported us in making last year's market a huge success.

This year's application and product forms **must be downloaded by crafters, filled in online with typed lettering, saved and then emailed back to us at info@simplysouth.co.za.** Handwritten forms often make it difficult to capture the correct information. **Please also submit photos of all your products as well as your full proposed table display.** We look forward to another successful gift fair this year.

| <u>Important dates and deadlines to diarize:</u> | |
|---|--|
| 31st May 2021 | Deadline to submit your application form via email |
| 22nd May 2021 | Selection day at Dutch Reformed Church, Bellville West, 8 th Ave, Boston (Craft-X-Po) |
| 5th June 2021 | <u>OR</u> Selection day at Westcott Primary School, Boundary Road Bergvliet |
| 12th July 2021 | Selection results, emailed to applicants |
| 3rd September 2021 | Deadline for the payment of registration fees |
| 6th November 2021 | Bar codes to be collected at Westcott Primary School |
| 15th & 16th December 2021 | 14.00 – 19.00 Crafters Set-up for Simply South Market |
| 23rd December 2021 | 19.30 – 20.30 Pack-up at the end of the market |
| 7th January 2022 | Payments made to applicants. |

Please print out and bring your completed forms to Craft Xpo selection day if that is where you are planning to set up for your approval

SELECTION TIME SCHEDULE

Craft Xpo selection day Dutch Reformed Church, Boston 22nd May: This time schedule is for Craft Xpo only.

08:00 Cards, Christmas decorations, cartonware and paper products, books and Jewelry.

09:00 Foodstuff, Sauces, Sweets and Liquids **SURNAMES A-L**

10:00 Foodstuff, Sauces, Sweets and Liquids **SURNAMES M-Z**

Please submit a closed container with our markets name with samples.

11:00 Needlework, Fabric painting, Knitting and Crochet **SURNAMES A-L**

12:00 Needlework, Fabric painting, Knitting and Crochet **SURNAMES M-Z**

13:00 Lunch

14:00 Toys, Woodwork, Frames, Bath products and Candles

15:00 Porcelain, Glass and Pottery, Mosaic, Miscellaneous, Metal, Leather, Basketware, Plants and Paintings.

Simply South selection day Westcott Primary School 5th June:

All exhibitors coming for approval have the opportunity to set up their display anytime between **9am to 12am** for the market committee to inspect. Our approval team will be looking for eye catching and magnificent displays and presentation. Please note that this approval is **ONLY** for Simply South applicants. **Not** any other markets will be present.

Please note that any foodstuff coming for approval must please be ***submitted in closed disposable containers with tasters/samples marked with applicants name and left on your table.***

SELECTION

Should you take part in the market, your products should have the following criteria to be successful at our market;

- Original craft and/or art related products
- New fresh ideas
- Make an effort to reinvent the look of your stand
- Suitable as Christmas and other gifts
- Exceptionally well presented merchandise
- Reasonably priced
- Must have enough stock for the entire market duration
- Let's all extend our creative thinking and push ourselves to new realms to wow our customers.
- **"Creativity is intelligence having fun."** -- Albert Einstein

**This year we will continue to implement "THE MOST BEAUTIFUL DISPLAY"
This will entitle the winner to a free table in 2022.**

Selection notes:

- All pricing labels must be visible on products.
- Round your products off to the nearest rand. Prices may not be changed before or during the market.
- **Only items that have been approved by us may be sold.**

All foodstuff must have:

- List of ingredients
- How to store your product, before and after opening.
- Expiry date

REGISTRATION FEES

Exhibitors selected to participate in the market will be required to pay a registration fee which will be **due on or before 3rd September 2021**. If the registration fee is not paid by this date, the space will be allocated to another applicant. Please note that the table fees are inclusive of professional 24h security.

- Full table/ floor space (±180 x 75 cm) **R500**
- Half table/ half floor space (± 90 x 75 cm) **R300**

COMMISSION

- Your products are sold and delivered at your own risk.
- Commission of **19.5%** will be deducted from your total sales. This percentage must be included in the selling price.

BARCODES

We will be happy to load your own personal barcodes onto our system, however, please ensure that the barcodes displayed on your goods, reflect the same barcode number as well as the same correct pricing, as submitted to us, to avoid confusion.

SETTING UP

Set up will be over two days, 15th and 16th December. Details to follow later. Exhibitors are responsible for the unpacking and displaying of their own products. Additional stock must be stored under your table.

RE-STOCKING OF TABLES

Applicants will have access in the mornings from **8.00 to 9.00** to restock their tables. Please make sure you have sufficient stock available to maintain your table. **We have been forced to implement a penalty for insufficient stock as in the past, some crafters have not been able to supply and maintain stock levels for the full duration of the market.** This penalty has been set at 10% of total sales.

PACKING UP

The market ends on Wednesday 23rd December at **19.00pm**.

Crafters may pack up only from 19.30. to 20.30. The interim time is to allow the market organizers time to inspect all tables and stands for misplaced craft items and relocate them.

PUBLICITY

Simply South Market will be widely advertised through the radio, press, banners, posters and flyers.

We look forward to meeting you on the selection day. Please feel free to contact us if you have any questions or queries regarding the information provided.

Kind regards

Glenys, Pam, Peter & Carl
(Simply South Organizers)

Simply South Gift & Craft Fair 2021