



Baby & Toddler Market

**2026
STALLHOLDER
GUIDE
— AND —
CONTRACT**



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TIMES DATES

2026 EVENTS

27 February - 1 March

@ Heartfelt Arena, Pretoria

24 July - 26 July

@ Kyalami Grand Prix Circuit, Johannesburg

23 October - 25 October

@ Heartfelt Arena, Pretoria

**FRIDAYS**

10:00 - 17:00

SATURDAYS

9:00 - 17:00

SUNDAYS

9:00 - 15:00

Please note that the venue and event dates are subject to change, with prior notice provided.

- Event setup : Thursdays 10:00 - 17:00
- Event Breakdown : Sundays 15:00 - 18:00

B

SOCIAL STATS

**59 482** followers**27 000** followers**15 000** sms & email database**Flairmarket** Established 2015**36 events** hosted up to date

(+ - 2500 - 3200 visitors per event)





VENDOR APPLICATION STEPS



Submit Your Application



Application Review



Receive Your Booking Documents



Pay Your Deposit



Complete Your Vendor Profile



Receive Your Vendor Information Pack



You're Ready for Flair!

PLEASE TAKE NOTE

- Low-quality images submitted with application forms will not be accepted. Please ensure all images are clear and high-resolution.
- Flair Market reserves the right to accept or decline any application at its sole discretion.
- Final stall placements are determined by the Flair organising team and cannot be changed upon request.
- No reservations will be held without payment.



STEP 1

Submit Your Application

Complete the vendor application form by:

- Providing company info and details.
- Selecting your preferred stand size.
- Providing a short description of your company and products.
- Uploading a few photos of your products and stand layout for our review.
- Read and agree to The Flair Vendor Agreement on the website.

PLEASE NOTE



Submitting an application does not guarantee acceptance or secure your booking.



The link to the new vendor application form will be available at www.flairmarket.co.za/becomeavendor as soon as applications officially open.



STEP 2

Application Review

Our team carefully reviews every application.

Applications are assessed based on:

- Product suitability for the event.
- Product variety and overall event balance.
- Stand size requested.
- Availability of space and category.
- Quality and presentation of your products.
- Uniqueness and originality of your brand or products.
- Potential customer appeal and fit with the Flair audience.
- Previous participation, past event performance, and visitor feedback.

PLEASE NOTE



Once approved, we will allocate your stand position and send approval confirmation and stand invoice via email.

Review of application can take 10 - 14 days.



STEP 3

Receive Your Booking Documents

If your application is successful, you will receive:

- Your allocated stand number on confirmation email.
- A Quote Document with banking details.
- Payment instructions.

Please read through Stall holder Guide & Contract carefully before making payment.

PLEASE NOTE



Payment must be made within 24 hours of receiving your quote to secure your stand. Unpaid bookings may be released to other applicants.



Your booking is only confirmed once we have received your required deposit payment.



STEP 4

Pay Your Stand Fee

Vendors may choose one of the following payment options:

- *Pay in Full:* Settle the full stand fee upon receiving your quote.
- *50% Deposit:* Pay a 50% deposit to secure your booking. The remaining balance must be paid at least 30 days before the event.

Failure to pay the outstanding balance by the due date may result in the cancellation of your booking.

PLEASE NOTE



Your booking is only confirmed once we have received your required payment.



Payment must be received within 48 hours of your quote being issued to secure your stand. Unfortunately, we are unable to follow up individually with vendors regarding outstanding payments. If payment is not received within the required timeframe, your stand reservation will be released and allocated to another applicant.



STEP 5

Complete Your Vendor Profile

After your booking has been confirmed, you'll receive a link to complete your online vendor profile.

This is where you will:

- *Upload high-quality product images and logo for our marketing.*
- *Join our Flair Hamper Competitions..*
- *Request electricity (if required).*
- *Order additional vendor tags (if needed).*
- *Submit your Flair coupon (optional).*
- *Courier info for long distance vendors (fee applicable)*

PLEASE NOTE



Important: Vendors who complete their profiles with quality images and accurate information will be prioritized in Flair's social media posts. We encourage you to complete your profile as soon as possible.



STEP 6

Final Information Email

Closer to the event, you'll receive your Final Vendor Information Email containing everything you need to know, including:

- *Setup dates and times.*
- *Access and arrival information.*
- *Parking details.*
- *Breakdown procedures.*
- *Courier & Pick up details for long distance vendors.*
- *Event rules and guidelines.*
- *Important contact information.*
- *Any final event updates.*

PLEASE NOTE



All of this information is also included in the Flair Vendor Agreement, available on our website. If any event-specific details or procedures change, they will be communicated in your Final Vendor Information Email, which you will receive closer to the event.

D

STAND FEES

- Stands are located inside a large hall with white flowcrete flooring.
- Stands marked with an asterisk (*) carry an additional cost.
- The hall is locked at night, but stands are left at your own risk.



• **PRETORIA** - Heartfelt Events Arena



• **JOBURG** - Kyalami Grand Prix Circuit, Convention Centre



GREEN STANDS

3m x 3m stand
3m (depth) x 3m (width)
includes 2 vendor tags

R6900 incl VAT

BLUE STANDS

4m x 3m stand
3m (depth) x 4m (width)
includes 2 vendor tags

R8900 incl VAT

RED STANDS

5m x 3m stand
3m (depth) x 5m (width)
includes 2 vendor tags

R10900 incl VAT

YELLOW STANDS

6m x 3m stand
3m (depth) x 6m (width)
includes 4 vendor tags

R12900 incl VAT

XLARGE STANDS

Sizes may vary
4m (depth) x 6m (width)
includes 4 vendor tags

R15400 incl VAT

limited available

TABLE STANDS

Sizes may vary
+/- 2m (depth) x 1.5- 2m (width)
includes 1 vendor tag

R4900+ incl VAT

limited available

Please note
these stands are small and may not be able to accommodate certain products or stands.

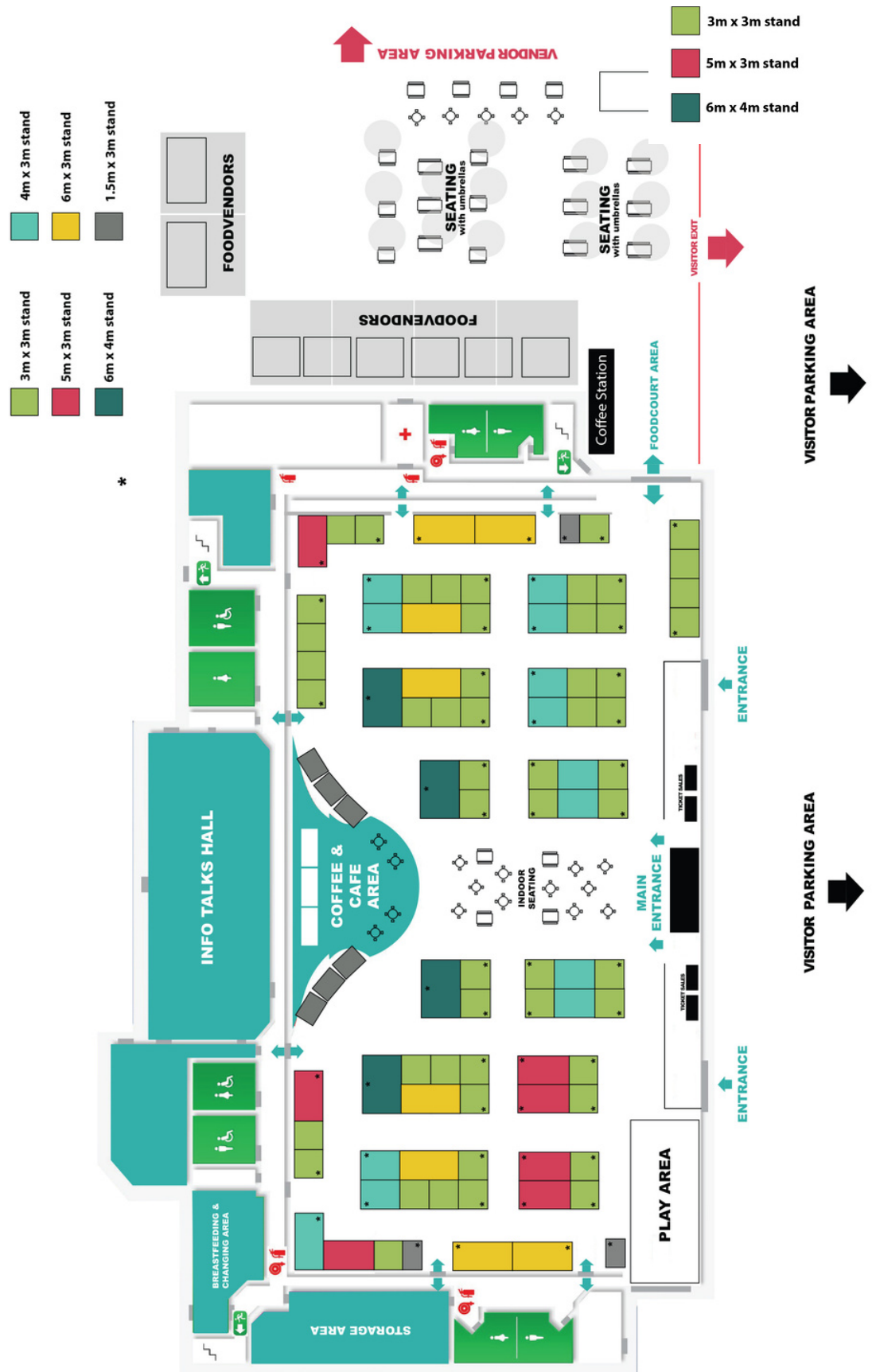
***Additional R400** incl VAT for corner stands

If you require a larger stand than what is currently available, please contact us directly.

Please note that prices are subject to change based on supplier quotes and annual price adjustments. Stands marked with * has additional cost.

E

MAP & LAYOUT



Please note Layout is not final and may change

* corner stands - additional fee

F

STAND LAYOUT AND PRESENTATION



Vendors are required to ensure that their stands are presented in a creative, neat and attractive manner, in keeping with the overall look and feel of the market.

Stands must be thoughtfully arranged, decorated, and well-maintained throughout the event to enhance the visitor experience and uphold the event's visual standard.

Vendors are encouraged to incorporate creative elements such as shelving, display stands, signage, lighting, or decorative accents (e.g., pot plants or themed props) to create an attractive, engaging, and professional presentation.

Samples of Neat and Creatively Presented Stands



Stand Presentation Requirements

- Products must be **neatly and creatively displayed** – no cluttered or haphazard setups.
- Stand name/business name must be **clearly visible**.
- **No camping chairs** or visibly worn/unprofessional seating.
- **No plain tables** with only a tablecloth – additional display elements are required.
- Incorporate **creative display features** such as shelving, risers, crates, baskets, lighting, pot plants, themed props, or signage to enhance presentation.
- Stands must be **clean, tidy**, and well-maintained throughout the event.
- All packaging, **storage boxes**, and personal items must be kept out of sight from visitors.
- **Avoid blocking** neighbouring stands or aisles with displays or stock.
- Any damaged or **unsafe display items** must be removed immediately at the request of the organizers.

Simply placing a table and chair with products laid out on plain tables will not be permitted.

The Organizers reserve the right to request adjustments to any stand that does not meet these presentation requirements.

Samples of Poorly Presented Stands



STAND INFO

Setup: Thursday before the event from 11:00 – 17:00.

Breakdown : Sundays after event 15:00 – 18:00

WHAT'S INCLUDED IN YOUR STAND FEE

- Allocated Stand Space
- Electricity Access (only if requested on the application form)
- Please bring your own 5–10m extension cords and multi-plugs.
- 2 x Stallholder Access Tags. Larger and Double stands receive 4 x Stallholder Tags. Tags should be returned to the Organisers after the event.
- Additional Stall Holder tags are available at R100, each.
- 1 x Social Media Post
- A post will be created at the organiser's discretion, using the information and quality images provided. Low-resolution or poor-quality images will not be used.
- Free Exhibitor Parking
- Access granted upon presentation of stallholder tags.

PLEASE NOTE:

- Vendors are fully responsible for their own setup, including tables, chairs, décor, signage, etc.
- No shell schemes or stand structures will be provided.
- Electricity is only provided upon request on the application form.
- Vendors must bring their own marked 5–10m extension cords and multi-plugs.
- No setup will be permitted until full payment of stand fees has been received.
- Vendors with outstanding balances will be denied access.
- Each approved vendor will receive one social media post on Flair Market's platform, created from the content submitted in the application form.
- Flair may share additional stories or reels at its own discretion to promote the event.
- Additional marketing content may be created at the organiser's discretion; however, this does not guarantee increased exposure for specific vendors or products.





STANDARD TERMS & CONDITIONS

These Rules and Regulations apply to all exhibitors with a registered stand at the Event. The registered owner of the stand is responsible for ensuring that the person(s) manning the stand (whether staff members or contracted individuals) are fully informed of these rules.

1 GENERAL TERMS AND CONDITIONS

1.1 Setup:

Setup is permitted only on the Thursday before the event from 10:30 - 17:00. Breakdown: Sunday after event 15:00 - 18:00

1.2 Late Arrivals / Closed Stalls:

Stalls must be ready for trading 30min before the doors open for visitors. If there are any delays, please inform the organizers immediately. Vendors may not dismantle their stands or leave the venue before the official closing time. Early pack-up may result in exclusion from future events.

1.3 No Trailer Storage:

Trailers may not be stored on the premises during the event.

1.4 No Smoking:

Smoking is strictly prohibited on the premises. An allocated smoking area will be provided.

1.5 Vendor Parking:

Use only designated vendor parking areas. Please refer to the signage on market days. Present Vendor Tags to gain access to parking and exhibition space.

1.6 Staffing:

Each stall includes access for two/four staff members depending on stand size. Additional staff may be accommodated subject to prior approval. Access tags must be purchased for all additional staff members at a rate of R100 per/person.

1.7 Cleanliness:

Exhibitors must ensure that their stalls are clean during and after the event. No rubble, storage boxes, or decorations should be left behind after breakdown. Please use the waste disposal area indicated on the map.

1.8 Stall Electricity:

Any stall extensions must be clearly marked and submitted during setup. Connections will be made after setup, and no connections will be allowed during market days.

1.9 Artwork:

Once artwork is submitted, no changes will be allowed. Flair Market will use a standard template for all adverts. Please provide high-resolution images and accurate social media handles. Low-resolution images or poor descriptions will not be used for advertisements. **No logos or watermarks on images.**

2 STALL INFORMATION

2.1 Sizes and Costs:

Please refer to page 4 for detailed information on stall sizes and costs.

2.2 Included with Stall fee:

A standard stall includes the following:

- 1 x Power point (available upon request; bring your own marked 5-10m extension cords and multi-plugs)
- 2/4 x Stall holder tags (Additional tags available at R100)
- 1 x Social media post (organizer's discretion-bad quality images will not be used)
- Free parking for exhibitors (Please present Tags to gain access).

Note: The organizers are not responsible for any damages or loss of income, including theft, weather-related incidents, or other damages. Do not leave valuables unattended.

2.3 Stock:

Stallholders are responsible for ensuring they have sufficient stock for the duration of the event.

2.4 Bags and Packaging:

Stallholders must provide their own conveyance bags and packaging.

2.5 Trailer Storage:

As noted earlier, trailers cannot be stored on the premises during the event.

2.6 Acceptance of Applications:

Flair Market reserves the right to accept or reject any application at its sole discretion.

2.7 Selling Other Brands:

No third-party products or services may be sold without prior written approval from Flair Market.

If you intend to sell items from another brand, please notify us in advance and obtain consent before the event.

2.8 Unauthorised Products:

Flair Market reserves the right to remove any products that were not disclosed or approved. The organizers reserve the right to inspect any stand at any time. Non-compliant materials or products not approved in advance may be removed without refund.

2.9 Setup:

Stallholders are responsible for their own setup (e.g. décor, tables, chairs, branding). Please note that Flair Market does not provide shell scheme stands.

2.10 Sales:

Stallholders will manage their own cash and card sales. Flair Market does not charge commission on sales.

2.11 Product Storage:

Stallholders must ensure their products are neatly stored and protected at their stands.

2.12 Delivery of Goods:

The organizers cannot accept deliveries on behalf of exhibitors and will not be responsible for any items left on-site in the absence of the exhibitor. Any damages to goods on the exhibition premises are the responsibility of the exhibitor.

2.13 Packaging & Storage:

Empty packaging and storage boxes must not be stored on the stall. Please use the storage area allocated by the organizers.

2.14 Venue Damage:

Stallholders are responsible for any damage caused to the venue during setup, the event, or breakdown.

Any incidents resulting in damage must be reported immediately to the Flair Market organisers.

2.15 Deliveries:

Stallholders are responsible for arranging their own deliveries. Access will be granted with a 30-minute pass. Please inform the delivery personnel to obtain the pass at the entrance.

2.16 Promotional Material:

Promotional materials (banners, flyers, etc.) can only be distributed within the boundaries of your stall. The Exhibitor is permitted to display marketing materials only within the designated stand space as specified in the exhibition agreement. Any marketing or promotional materials placed outside of the designated stand space or in any common areas of the venue, including but not limited to corridors, public spaces, or any other areas within the premises, will incur additional charges. Such materials must be pre-approved by the event organizers, and any associated fees will be the responsibility of the Exhibitor.

2.17 Vehicle Advertising:

Vehicles parked on the premises may not be used for promotional material displays.

2.18 Goodie Bags:

Any promotional material for goodie bags (either paid or sponsored) must be approved by the organisers.

2.19 Insurance:

Exhibitors are strongly encouraged to insure their products, displays, and personal belongings. Flair Market and its organisers will not be held liable for any loss, damage, or personal injury that may occur during the event.

2.20 Shared Stands:

Vendors may share a stand with another exhibitor, subject to prior written approval from the event organizers. The Exhibitor must submit a formal request for approval via email, which may be granted at the discretion of the organizers. Each vendor must still fill in their own application form after shared stand approval. A fee of R400 excl VAT will be applicable for any shared stand arrangement. This fee will be added to the final amount invoiced and must be paid in full before the event. Exhibitor sharing a stand remains individually responsible for their own display, materials, and compliance with event regulations. Both parties must ensure they adhere to the

event organizers' guidelines for shared stand usage.

2.21 Promotion of Other Events & Stores: Vendors are strictly prohibited from promoting retail shops, pop-up stores, or other markets/events during Flair Market. This includes the distribution of flyers, business cards, or any marketing material unrelated to your approved product offering.

3 ADDITIONAL PROVISIONS

3.1 Stand Allocation:

Flair Market cannot guarantee the availability of specific stand locations. If a preferred location is unavailable or has restrictions, the organizers will allocate an alternative stand at their discretion.

3.2 Stand Size Variation:

If the stall size varies by more than 15% from the original booking, the organizers will adjust the contract price accordingly and may relocate the stall if necessary.

3.3 Fixtures and Fittings:

Stallholders are responsible for all fixtures and fittings, with approval from the organizers regarding layout and design.

4 PAYMENTS AND REFUNDS

4.1 Payment Terms:

The full stall fee is payable upon booking, unless otherwise agreed in writing. A signed contract and proof of full payment are required to confirm your stall. All payments must be made via EFT – no cash payments will be accepted. Should you require a payment arrangement, this must be requested and approved in writing by the organisers in advance.

4.2 Proof of Payment:

Stallholders must email proof of payment to info@flairmarket.co.za.

4.3 Invoices:

Invoices will be issued upon confirmation and are available on request and will be sent at month end.

4.4 Forfeiture for Non-Payment:

If payment is not received in the allocated time, the stallholder will forfeit their stands and it will be allocated to vendor on waiting list.

4.5 Deposit and Final Payment:

If a vendor pays a deposit but does not settle the remaining balance one month prior to the event, they will forfeit the deposit and the organizers will reallocate the stall unless otherwise agreed in writing.

5 MARKETING AND PROMOTIONS

5.1 Co-Hosting on Facebook:

Stallholders are required to accept the Co-Host invitation for the event on Facebook.

5.2 Promotional Efforts:

Stallholders are encouraged to regularly promote the event on their social platforms, including live videos, stories, and posts. Artwork will be provided.

5.3 Social Media Tags:

Stallholders should tag @flairmarket on Instagram and @FlairBabyandToddler Market on Facebook when sharing posts about the event.

5.4 Sponsorship Prizes:

Stallholders may provide prizes for event competitions. Prizes must be submitted on setup day. If a stallholder fails to provide the sponsored prize, they will be required to reimburse the organisers.

5.5 Stories and Reels

Flair Market may share stories and reels at its discretion to promote the event. Please note that inclusion in this content is not guaranteed for all vendors or products.

5.6 Vendor Post

Each booked vendor will receive a social media post on our platform, created using the information and images provided in the application form. Please submit High Quality & High Resolution Images.

5.7 Marketing Material on stand

Exhibitors are permitted to display marketing materials only within the designated stand space as specified in the exhibition agreement. Refer to 2.16

CANCELLATION AND POSTPONEMENT

6.1 Market Postponement:

The organizers shall not be held liable for delays or cancellations caused by events beyond their control, including but not limited to acts of God, pandemic restrictions, political unrest, civil disturbances, or government regulations. In such events, the refund policy as described in Section 6.2 shall apply. In the event of postponement, the stallholder may choose to either cancel the booking or rebook for the new event. Refunds or rebookings will be offered as follows:

- Cancellation: 50% refund of the full amount paid.
- Rebooking: 70% of the amount paid may be carried forward to the next event, with 30% forfeited.

6.2 Cancellation Due to Force Majeure:

If the event is canceled due to force majeure (e.g., COVID-19 restrictions), stallholders will receive a 50% refund, with the remaining 50% forfeited.

6.3 Stall Cancellation by Vendor:

Stallholders who cancel within 30 Days before the event will forfeit the full stand fee paid or still outstanding. Any cancellations before this date, if the booking is already confirmed, will result in a 50% refund of the total stand fee. Vendors must deliver sponsored prizes (used in ads) to Flair organisers before the event. If the vendor fails to do this. They will not be considered for future events.

6.4 No-Show Policy:

If a stallholder is classified as a No-Show, they will forfeit any paid fees and will not be eligible for a refund. Additionally, any outstanding fees will remain due and must be paid in full within 5 days following the event if they are interested in participating.

DISCLAIMER OF LIABILITY AND PRODUCT INTEREST

7.1 Event Outcome:

While we provide a platform to showcase your products or services, we do not guarantee the success, visibility, or level of interest generated in your product offering. Participation in the event does not ensure sales, leads, or customer engagement. The organizers cannot be held liable for any financial losses, lack of interest, or unsuccessful outcomes experienced during or after the event. All participation is undertaken at your own risk.

INDEMNITY AND LIABILITY

8.1 Waiver of Claims:

The stallholder waives any rights to claim damages from the organizers for personal injury, property and product loss, or theft during the event.

8.2 Organizers' Liability:

Flair Market is not liable for any direct or indirect loss or damages incurred by the stallholder.

TERMINATION CLAUSE: VENDOR CONDUCT AND COMPLIANCE

The event organizers reserve the right to terminate a vendor's participation at any time during the event if the vendor engages in inappropriate conduct or fails to comply with event rules and regulations. This includes, but is not limited to:

1. **Unprofessional or Rude Behavior:** If a vendor or their representatives engage in abusive, disruptive, or disrespectful behavior towards event staff, other vendors, or attendees, the event organizers may immediately ask the vendor to leave the premises.
2. **Failure to Comply with Event Rules:** Vendors must adhere to all event guidelines, safety regulations, and local laws. If a vendor is found to be in violation of these rules, the event organizers may instruct them to pack up and vacate their stall immediately.
3. **Consequences of Termination:**
 - Immediate Removal: Upon termination, the vendor must immediately cease all activities, pack up their booth, and leave the event site.
 - Forfeiture of Fees: Any fees paid by the vendor will be forfeited, and no refunds will be issued.
 - Prohibition from Future Events: Vendors who are terminated due to misconduct may be prohibited from participating in future events organized by the same team.

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LIMITATION OF LIABILITY FOR EXTERNAL FACTORS

The organizers are not responsible for any disruption caused by third-party service providers, including but not limited to power outages, security services, venue restrictions, or internet failures. No refunds or compensation will be issued for any loss or inconvenience caused by such disruptions.

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INTELLECTUAL PROPERTY PROTECTION

11.1. Use of Flair Market Branding: Vendors may not use Flair Market's logo, brand, or event imagery for promotional purposes without prior written consent. Any unauthorized use will result in removal from future events

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DISPUTE RESOLUTION CLAUSE

12.1. Dispute Resolution: In the event of a dispute arising out of this contract, both parties agree to resolve the matter through good-faith negotiation. Failing which, the matter shall be referred to mediation before pursuing any legal remedy in a South African court of law.

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CONTRACT SIGNED ON ONLINE APPLICATION FORM

By submitting and signing the online application form. You accept this contract, you acknowledge that you have read, understood, and agree to be bound by all the Terms and Conditions set forth herein.

