



**Baby & Toddler Market**

**2025  
STALLHOLDER  
GUIDE  
— AND —  
CONTRACT**



## A

# 2025 EVENTS

**29 February - 2 March**

@ Idlewild Country Estate, Irene

**27 June - 29 June**

@ Idlewild Country Estate, Irene / Johannesburg

**November**

@ Idlewild Country Estate, Irene / 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.

## B

# SOCIAL STATS



**55000** followers



**21000** followers



**33000** sms & email database

**Flairmarket** Established 2015

**33 events** hosted up to date

**48000** visitors in total. (+- 2000 - 3200 per event)





# HOW TO APPLY AS A VENDOR

## STEP 1

Download the Contract and Stallholder Guide on the website [www.flairmarket.co.za](http://www.flairmarket.co.za).  
Read the Stallholder Contract and Guide thoroughly.

## STEP 2

Complete the Vendor Applications Form online.  
Wait for email approval from organizers

## STEP 3

Once you receive a confirmation email proceed with deposit payment within timeframe given.

## STEP 4

Send your POP to [info@flairmarket.co.za](mailto:info@flairmarket.co.za)

**FINAL PAYMENTS AND OUTSTANDING BALANCES DUE 20 DAYS BEFORE SETUP DAY WITH PRIOR ARRANGEMENT.**

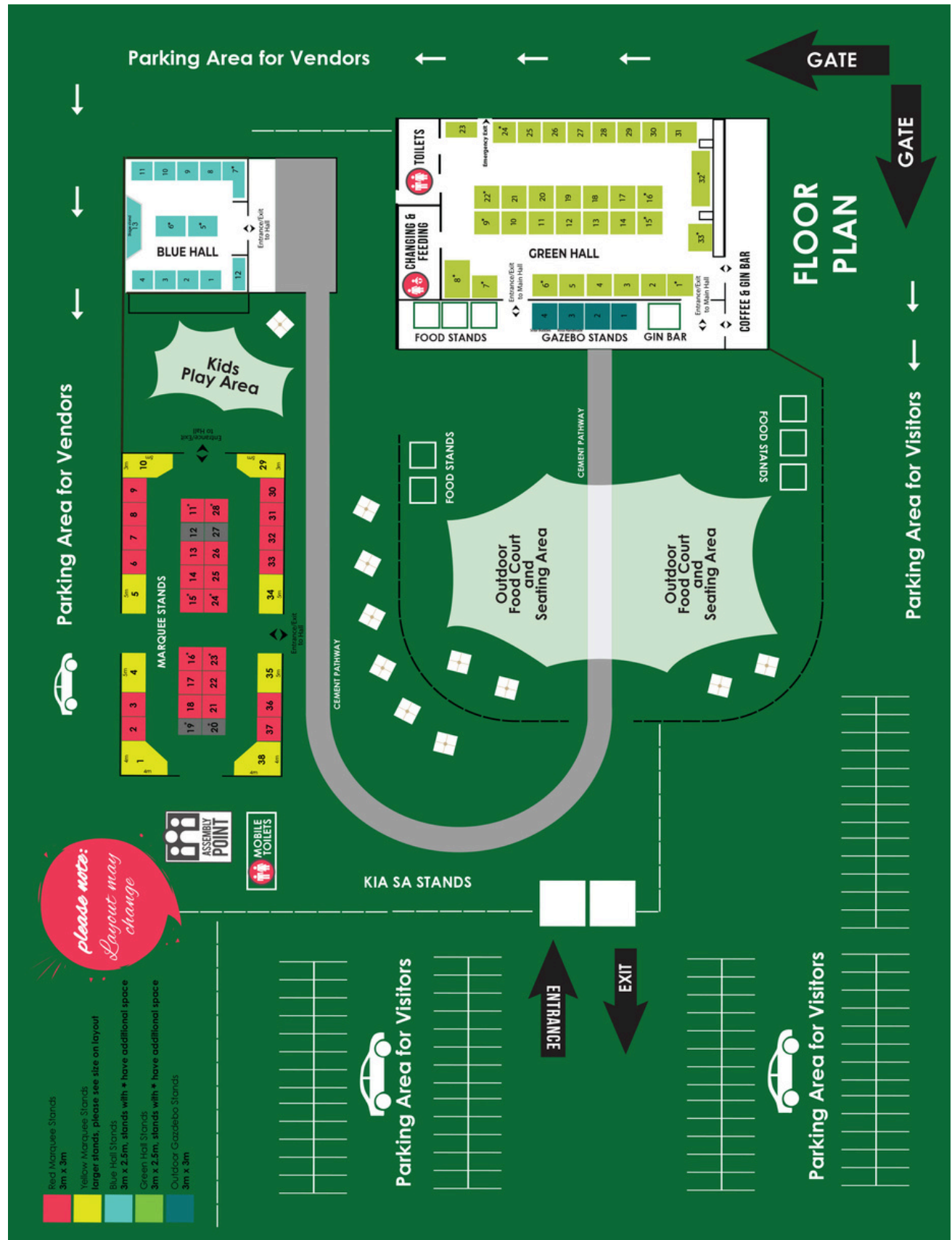
## PLEASE TAKE NOTE

- Bad quality images on application forms will not be accepted
- Flairmarket reserves the right to accept or reject any applications.
- Flair Organisers will make the final placements for all participants.
- A booking is only considered final once payment has been received.
- There are no reservations allowed.

# D

# MAP & LAYOUT

Stands marked with \* has additional cost



*Please note: Layout may change*

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



## E

# STAND FEES



## GREEN HALL STANDS

2.5m (depth) x 3m (wide)

**R7100** incl VAT

- Inside the green hall
- Stands marked with \* has additional cost
- Hall gets locked at night
- Stands will be left at own risk

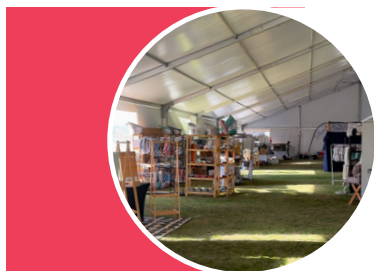


## BLUE HALL STANDS

2.5m (depth) x 3m (wide)

**R6200** incl VAT

- Inside the blue hall
- Stands marked with \* has additional cost
- Hall gets locked at night
- Stands will be left at own risk



## MARQUEE TENT STANDS

3m (depth) x 3m (wide)

**R5800** incl VAT

- Inside large Marquee tent, on large grass area.
- Stands marked with \* has additional cost
- Tent gets closed at night. Security on premises.
- Stands will be left at own risk



## LARGER MARQUEE TENT STANDS

3m (depth) x 5m (wide)

**R7900** incl VAT

- Inside large Marquee tent, on large grass area.
- Stands marked with \* has additional cost
- Tent gets closed at night. Security on premises.
- Stands will be left at own risk



## OUTSIDE GAZEBO STANDS

3m (depth) x 3m (wide)

**R5500** incl VAT

- Outside on grass/pavement
- Flair will supply white gazebos. If own white or branded gazebos are supplied by vendor you can subtract R300 from stand fee with permission from organizers
- Security on premises at night
- Stands will be left at own risk



## SMALL STANDS limited available

+/- 2.5m (depth) x 1.5m (wide)

**R3800 - R4800** incl VAT

- Inside Marquee tent / Blue Hall / Green Hall, depending on availability
- Halls get locked up and Tent gets closed at night. Security on premises.
- Stands will be left at own risk

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

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

## F

# STAND INFO

**Setup is permitted only on the Thursday before the event from 10:30 - 17:00. No setup is allowed on market days.**

## INCLUDED IN STAND FEE

- Allocated stand area
- Electricity (available upon request on application form; vendor must supply own extension cords and multi-plugs)
- 2 x Stall holder tickets (additional tickets available at the daily entrance rate)
- 1 x Social media post (organizers discretion- bad quality images will not be used)
- Free parking for exhibitors

## PLEASE NOTE:

- All vendor are **responsible for own setup**, stand decor, tables , chair ect.
- Electricity available upon request on application form; vendor must supply **own extension cords and multi-plugs**.
- Vendors with outstanding stand fees will not be allowed to do setup until stand is **paid in full**
- Each booked vendor will receive a **social media post** on our platform, created using the information and images provided in the application form.
- Flair will post stories and reels at its discretion to promote the event. However, posting of additional stories and reels is **not guaranteed** for all 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. No setup is allowed on market days.

### 1.2 Late Arrivals / Closed Stalls:

Stalls must be ready for trading by 08:30 sharp. If there are any delays, please inform the organizers immediately.

### 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.

### 1.6 Staffing:

Each stall is allowed two staff members. Additional staff can be added at a rate of R50 per day, subject to prior approval.

### 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.

### 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.

### 1.10 COVID-19 Compliance:

Exhibitors must comply with any COVID-19 regulations as stated in Point 7 of the Terms and Conditions (if applicable).

## 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 extension cords and multi-plugs)
- 2 x Stall holder tickets (additional tickets available at the daily entrance rate)
- 1 x Social media post (organizers discretion- bad quality images will not be used)
- Free parking for exhibitors

Note: The organizers are not responsible for any damages or loss of income, including theft, weather-related incidents, COVID-19, 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 market.

### 2.4 Bags and Packaging:

Stallholders must provide their own conveyance bags and packaging.

**2.5 No Trailer Storage:**

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

**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 products or services from other brands may be sold without prior consent from Flair Market. Inform us in advance if you plan to sell products from another brand.

**2.8 Unauthorized Products:**

Flair Market reserves the right to remove any products that were not disclosed or approved.

**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 will be liable for any damage caused to the venue during setup or breakdown. Any such damage must be reported immediately to the Flair Market organizers.

**2.15 Deliveries:**

Stallholders are responsible for arranging their own deliveries. Access will be granted with a 20-minute pass. Please inform 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 organizers.

**2.19 Insurance:**

Exhibitors are advised to insure their products, displays, and personal effects. The organizers are not responsible for loss, damage, or personal injury incurred at 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 R350 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.



### 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 amount is due upon booking, unless otherwise specified. A signed contract and full payment confirm your stall booking. Payments must be made via EFT, and no cash will be accepted.

#### 4.2 Proof of Payment:

Stallholders must email proof of payment to [info@flairmarket.co.za](mailto:info@flairmarket.co.za).

#### 4.3 Invoices:

Invoices will be issued upon confirmation and are available on request.

#### 4.4 Forfeiture for Non-Payment:

If payment is not received, the stallholder will forfeit any payments made.

#### 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 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 a promised prize, they will be required to reimburse the organizers.

#### 5.5 Stories and Reels

Flair will post stories and reels at its discretion to promote the event. However, posting of stories and reels 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.

#### 5.7 Marketing Material on stand

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

### 6 CANCELLATION AND POSTPONEMENT

#### 6.1 Market Postponement:

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: 80% of the amount paid may be carried forward to the next event, with 20% 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 28 Days before the event will forfeit the full standfee paid or still outstanding. Any cancellations before this date, if booking is already confirmed will result in a 50% refund of the total stand fee.

#### 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.

### 7 COVID-19 / OTHER REGULATIONS IN PLACE (if applicable)

#### 7.1 Health & Safety Compliance:

Stallholders and attendees must adhere to all health protocols, including temperature checks, wearing face masks, and maintaining social distancing.

### 8 INDEMNITY AND LIABILITY

#### 8.1 Waiver of Claims:

The stallholder waives any rights to claim damages from the organizers for personal injury, property 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.

### 9 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.

### 10 CONTRACT SIGNED ON ONLINE APPLICATION FORM

By signing the agreement online on the application form, the vendor acknowledges and agrees to comply with all event rules and to maintain a professional and respectful demeanor throughout the event.