

# Herfsmark

## Kuns, Kos & Kuiermark

### 20 Apr - 1 Mei 2024

### INFORMATION LEAFLET

Contact Detail:

✉ PO Box 262, Hartbeespoort, 0216	☎ 082 555 9109
☎ 012 253 - 0063	☎ 0866 108303
✉ <a href="mailto:herfsmark@gmail.com">herfsmark@gmail.com</a> <a href="http://www.herfsmark.co.za">www.herfsmark.co.za</a>	33 Maraisstraat, Schoemansville, Hartbeespoort

**OPENING & WELCOME:**

Friday 20th April 2024

**08:30 - 09:00**

**SET UP:**

Friday 20th April 2024

**08:30 - 09:00**

**MARK HOURS:**

09:00 - 19:00

**Wednesday 1 May**

**09:00 - 15:00**

**Closed on Sundays**

**CLEARING OF STOCK:**

Wednesday 1st May 2024

**15:30 - 18:00**

Thursday 2nd May 2024

**09:00 - 13:00**

## Registrations

- Please read the information leaflet before you complete the *Registration Form*.
- **NO** exhibitor will be accepted without a clear and fully completed Registration form.
- Please ensure that all the fields are filled in on the Registration Form – it increases costs unnecessarily if we need to email or call to obtain information. We friendly request that all registration forms please be filled in using Excel and be emailed back to us. The signed registration form must be handed to the Committee on Selection Day.
- Changes in contact and bank details must be brought under the attention of the committee.
- A **non-refundable registration** fee as set out below is payable **after having been informed of successful selection**.
- A Fee of R500 per power point will apply. In the event of using a double adaptor the charge will be for 2 power points.

<b>“EARLY BIRD” FEE</b> If paid <b>before</b> <b>20 March 2024</b>		<b>“SNOOZE YOU LOSE” FEE</b> When paid <b>after</b> <b>20 March 2024</b>
R500	Standard Cubicle (1 x 2 m)	R700
R995	Deep Exhibition Space (2m x 2m)	R1195

- Registration that has not been fully paid by **31 March 2024** will pay the “Snooze” Fee which will automatically be deducted from your sales. The number of stalls booked on the registration form is the amount that will be deducted from your sales.

### Bank Detail:

HARBEESPOORT HERFSMARK  
 ABSA BANK (Savings Account)  
 BRANCH CODE: 632005  
 ACC NO : 9268193648

- Please use your name **AND** the HM Reference No which appear on your Invoice, as reference when payment is made. Example: ***HM001 or HM 010, etc***

## Screening / Selection

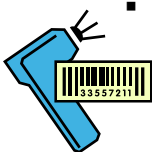
- What can I put before the selection committee:
  - Any unique products – especially handmade items that are not normally available in shops may be submitted for screening
- To ensure a wide variety product, of high standard, all products must go through a screening process
- All products that will be exhibiting during the market must be presented to the Selection Committee. No products other than those that have been selected will be allowed at the market. Please note that products like witches, buddha’s or any such products will not be allowed at the market
- NO products that depict Jesus Christ in any way, will be allowed.
- Screening will be done on **20 & 27 JAN and 10 & 17 Feb 2024** – more detail will be provided closer to these dates
- After thorough analysis of the past 10 years, we have found that the following products do not sell well at our market:

- Big, expensive paintings in excess of R500
- Clothing with gospel messages
- How should it be unpacked:
  - All articles must be clearly priced
  - In the appropriate packaging
  - Just as you plan to do it during the market
- If you cannot be present during screening / selection, please arrange for a representative on your behalf
- The screening committee's decision will be conveyed to you after completion of the screening dates
- The committee reserve the right to accept or decline any products and to decide which exhibitor will be placed first
- A letter will be sent by e-mail to let you know what the outcome of the screening was

## SETUP

- **Friday, 19 April 2024 from 09:00 – 18:00**
- Cubicles are approximately 1m x 2m (like a steel table) and 2m high
- A steel frame forms the borders of each cubicle, and can be used to hang some products
- The height above table level provides you with extra space of 4 meters and could be well utilized by adding shelves to display articles
- Shelves can help to exhibit the products to its full potential and help to ensure that you make use of the full area
- It has become increasingly difficult to provide all exhibitors with steel tables (2 x 1 m x 75 cm high), therefore we request you to bring your own table. Should you be unable to provide your own table, you may rent one from us at a fee of R150.00 for the duration of the market. Please arrange this well in advance of the market in order to ensure availability. **Tables must be clearly marked. No tables will be allowed to leave the terrain which are not clearly marked.**
- Stock underneath the tables may not be visible
- Posters and brochures explaining the products can be helpful
- Try to exhibit products in such a way that it will sell itself
- You must provide a non-transparent tablecloth that covers the complete table and reaches to the floor. This provides you with space underneath the table to hide extra stock out of sight
- "S" hooks that can be used to hang articles on the wooden sides of the stall and can be bought at a fee of R10 for 20.
- Please ensure that products that are only displayed for décor purposes are clearly marked: **"DISPLAY ONLY"**
- Products that are marked separately but forms part of a "set" must be exhibited in such a way that it does not confuse the client to think it is sold as one product
- Please make sure that all persons that will do the unpacking on your behalf are aware of all the rules and regulations
- Please ensure that sharp or dangerous products are in safe packaging to avoid any accidents.

## MARKING OF PRODUCTS, STOCK LIST AND BARCODING



- The Hartbeespoort Herfsmark uses a barcode product identification and pricing system
  - Every article must be provided with a barcoded sticker that must be attached to the article
  - Only **Herfsmark** barcode stickers may be used. **No other barcodes will be accepted.** Please make sure that previous year's Herfsmark barcodes are removed.
- Make sure that barcode sticks solid to the item

- Exhibitors of food products that will be available for tasting will be exhibited in the “Deli”
- Make use of string or piece of carton to attach the barcode to wood, material or steal
- Barcodes may not be folded or bended
- Extra stickers may be ordered during the market
- Barcodes are printed according to a **Stock list** provided by the exhibitor
- A prescribed **Stock list** form will be send to you together with the letter, before the selections
  - **Please read the instruction on the Stock list carefully**
- Additional stickers of approved products can be printed during the market
- Products arriving at the pay point without a barcoded sticker will be provided with a general code and price and the exhibitor will forfeit the income of this article/s
- **ALL PRODUCTS MUST PLEASE HAVE DESCRIPTIVE NAMES IN ORDER FOR US TO ASSIST FINDING PRODUCTS WITHOUT STICKERS. LONG DESCRIPTIONS THAT JUST READ “ITEM” MAKES IT DIFFICULT FOR US TO FIND THE PRODUCTS. ( Product descriptions may not exceed 20 letters)**
- **Detailed information regarding the stickers will be communicated after the completion of the selection process.**

## COMMISSION AND PRICING

- 18% of all gross sales will be payable to the church
- The pricing of your items as well as the prices of the items on your stocklist provided to us, have to include the commission
- Our computer system can only deal with rounded amounts; therefore, you are requested to round all prices to the nearest R1
- Please note that commission is also applicable to products that are being ordered during the market. Honesty will be greatly appreciated. We request that product prices remain the same even if clients order it after the event, in order not to damage the public’s trust
- PLEASE NOTE THAT NO PRIVATE TRANSACTIONS ARE ALLOWED. ALL ORDERS MUST BE DONE THROUGH THE HERFSMARK. AS SOON AS PAYMENT HAS BEEN RECEIVED THE CUSTOMERS’ INFO WILL BE GIVEN THROUGH TO THE EXHIBITOR.

## REPLENISHMENT OF STOCK

- You are required to **provide sufficient stock for the full duration of the market**. Exhibitors that are not complying with this rule will be charged with 20% commission instead of 18%
- You will telephonically be informed when stock needs to be replenished
- To ensure that your exhibit space is full at all times you will be required to provide additional stock within 24 hours after being notified, failing upon which stock from our top exhibitors may be placed in your stall space and no reimbursement of fees paid will be done
- **Only persons with the exhibitor nametag will be allowed to make use of this entrance – these will be handed to you on Unpacking day. Please ensure that you or your representative wears name tags at all times in order to help us with security.**
- Exhibitors are not allowed to take any items from their tables during the market
- Prices may not be changed with a pen

**REMEMBER!!! Only marked and screened / selected articles may be displayed. All non-screened articles may be withdrawn by the Herfsmark Committee.**

## ADVERTISEMENT / MARKETING

- Excellent advertising and marketing media such as social media, email, radio, magazines, news papers, street posters and pamphlets are used
- The success of the market also relies upon “word of mouth “advertisement. Please tell other people about the market
- For further assistance, advice or suggestions in respect of marketing please do not hesitate to contact us
- Please help us by forwarding all e-mails regarding marketing of the Hartbeespoort Herfsmark to all the addresses in you contact list

## SECURITY

- Security is arranged from closing time at night until we open the following day.
- We have also installed CCTV cameras to assist with the security.
- If you exhibit valuable jewellery, you (or your representative) are expected to supervise your stall at all times for security purposes.
- Food Exhibitors that requires food tasting are also requested to man their stalls
- Please complete the indemnity section on the registration form
- **Although every effort will be made to avoid losses / damages, the Herfsmark Committee and Reformed Church, Hartbeespoort, will not be liable for any damages or losses suffered by exhibitors during the market period, irrespective of the cause of such loss**

## CENTRAL PAY POINTS

- Central pay points are provided at the exit
- Payments will be received at the pay points ONLY, therefore exhibitors themselves do not receive any money for purchases
- Patrons may make use of credit cards, debit cards, or cash when paying

## DAILY SALES

- Every morning exhibitors will be informed of their total sales by email or SMS

## PAYMENT

- All amounts due to exhibitors will be paid directly into your bank account latest by **31 May 2024**. **Full and correct banking details must be provided with the recon**, as moneys due to you will be electronically transferred to your bank account
- No enquiries regarding payment will be attended to before **22 May 2024**. Your understanding in this regard is appreciated

## CLEARING OF STOCK

- The Market **closes on Wednesday 1 May 2024 at 15h00**. The visitors in the complex will then have the chance to conclude their shopping
- Exhibitors (or their representatives) are requested to attend the official closing at 15:00 (approximately 30 minutes) after which exhibitors may start packing stock
- No exhibitors or their assistants will be allowed at the stalls during this time

- Under no circumstances may exhibitors start tidying up before conclusion of the official closing
- **The venue must be vacated by 18:00 after which time the hall will be locked. Exhibitors that have not cleared their stock by 18:00 must please make arrangements with the church office. Please note that there will be no security after 18:00.**
- Please make sure that you check for lost items and or leave other lost items on the table provided, at the Information Office

POPIA

Please visit our website for our Privacy Policy

Herfsmark Regards