



5 OCTOBER 2024 WATER FEST!

VENDOR / EXHIBITOR APPLICATION

Dear Exhibitor / Vendor

The Water Fest is a fun-filled, family-friendly event that celebrates all things water. Join us on the 5th of October for a day of outdoor & leisure exhibitors and water-themed activities, entertainment and heaps of fun in the sun. From water slides and water games to live music by well-known artists like Marno van der Merwe, and Bibi Du Preez, (featured in most of the band, "Jan Jan Jan" & Boerboel's videos). A beer garden, cocktail bar and a feast for your tastebuds in our food court, there's something for everyone at the Water Fest. It's the perfect way to spend a day with your family and friends next to the well-kept family friendly jewel in the Lowveld, Klipkopje Dam.

Based on the success of last year's Water Fest, which drew more than, 1 700 attendees, we're expecting even greater numbers this year. We anticipate at least 3 000 attendees, which will provide an even larger opportunity for our sponsors to reach their target audience.

**VENUE – KLIPKOPJE
DAM, WHITE RIVER**

**WATER THEMED
ACTIVITIES AND LIVE
MUSIC**

**A WORLD RECORD
ATTEMPT**

**DESIGNATED SAFE
TODLER
ENTERTAINMENT AREA**

**POTJIEKOS
COMPETITIONS**

**BOOK YOUR STAND
TODAY**

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5 OCTOBER 2024

General Terms & Conditions

VENDORS / EXHIBITORS

The Water Fest provides a unique opportunity for our exhibitors to create a truly immersive and unforgettable experience. The calmness of the water and the open-air setting provide the perfect canvas for your brand to come to life and connect with our attendees on a deeper level. We believe this will create a lasting impression and a positive association with your brand.

CLOSING DATE

- Applications must be submitted for selection on or before 15th September 2024.

ALLOCATION

- Provisional placing will be done as applications *and* deposits are received but the Water Fest committee reserves the right to move stalls at any time before the final placing is done. No exhibitor will be allowed to move their stall or to exchange the position thereof with another exhibitors without permission.

EVALUATION

- 2 x Photos and a full product description must accompany new applications. Without this information, applications cannot be considered. The committee will grant preference to handcrafted products displaying creativity and originality. The decision of the committee is final, and no further correspondence will be entered into.

PAYMENTS

- Payments must be made by successful applicants directly into the bank account provided (see bank details on your invoice) not later than the 15th of September 2024. Cancellation after payment, a deposit of R500 will be charged. If cancelled after the 30th of September 2024, no refunds will be made. Please indicate your reference number (WFV + your trade name) on the deposit slip and email it to info@waterfest.co.za

TRADING HOURS

- The Water Fest gates open for registration and set-up, from:
 - 12:00 – 19:00 on Friday, the 4th of October 2024.
 - No official program but fully booked accommodation and social event in the hall.
 - Vendors may choose to set-up and trade on own discretion on Friday after 12:00.
- 08:00 – 21:00 on Saturday, the 5th of October 2024.
- Stalls must be set-up and ready to trade from 8:00:
- All vehicles need to be parked and out of the arena by 7:00, no vehicles will be allowed inside the exhibition area during trading hours.

SECURITY

- The Water Fest provides full-time security but does not accept responsibility for any damage or losses.
- A personal guard for your stall can be arranged with the official security service for your own account.

ACCOMMODATION

- Vendors are responsible for their own travel and accommodation arrangements and costs. We do have camping facilities available. Please contact Mantoine on info@waterfest.co.za or visit www.waterfest.co.za to book your campsite.

REGISTRATION

- Vendors must register between 12:00 and 19:00 on Friday 4th of October at the Water Fest Info station or arrange to register on Saturday morning between 5:00 and 7:00.
- All relative gate passes will be issued at registration.
- Vendors, who fail to register at given times, without pre-arrangements, will forfeit their fees and stalls, which will be reallocated by the Water Fest committee.

GENERAL

- While the organizers will strive to ensure a diverse range of vendors, we cannot guarantee that all products and services will be unique. We cannot be held liable for any perceived similarities between vendors and their respective offerings, especially in regards to food items which may share similar ingredients or preparation techniques.
- Distribution or consumption of any Alcoholic drinks is strictly forbidden at vendor/exhibition stands; non-abiding vendors/exhibitors will be removed from premises immediately with no refund.
- The Water Fest committee reserves the right to suspend any vendor/exhibitor for bad behavior.
- **No animals** or loud music will be permitted in the vendor/exhibition area.
- Vendors/exhibitors are responsible for keeping their own stalls neat and tidy.
- No sub-letting is allowed.
- Vendors/Exhibitors are responsible to supply their own back-up generators, extension cables and electrical needs. The Water Fest committee will be able to assist some pre-identified stands with power at an additional cost.
- **NOTE: No 3-phase power points will be provided.**
- Bring your own tables, chairs and tablecloths.
- Even though the Water Fest Committee tries to select and manage vendors to eliminate duplicate sales
- The Water Fest committee does not accept responsibility for products not selling.
- The committee can not be held responsible for Load Shedding or any natural disaster, please be informed and prepared.

STANDS AT THE WATER FEST

- All stands have various measurements with various prices.
- We work on a strict approval process.
- Stallholders are not allowed to exhibit their products between tents. (Public walking area)
- Trailers that are not part of a stand have to be moved to the designated parking area and are not allowed in front of your stand.
- All vendors / exhibitors must bring their own gazebos unless specified differently.

ENTRY TICKETS

- Vendors are issued with 2 entry tickets per booked stand, unless specified differently. Any additional entry tickets required must be bought additionally.

INFORMATION AND COSTS

- Prices are for the full duration of the Water Fest. To confirm your booking, please email your application form to info@waterfest.co.za, where you'll receive an invoice with banking details and a unique reference number (WFV + your trade name). Please submit your proof of payment, your final outstanding payments must be made by the 21st of September 2024. Failure to do so will result in the stand being reallocated to another exhibitor from our waiting list.



VENDOR / EXHIBITOR APPLICATION FORM

Apply on or before 15th of September 2024.

While it may be tempting to place all our vendors close to the water, we understand the need for a strategic distribution of stalls to ensure the overall success of the event. By spacing out our vendors, we can create a festival atmosphere that encourages attendees to linger longer, ensuring your products and services are enjoyed by as many people as possible. This balanced approach will maximize foot traffic, boosting your potential sales and creating a memorable experience for everyone involved.

CHOOSE ONE OF THE FOLLOWING OPTIONS

1 - Food & Beverage Stands (5m x 5m)

- Overlooking the tranquil water of the Dam, our Food Court offers a picturesque setting for your culinary creations. Each stand provides ample space for you to showcase your dishes, while the surrounding seating invites attendees to savor their meals with a stunning view. This vibrant area is sure to become a hub of activity, providing an irresistible combination of delicious food and breathtaking scenery.

2 – Market Stands (3m x 3m)

- Located near the vibrant entertainment areas, our Market stands offer prime real estate for your goods and services. With only a few 3m x 3m stands available, you'll have a captive audience eager to explore your wares, be it unique handmade items, artisanal products, or vintage treasures. From the hustle and bustle of the festivities, attendees will naturally gravitate toward the enticing offerings in your stalls, ensuring ample foot traffic and a memorable shopping experience.

3 – Indoor Stands (3m x 3m)

- For those with delicate or weather-sensitive goods, our indoor hall offers a safe and comfortable haven. With only 10 coveted stands available, your products will be protected from the elements, and showcased in a prime location that's easily accessible to attendees seeking a break from the sun. As the perfect retreat from the festivities outside, the hall provides an opportunity for you to engage with attendees in a more intimate setting, fostering meaningful connections and boosting your sales.

4 – Indoor Information Table (2m x 2m)

- For those with a vested interest in the water-related community, but not selling goods, we offer limited showcase tables in our indoor hall. These prime spots allow you to connect with attendees and spread awareness of your club, organization, or services in a supportive and interactive environment.

5 – Tasting Terrace (Branding & Stock)

- Our Tasting Terrace is a perfect blend of sophistication and fun, with string lights, colorful bunting and seating that set the mood for an unforgettable night. Book your stand to showcase your wine, spirit, or artisanal cheeses to attendees, encouraging them to sit, relax, and enjoy a memorable evening of delicious sips, bites, and conviviality.

6 – Outdoor Exhibitors Arena (10m x 10m)

- We have limited stands available for Outdoor Exhibitors on the main arena side of the dam. It is convenient and your brand will be surrounded by a lively atmosphere, as attendees linger, play and enjoy the scenery.

7 – Outdoor Exhibitors Bush Bar (10m x 10m)

- While Main Arena exhibitors will be seen once or twice by attendees, those exhibiting on the Bush Bar side will be consistently in the line of sight throughout the event. Every time an attendee gazes across the dam, your brand will be there, growing more familiar and intriguing with each glance.

1	Food & Drink Stands (5m x 5m) @ R2 000	
3	Indoor Stands (3m x 3m) @ R1 000	
5	Tasting Terrace (Branding) @ R1 500	
7	Outdoor Bush Bar (10m x 10m) @ R2 000	

2	Market Stands (3m x 3m) @ R1 000	
4	Indoor Table (2m x 2m) @ R500	
6	Outdoor Arena (10m x 10m) @ R3 000	

Trading Name	
Contact Person	
Cell	
E-Mail	

Water Fest Guide

Attendees will receive a booklet with all exhibitor information, encouraging them to visit every stand and collect a stamp as proof of attendance. Those who complete the booklet and throw the tear-off page into the prize bowl will have a chance to win an exciting prize sponsored by each exhibitor.

This is a friendly request for you to sponsor a prize in the form of a product, voucher or even a cash prize to promote your stand on stage and make the event even more exciting and encourage participation.

Sponsored Prize	
Sponsored Prize Value	

Water Fest Guide – Terms & Conditions

- o Attendees must visit each exhibitor stand and have their booklet stamped to be eligible for a prize draw.
- o One stamp per attendee, per exhibitor.
- o All prize draws are final. No replacements will be given.
- o Draws will take place every now and then at the Main Stage.
- o Attendees must be present to claim their prize.

YOUR PRODUCT / SERVICE INFORMATION

What will you be selling / displaying? Describe your product(s) in detail:

We can supply you with a 15AMP electrical power point at an additional cost of R250. No vendor / exhibitor will be allowed to use a multi plug. Our electrical supplier will contact you directly to discuss your needs, if you need more than 15AMPS, you will be invoiced accordingly.

Do you need a Power Point	Yes		No	
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AGREEMENT

BETWEEN

WATER FEST COMMITTEE

AND

(TRADING NAME)

ON BEHALF OF THE VENDOR / EXHIBITOR

I, _____, on behalf of _____ (trading name) herewith

accept all the conditions as set out in this agreement. Signed on this ____ day of _____ 2024.

Signed

Capacity

Date

ON BEHALF OF WATER FEST COMMITTEE

I, *Mantoiné Van Biljon*, on behalf of Water Fest Committee, herewith accept all the

conditions as set out in this agreement. Signed on this ____ day of _____ 2024.

Signed

Capacity

Date

Applications open (all stalls) : 1st April 2024.
Closing date : 15th September 2024.