



Cape Crafts Christmas MARKETS

4 Markets, 1 Application

Edgemoor Christmas Market
CapeGate Outdoor Festive Market
Tyger Valley Festive Market

SOMERSET MALL FESTIVE GIFT MARKET

**NEW
Market**



Premium Quality Christmas Markets in Cape Town

Go to the following website to submit your exhibitor application:

www.capecrafts.co.za

Dear Crafter,

Thank you for showing an interest in participating in our Christmas Markets.

Exciting News! Cape Crafts will also be trading at **Somerset Mall** in Somerset West this coming festive season. We plan for this new market to be one of our largest markets going forward.

For 2026, we will be trading from the following 4 locations in Cape Town:

• Edgemoor Community Centre	Edgemoor	05 Dec to 24 Dec	20 Days
• CapeGate Shopping Centre	Brackenfell	27 Nov to 24 Dec	28 Days
• Somerset Mall	Somerset West	21 Nov to 24 Dec	34 Days
• Tyger Valley Shopping Centre	Bellville	14 Nov to 27 Dec	43 Days

To apply for one or all of our markets, you only need to submit one application. You will also only need to submit one product list in your application which will be used for all of our markets combined. The deadline to submit your exhibitor application is Friday **24 July 2026**.

If you would like to achieve the highest possible sales, we recommend that you try to participate in as many of our markets as possible. It is better to have a smaller display at each of our markets, than to have one large display at only one market.

More detailed information is provided on the next few pages.

Please go to www.capecrafts.co.za to submit your 2026 Exhibitor Application.

MAP OF TRADING LOCATIONS

The map below shows the trading locations for all 4 of our Christmas Markets:



CONTACT INFORMATION

If there is any additional information that you require, please do not hesitate to contact us.

You can either contact us on **084 643 3821** or send an email to admin@capecrafts.co.za.

To be notified regarding future events, you can also follow us on Instagram @capecrafts.

SUMMARY OF IMPORTANT DATES FOR 2026

Fri 24 July	Deadline to submit your online application
Fri 28 August	Selection results are emailed to applicants
Fri 11 September	Deadline for payment of registration fees
Fri 30 October	Exhibitor packs sent out to exhibitors via courier

Exhibitor Setup (Specific times will be allocated to each exhibitor)

Fri 13 November	3pm to 9pm	Tyger Valley Festive Market
Fri 20 November	10am to 5pm	Somerset Mall Festive Gift Market
Thur 26 November	10am to 5pm	CapeGate Festive Market
Fri 4 December	10am to 5pm	Edgemoor Christmas Market

Market Dates

Sat 14 Nov to Sun 27 Dec	Mall's Trading Hours	Tyger Valley Festive Market	(43 Days)
Sat 21 Nov to Thur 24 Dec	Mall's Trading Hours	Somerset Mall Festive Gift Market	(34 Days)
Fri 27 Nov to Thur 24 Dec	Mall's Trading Hours	CapeGate Festive Market	(28 Days)
Sat 5 Dec to Thur 24 Dec	10am to 8pm	Edgemoor Christmas Market	(20 Days)

Exhibitor Restocking Times (Exhibitors to please wear their ID badges)

Sun 15 Nov to Sun 27 Dec	During Trading Hours	Tyger Valley Festive Market
Sun 22 Nov to Thur 24 Dec	During Trading Hours	Somerset Mall Festive Gift Market
Sat 28 Nov to Thur 24 Dec	During Trading Hours	CapeGate Festive Market
Sun 6 Dec to Thur 24 Dec	9:15am to 10am	Edgemoor Christmas Market (Central Admin Market)

Exhibitor Pack-up (Specific times will be allocated to each exhibitor)

Sat 26 December	10am to 7pm	Somerset Mall Festive Gift Market
Sat 26 December	10am to 7pm	CapeGate Festive Market
Sat 26 December	10am to 7pm	Edgemoor Christmas Market
Sun 27 December	5:30pm to 7:30pm	Tyger Valley Festive Market

Fri 15 – Sun 17 Jan	Payments are made to exhibitors for all 4 markets
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PARTICIPATION REQUIREMENTS

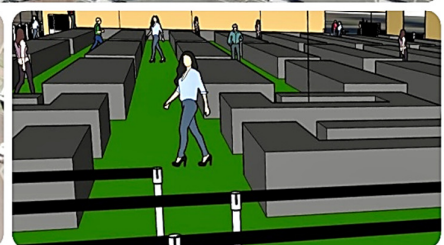
Our focus is on creating as many trading opportunities as possible for smaller businesses that sell craft related and/or limited production products that are suitable as Christmas gifts. As we operate premium quality markets, the way in which your products are packaged and displayed is also important to us. All of the products that we sell should be highly finished, neatly packaged and attractively displayed. Exhibitors with food related products also need to ensure that they comply with all relevant legal requirements.

MARKET DESCRIPTIONS

These markets are operated by Excel Events. All of our craft related events, markets, and pop-up stores trade under the name “Cape Crafts”. We have partnered with and support a number of different NPO’s. Each market has an NPO host, and some of our markets also have corporate sponsors.

Somerset Mall Festive Gift Market

This market is our newest and most exciting “adventure” taking place at Somerset Mall in Somerset West. Somerset Mall is the largest shopping centre in the Helderberg area of Cape Town, and falls in a mid-to-upper income catchment area, attracting around 10 million local and international visitors each year. This market will be a completely tented market; and it will be located outside Entrance 2 of the mall (Woolworths entrance). The market has been positioned at this entrance to maximise visibility and proximity to passing customers. This market will receive a fairly large advertising budget, part of which will be sponsored by Somerset Mall. Based on it’s location, this market has the potential to become one of the largest markets in the Western Cape within the next few years. Below are 3D drawings that give a visual impression of what this year’s market will look like and where it will be located.



Edgemoor Christmas Market

The Edgemoor Christmas Market is currently our largest market (about 450 exhibitors), and is also the “Central Administrative Market” where additional barcodes are collected once all of our markets are open for trade. This market was established more than 20 years ago and is one of the most well-known Christmas Markets in Cape Town. It is a highly anticipated community event that takes place at the Edgemoor Community Centre. The market extends from the main hall of the community centre into marquees in one of the adjacent parking lots, and then further extends into another smaller hall. The market is visible from Edgemoor Drive which is one of the busiest main roads that runs through the suburb. It is also centrally located with the suburbs of Platteklouw, Welgelegen, Panorama and Monte Vista on one side, and Bothasig, Burgundy Estate, Richwood, Milnerton and Table View on the other.



CapeGate Festive Market

The CapeGate Festive Market is currently our second largest market (about 350 exhibitors), and it takes place at CapeGate Shopping Centre in Brackenfell, Cape Town. This is a completely tented market and it is positioned in the busiest free parking area of the mall, very close to the entrances to Dischem, Checkers and Woolworths. This market is also visible from Okavango Road (M137), which is a very busy main road that connects directly to the N1 highway; and it also receives a fairly large advertising budget, part of which is sponsored by CapeGate Shopping Centre.



Tyger Valley Festive Market

This beautifully decorated market is located inside Tyger Valley Shopping Centre in Bellville, Cape Town. It takes place in the mall's central arena on the lower level of the food court and is visible from the seating areas of the restaurants and the escalators on all 3 levels above. This bird's eye view creates a unique and impressive setting for the market. Although this is our smallest market (about 250 exhibitors), it benefits from the 10's of thousands of people that pass through the mall looking for Christmas gifts over the festive season. This market runs for the longest duration of all our markets; however, the majority of sale are generated from around 14 to 24 December.



SELECTION PROCESS

A selection process takes place each year giving all applicants an equal opportunity to participate. Product variety is important to us, so for the overall selection of products, we try to select as many different types of products as possible, and we also do our best to accommodate as many new exhibitors as possible.

If you would like to participate in one or more of the Christmas Markets that we have planned for this year, please go to www.capecrafts.co.za and click on “Exhibitors” to submit an online application. The deadline for applications is Friday 24th July. You will only need to submit one application to apply for one or all of our markets. A copy of the information that you provide in your application will be emailed to you shortly after it has been submitted as confirmation that we have received it.

When you complete the online application, you will be requested to provide one photograph of your products displayed on your display structure, one photograph showing any new products that you have added to your product range this past year, and four additional photographs showing your entire range of products. Try to show as many products as possible in each photograph. If you are new to markets, and do not have a display structure yet, please provide us with a photograph of a sketch showing how you intend to display your products. The way in which you display your products is just as important to us as the quality of your products.

When allocating space to exhibitors, a number of factors are taken into consideration, such as the number of different products that would be on display, the number of new products that have been introduced to the exhibitor’s product range, the size of the products, how efficiently the proposed display structure would make use of the requested space, etc. **If you are selected to take part in one or more of our markets, the actual amount of space allocated to you may not correspond with the amount of space requested in your application.**

Selection results will be emailed to all applicants on Friday 28th August. Please note that in the event that one or more of the markets are cancelled or postponed, the market host, sponsors, operator and/or their partners, employees and agents will not be held responsible for any loss of expected income or any other damages as a result thereof. The market operator reserves the right to cancel or postpone any or all of the markets at any stage for any reason.

REGISTRATION FEES

Exhibitors will be required to pay a registration fee for each market that they have been selected to participate in by Friday 11th September. The registration fee is calculated based on the amount of space allocated and is determined as follows:

	Edgemoor Christmas Market	CapeGate Festive Market	Somerset Mall Festive Gift Market	Tyger Valley Festive Market
Number of Days:	20 Days	28 Days	34 Days	43 Days
Space Allocated:				
60cm x 75cm	R495 = R24.75 per day	R495 = R17.68 per day	R495 = R14.56 per day	R495 = R11.52 per day
90cm x 75cm	R595 = R29.75 per day	R595 = R21.25 per day	R595 = R17.50 per day	R595 = R13.84 per day
1.2m x 75cm	R695 = R34.75 per day	R695 = R24.83 per day	R695 = R20.45 per day	R695 = R16.17 per day
1.8m x 75cm	R895 = R44.75 per day	R895 = R31.97 per day	R895 = R26.33 per day	R895 = R20.82 per day
2.4m x 75cm	R1095 = R54.75 per day	R1095 = R39.11 per day	R1095 = R32.21 per day	Not Available
2.7m x 75cm	R1195 = R59.75 per day	R1195 = R42.68 per day	R1195 = R35.15 per day	Not Available
3.0m x 75cm	R1295 = R64.75 per day	R1295 = R46.25 per day	R1295 = R38.09 per day	Not Available
3.6m x 75cm	R1495 = R74.75 per day	R1495 = R53.40 per day	R1495 = R43.98 per day	Not Available

We recommend that exhibitors make use of purpose-built, floor standing displays as these are generally far more attractive and can display much larger amounts of stock. However, if you request table space in your application, we will provide you with a table and a fitted tablecloth free of charge. This is to ensure a uniform appearance for all tables. **Please note, if you have heavy products and/or display items (such as bottled foodstuffs, cement products, a display fridge, etc.), you are required to make use of a floor standing display structure as our plastic folding event tables are not designed to carry excessive weight.**

If the registration fee is not paid by Friday 11th September, the space previously allocated will be given to another applicant. If the market is cancelled before opening to the public, registration fees will be refunded in full. If an exhibitor cancels participation after Friday 11th September, the registration fee will not be refunded. Banking details for the payment of registration fees will be provided in the selection results email.

PRICE COMPOSITION

Your products are delivered and sold at your own risk. We recommend that your selling price for each item makes provision for possible loss due to product damage or theft. **An amount of 25% will be deducted from your sales.** This amount represents the organiser's agency fee, bank and credit card machine charges, and other expenses not covered by the registration fees. The percentage deducted from sales is the same for all of our markets. We have done this so that only one product list needs to be submitted. The amount that will be deducted must be included in the selling price of each item. All selling prices must be rounded off to the nearest Rand.

EXHIBITOR PACKS

Exhibitor packs will be sent out via courier on Friday 30th October. There will be no additional charge for the cost to courier the exhibitor pack to your door. Included in the exhibitor pack will be your ID badges and market barcodes (price labels).

MARKET BARCODES

As we operate multiple markets at the same time, we have fairly large teams of temporary staff working for us that will not be familiar with your products. For this reason, we prefer for you to make use of our market barcodes. These barcodes have your Exhibitor ID number built into them, so that when customers misplace products on other exhibitor's tables, or leave products at the tills, our staff are able to determine who the product belongs to so that the item can be returned to the correct display. The Exhibitor ID on the barcode label also helps our staff from a security point of view as this enables them to identify who the product belongs to should an exhibitor, for example, need to remove an item from one of the markets.

PRINTING OF ADDITIONAL BARCODES

Market barcodes (price labels) will be created from the product list submitted in your application. **Please ensure that the product list provided in your application is as complete as possible as we will start preparing the barcode labels for printing as soon as the selection of exhibitors has been finalised.**

An online form will be added to the exhibitor page of our website on 1st September to enable selected exhibitors to request the printing of additional barcode labels for their products. Please do not send any requests via email. Please only make use of this form to request additional barcodes. We have implemented this system to ensure that all requests for additional barcodes are processed timeously.

All barcodes requested in the exhibitor application will be sent out via courier on 30th October. All additional barcodes requested from 1st September to 5th November will be available for collection on the setup days for each market.

For the month of November and the first week of December we will be out of office setting up the markets, so any additional barcodes requested from 6th November to 6th December will only be available for collection at the Edgemoor Christmas Market on Tuesday 8th December.

From 7th to 22nd December, once all of the markets are up and running, any additional barcodes requested will be available for collection after 48 hours from the Edgemoor Christmas Market, the “Central Administrative Market”.

The last day for collection of additional barcodes will be 24th December.

The following table provides a summary of the dates and locations for the collection of barcodes:

Barcode Request Date	Collection Location	Collection Date & Time
Submitted in Exhibitor Application	Included in Exhibitor Pack	Sent via courier on 30th Oct
Tue 1st Sep – Thur 5th Nov	Setup for Tyger Valley Festive Market, or	Fri 13th Nov, 3pm to 9pm
	Setup for Somerset Mall Festive Gift Market, or	Fri 20th Nov, 10am to 5pm
	Setup for CapeGate Festive Market, or	Thur 26th Nov, 10am to 5pm
	Setup for Edgemoor Christmas Market	Fri 4th Dec, 10am to 5pm
Fri 6th Nov – Sun 6th Dec	Edgemoor Christmas Market	Tue 8th Dec
Mon 7th Dec – Tue 22nd Dec	Edgemoor Christmas Market	48 hours after request

EXHIBITOR SETUP

The setup dates and times for each market are as follows:

Tyger Valley Festive Market	Fri 13th November	3pm to 9pm
Somerset Mall Festive Gift Market	Fri 20th November	10am to 5pm
CapeGate Festive Market	Thur 26th November	10am to 5pm
Edgemoor Christmas Market	Fri 4th December	10am to 5pm

Specific time slots will be allocated to each exhibitor. Exhibitors are responsible for the unpacking and displaying of their own products. All displays will have access to electricity for display lighting at no additional charge. Please make use of LED or fluorescent lights to reduce energy consumption. As these are Christmas Markets, exhibitors are requested to add LED fairy lights and/or a few high-quality Christmas decorations to their displays. Any additional stock stored under the exhibitor’s display must be placed in a plastic storage box. Cardboard boxes are not permitted as these are considered by the events department to be a fire hazard. The plastic storage boxes will also help to protect your products from moisture should rainwater manage to enter under the flooring of the tents. Please do not make use of shopping trolleys found in the parking areas of the malls to move your stock and displays as these are owned by tenants of the malls.

TRADING HOURS

The trading dates and times for each market are as follows:

Tyger Valley Festive Market	(43 Days)	Sat 14 Nov – Sun 27 Dec	Mall’s Trading Hours (Closed Christmas Day)
Somerset Mall Festive Gift Market	(34 Days)	Sat 21 Nov – Thur 24 Dec	Mall’s Trading Hours
CapeGate Festive Market	(28 Days)	Fri 27 Nov – Thur 24 Dec	Mall’s Trading Hours
Edgemoor Christmas Market	(20 Days)	Sat 5 Dec – Thur 24 Dec	10am to 8pm

Entrance for customers to all of our markets is free of charge. There will be a central pay-point at the exit. All of the markets will be open every day, including Sundays, except for the Tyger Valley Festive Market which will be closed on Christmas Day.

SALES REPORTS

Exhibitors will be able to view their sales via an online portal. The website address and login password to access this portal will be sent to each exhibitor via email on or before Saturday 14th November (start date for the first market).

RESTOCKING

Restocking at the Edgemoor Christmas Market will take place before trading hours from 9:15am to 10am. Restocking at Tyger Valley, CapeGate, and Somerset Mall will take place during trading hours. The idea is that exhibitors can arrive at Edgemoor to collect their barcodes and restock. After that they can then drive to Tyger Valley to restock, and then to CapeGate, and then to Somerset Mall – all on the same day. Many of our exhibitors travel very long distances to participate in our markets. By being able to restock all of our markets on the same day, this will help you to reduce travel time, and also help to reduce the amount of money spent on fuel. Please note that exhibitors are required to wear their ID badges at all of the markets while restocking; and exhibitors must also please ensure that their boxes do not obstruct the walkways and/or other exhibitor's displays while restocking.

SECURITY

Exhibitors will not be required to assist with surveillance. We will either employ additional staff or a security company to assist with this. If you have products that are a high theft risk, such as fine jewellery, you are welcome to request seating space so that you, or one of your own staff, can watch over your products during the market. A system would then be put in place to have products collected from your display and taken to the central pay point when a customer would like to purchase something. Please note that we do not accept any form of responsibility for theft or damage to products. They are delivered and sold at your own risk.

EXHIBITOR PACK-UP

The pack-up dates and times for each market are as follows:

Edgemoor Christmas Market	Sat 26th December	10am to 7pm
CapeGate Festive Market	Sat 26th December	10am to 7pm
Somerset Mall Festive Gift Market	Sat 26th December	10am to 7pm
Tyger Valley Festive Market	Sun 27th December	5:30pm to 7:30pm

The pack-ups for the Edgemoor Christmas Market, CapeGate Festive Market, and Somerset Mall Festive Gift Market will all take place the day after Christmas. Specific times will be allocated to each exhibitor. We will try to space the times so that you are able to pack-up at one market and then move directly to the next market to start packing up. The exhibitor pack-up for the Tyger Valley Festive Market is in the evening on the last day of trade. Please note that you will not be permitted to start packing up for this market before it has closed and all displays have been checked for misplaced stock. **It is important that all products and displays are removed on the pack-up day** for each market as we need to start breaking down the markets immediately after the products and displays have been removed.

PAYMENT

Once we are finished with the breakdowns for all of the markets (marquees, flooring, tables, décor, etc.) we will start getting ready to make payments to exhibitors. One single payment will be made to each exhibitor for all of our markets combined. As we will most likely need to make more than 500 payments, it will take almost 3 days to do this. We will start making the payments on Friday 15th January and should be finished with all of the payments by Sunday 17th January 2027. An automated proof of payment will be sent out via email to confirm that the payment has been made. Please ensure that the bank account number provided in your application is correct as we cannot be held responsible for, and also cannot reverse, payments made to an incorrect beneficiary. Please also note that we act only as a facilitator and are not responsible for any tax due by those who participate in our markets.

Thank you for taking the time to carefully read through all of the information provided.

We look forward to receiving your application.

Kind regards,

The Cape Crafts Team.