



Cape Crafts Christmas MARKETS

3 Markets, 1 Application

Edgemead Christmas Market
CapeGate Outdoor Festive Market
Tyger Valley Festive 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.

We will be trading from the following 3 locations in Cape Town for the 2025 festive season:

- Edgemean Community Centre 29 Nov to 24 Dec 26 Days
- CapeGate Shopping Centre 21 Nov to 24 Dec 34 Days
- Tyger Valley Shopping Centre 15 Nov to 28 Dec 43 Days (Closed Christmas Day)

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 which will be used for all of our markets.

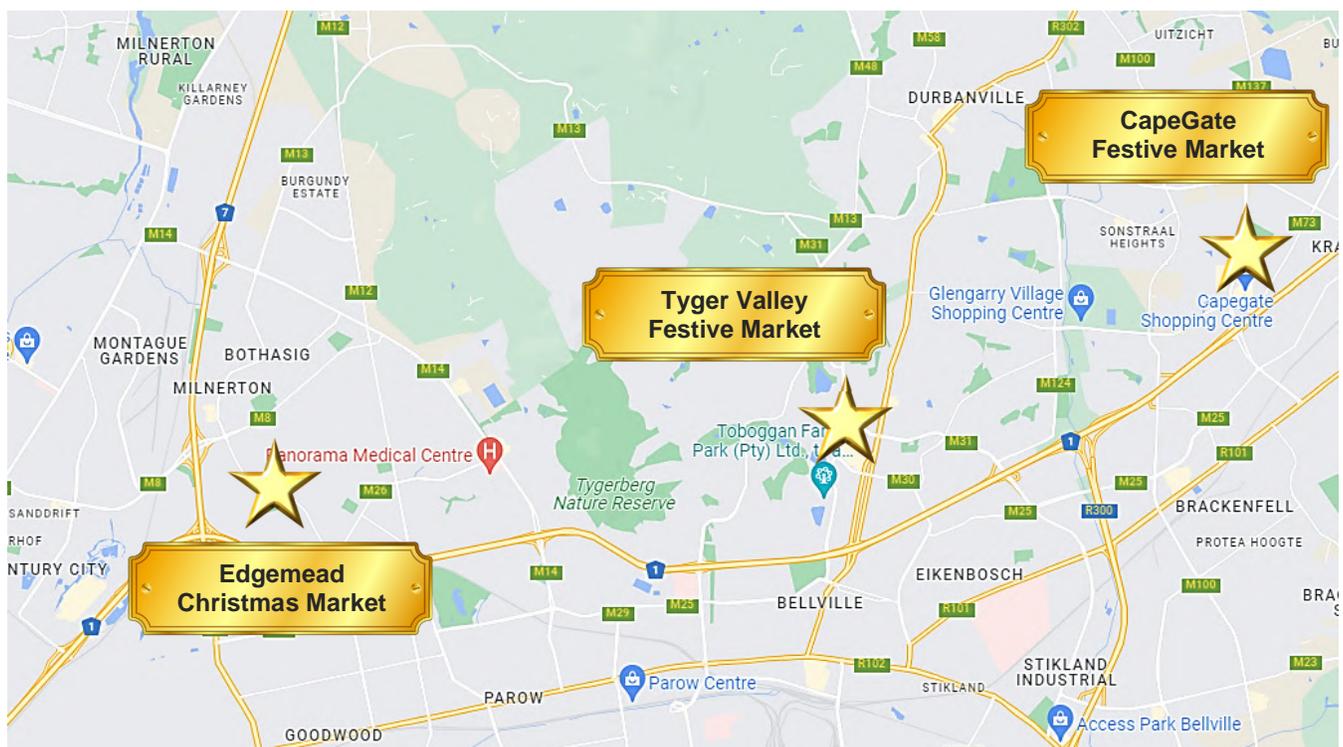
The deadline to submit your application is Friday **25 July 2025**.

More detailed information is provided on the next few pages.

Please go to www.capecrafts.co.za to submit an exhibitor application.

MAP OF TRADING LOCATIONS

The map below shows the locations for all 3 of the Christmas Markets that we have planned for this coming festive season.



CONTACT INFORMATION

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

You can either call **084 882 7546** 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 2025

Fri 25 July	Deadline to submit your online application		
Fri 29 August	Selection results are emailed to applicants		
Fri 12 September	Deadline for payment of registration fees		
Fri 31 October	Exhibitor packs sent out to exhibitors via courier		
	Exhibitor Setup (Specific times will be allocated to each exhibitor)		
Fri 14 November	15h00 to 21h00	Tyger Valley Festive Market	
Thur 20 November	10h00 to 17h00	CapeGate Festive Market	
Fri 28 November	10h00 to 17h00	Edgemead Christmas Market	
	Market Dates		
Sat 15 Nov to Sun 28 Dec	Mall's Trading Hours	Tyger Valley Festive Market	(43 Days)
Fri 21 Nov to Wed 24 Dec	Mall's Trading Hours	CapeGate Festive Market	(34 Days)
Sat 29 Nov to Wed 24 Dec	10h00 to 20h00	Edgemead Christmas Market	(26 Days)
	Exhibitor Restocking Times (Exhibitors to please wear their ID badges)		
Sun 16 Nov to Sun 28 Dec	During Trading Hours	Tyger Valley Festive Market	
Sat 22 Nov to Wed 24 Dec	During Trading Hours	CapeGate Festive Market	
Sun 30 Nov to Wed 24 Dec	09h30 to 10h00	Edgemead Christmas Market (Central Admin Market)	
	Exhibitor Pack-up (Specific times will be allocated to each exhibitor)		
Fri 26 December	10h00 to 17h00	Edgemead Christmas Market	
Fri 26 December	10h00 to 17h00	CapeGate Festive Market	
Sun 28 December	17h30 to 19h30	Tyger Valley Festive Market	
Thur 15 to Fri 16 Jan	Payments are made to exhibitors for all 3 markets		

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 of our Christmas Markets have an NPO host. Some of our markets also have corporate sponsors.

Edgemead Christmas Market

The Edgemead Christmas Market is currently our largest market (about 500 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 Edgemead 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 Edgemead Drive which is one of the busiest main roads that runs through the suburb. It is also centrally located with the suburbs of Plattekloof, Welgelegen, Panorama and Monte Vista on one side, and Bothasig, Burgundy Estate, Richwood, Milnerton and Table View on the other.



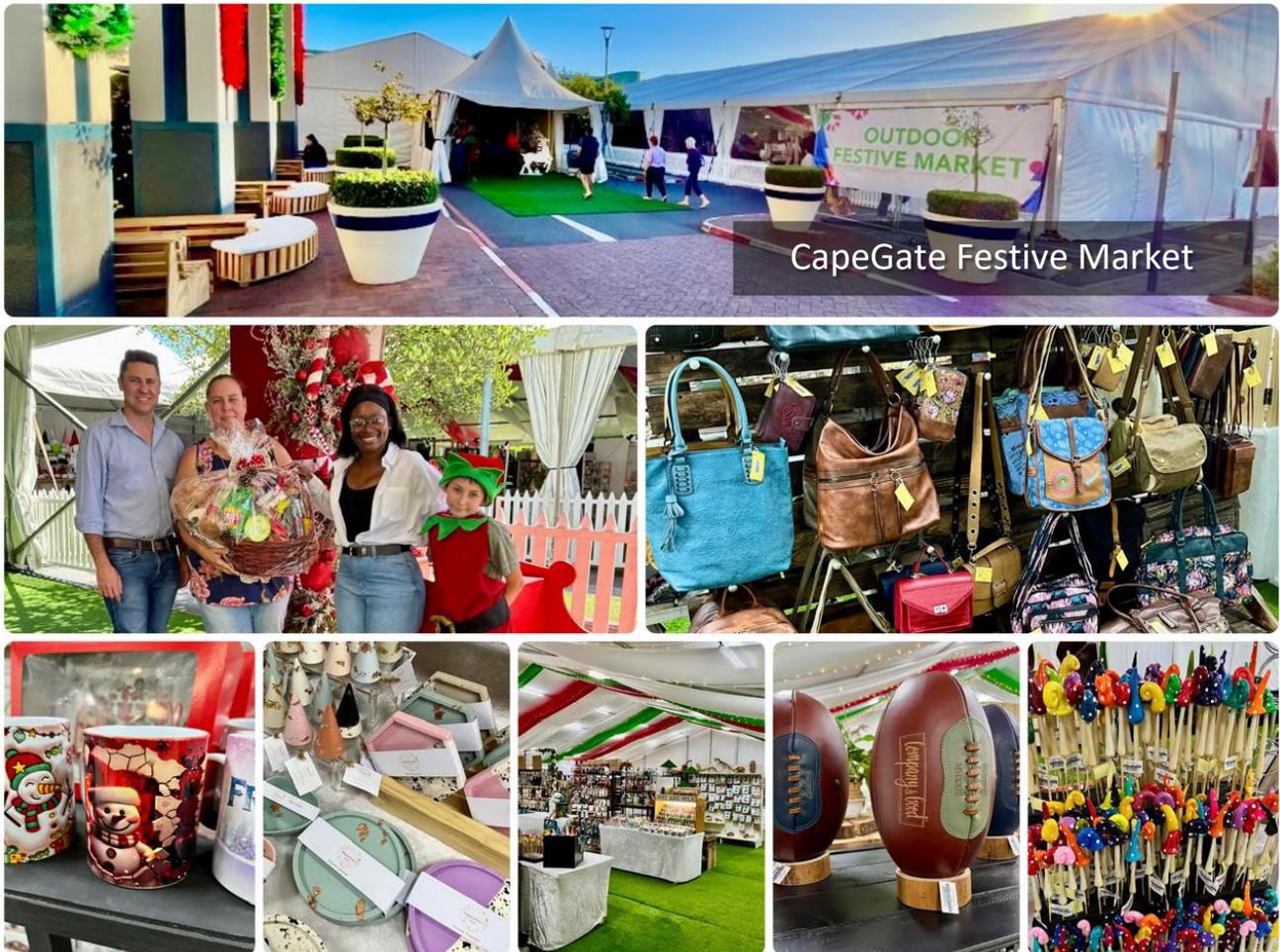
Tyger Valley Festive Market

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 a smaller market (about 240 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.



CapeGate Festive Market

The CapeGate Festive Market is currently our second largest market (about 380 exhibitors), and it takes place at CapeGate Shopping Centre in Brackenfell, Cape Town. It was established in 2022 and has been hugely successful with overall sales increasing by almost 34% in 2024. This is a completely tented market, and it has been positioned in the busiest free parking area of the mall, very close to the entrances to Dischem, Checkers and Woolworths. The market is also visible from Okavango Road (M137), which is a very busy main road that connects directly to the N1 highway. This market receives a fairly large advertising budget, part of which is sponsored by CapeGate Shopping Centre.



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 25th 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 29th August. Please note that in the event that one or more of the markets are cancelled or postponed, the market hosts, 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 12th September. The registration fee is calculated based on the amount of space allocated and is determined as follows:

	Edgemoed Christmas Market	CapeGate Festive Market	Tyger Valley Festive Market
Number of Days:	26 Days	34 Days	43 Days
Space Allocated:			
60cm x 75cm	R495 = R19.04 per day	R495 = R14.56 per day	R495 = R11.52 per day
90cm x 75cm	R595 = R22.89 per day	R595 = R17.50 per day	R595 = R13.84 per day
1.2m x 75cm	R695 = R26.74 per day	R695 = R20.45 per day	R695 = R16.17 per day
1.8m x 75cm	R895 = R34.43 per day	R895 = R26.33 per day	R895 = R20.82 per day
2.4m x 75cm	R1095 = R42.12 per day	R1095 = R32.21 per day	Not Available
2.7m x 75cm	R1195 = R45.97 per day	R1195 = R35.15 per day	Not Available
3.0m x 75cm	R1295 = R49.81 per day	R1295 = R38.09 per day	Not Available
3.6m x 75cm	R1495 = R57.50 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 your products are very heavy, you are required to make use of a purpose-built, floor-standing display as our plastic folding tables are not designed to carry excessive weight.

If the registration fee is not paid by Friday 12th 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 12th 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 31st 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 are implementing 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 31st October.

Additional barcodes requested from 1st September to 31st October will be available for collection on the setup days for each market.

For the month of November we will be out of office setting up the markets, so any additional barcodes requested from 1st to 30th November will only be available for collection at the Edgemoed Christmas Market on Tuesday 2nd December.

From 2nd to 22nd December, once all of the markets are up and running, any additional barcodes requested will be available for collection within 48 hours from the Edgemead 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
Submitted in Exhibitor Application	Included in Exhibitor pack	Sent via courier on 31st October
1st September to 31st October	Tyger Valley Festive Market Setup, or CapeGate Festive Market Setup, or Edgemead Christmas Market Setup	Fri 14th November, 3pm to 9pm Thur 20th November, 10am to 5pm Fri 28th November, 10am to 5pm
1st to 30th November	Edgemead Christmas Market	Tue 2nd December
1st to 22nd December	Edgemead Christmas Market	Within 48 hours

EXHIBITOR SETUP

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

Tyger Valley Festive Market	Fri 14th November	15h00 to 21h00
CapeGate Festive Market	Thur 20th November	10h00 to 17h00
Edgemead Christmas Market	Fri 28th November	10h00 to 17h00

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 this is a Christmas Market, 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 15 Nov to Sun 28 Dec	Mall’s Trading Hours
CapeGate Festive Market	(34 Days)	Fri 21 Nov to Wed 24 Dec	Mall’s Trading Hours
Edgemead Christmas Market	(26 Days)	Sat 29 Nov to Wed 24 Dec	10h00 to 20h00

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 SMS on or before Saturday 15th November (start date for the first market).

RESTOCKING

Restocking at the Edgemean Christmas Market will take place before trading hours from 09h30 to 10h00. Restocking at Tyger Valley and CapeGate will take place during trading hours. The idea is that exhibitors can arrive at Edgemean to collect their barcodes and restock. After that they can then drive to Tyger Valley to restock, and then after that, they can drive to CapeGate to restock – all on the same day. Many of our exhibitors travel very long distances to participate in our markets. By being able to restock at all of the markets on the same day, this will help 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:

Edgemean Christmas Market	Fri 26th December	10h00 to 17h00
CapeGate Festive Market	Fri 26th December	10h00 to 17h00
Tyger Valley Festive Market	Sun 28th December	17h30 to 19h30

The pack-ups for the Edgemean Christmas Market and CapeGate Festive Market will both take place the day after Christmas, and also at the same time. You will be able to pack-up at one market and then move directly to the next market to start packing up. The pack-up for the Tyger Valley Festive Market is in the evening on the last day of trade. It is important that all exhibitor 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 exhibitor 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 about 500 payments, it will take almost 2 days to do this. We will start making the payments on Thursday 15th January and should be finished with all of the payments by Friday 16th January 2026. 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.

Kind regards, The Cape Crafts Team.