



**mohoblock**

WATERFALL PARK @ MALL OF AFRICA

# TERMS & CONDITIONS

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W A T E R | F A L L

MALL OF *Africa*

# 1. APPLICATION & SELECTION



## 1.1 APPLICATION

- All maker/vendor applications must be done via our online link on our website: <https://thelindenmarket.com/applications-waterfall-park>
- **Emails and whatsapp messages or any social media direct messaging will not be seen as an application and will not be entered into the system.**
- Once your application has been submitted, you will receive an automated email confirming submission.
- It is **mandatory** to include 3 images (2 of your products and 1 of your stand set-up and display)
- Please note that slow internet connections, heavy traffic on the site or large images might prohibit you from submitting – please retry later or reduce the size of the image.
- The submission of your application does not mean that you have been selected to take part in The MmohoBlock Market. Please read below information on how the process works
- The selection process takes up to four weeks, unless otherwise communicated and only shortlisted candidates will be contacted. If you do not hear from us by the date as mentioned in your submission confirmation email, please consider your application unsuccessful.

# 1. APPLICATION & SELECTION



## 1.2 APPLICATION CRITERIA

- **Local** – majority of products to be proudly South African in concept and creation. Whilst products might contain imported components, they must be conceived and hand-finished locally. Products from neighbouring African states will also be considered.
- **Product originality** – unique and original; first to the market if possible and innovative in design.
- **Over exposure** – we are a platform for launching new products and businesses and although we will not restrict participation in other markets, we want to present our visitors with a unique experience and therefore, we are very careful not to select products/applicants that are over exposed. If an applicant is appearing at a market every other weekend, this affects buyer anticipation greatly.
- **Limitation of duplication** – We limit similar products so as to avoid too much of one product at multiple stalls.
- **Small Business** (owner made items or reseller)
- **Innovation** of product (not replicas/fake products)
- **Quality** – showcasing quality products is paramount for achieving the standard we would like to set for the market.
- **Look & feel** of your stand is paramount in the selection process. We want you to build your own space with your unique identity and creativity. A mere table and table cloth with a gazebo will not suffice.
- **Images** – It is mandatory to include 3 images (2 of your products and 1 of your stand set-up and display)

# 1. APPLICATION & SELECTION



## 1.3 SELECTION PROCESS

- **NB: YOU WILL NOT BE CONSIDERED IF YOU DO NOT ATTACH AN IMAGE OF YOUR STAND/STALL SET-UP. IF YOU DO NOT HAVE AN EXISTING IMAGE YOU WILL HAVE TO PROVIDE AN IMAGE OF A MOCK STAND SET-UP.**
- Only after applications have closed will the curation and selection process start – which is done by looking at your online application, description of your products, your images, social media pages and reviews.
- You will be notified via email if your application has been successful.
- No products are allowed to be at the market unless it has been indicated on your application, viewed by our curators and selected accordingly.
- The MmohoBlock Curators have the right to suggest changes to your range, styling, product pricing etc.
- Note that, once selected, you will be invoiced accordingly and your space will only be confirmed once payment has been made within the timeframe stipulated on the invoice.
- The MmohoBlock Curator's decision is final.
- Once you have applied, been selected and paid your invoice – there is no refund payable if you cancel within **30 days** before the event. Your payment is also non-transferable to another person or future event.
- The MmohoBlock Team will place all vendor stands in spots and will do so at their discretion taking all category of vendors into account as well as considering the logistics and prohibitions of the venue where applicable.

## 2. CONSIDERATIONS BEFORE APPLYING




- Do not apply if you cannot be at the show selling your own product or if you are unable to send a representative that knows your brand like you do. This we have found, impacts on your sales negatively.
- Ensure that whoever you send to represent your stand/brand knows the rules and regulations of the market.
- Do not apply for a market if you cannot commit to it – please take travel, accommodation and courier costs into account before applying for this market if it is outside your province or not within your immediate surrounding.
- By submitting your application you acknowledge and accept the terms and conditions as set out in the document.
- As with any event we cannot guarantee visitor numbers, but we do our utmost to ensure that every market is unique and that our marketing is on point to pull as many people as possible. We also choose our dates very carefully in terms of school holidays, availability of the venue and other events. Bad weather and other interruptions are however beyond our control.
- **Applicants MUST be able to trade for all market days, splitting of the two days between vendors will not be allowed nor will you be allowed to only apply or attend for only one day.**
- **No products must infringe on any copyright, if so the market organisers have the right to cancel your participation in all other markets, without refunding of any monies and also have the right to not select you again.**
- **All traders must use some alternative form of receiving payment in addition to cash. Please ensure all cash received is kept safely locked. MmohoBlock will not be responsible for loss or theft of your personal belongings or daily sales takings**

### 3. STALL FEES & MARKET TRADING TIMES



GENERAL STALL FEE	FOOD/DRINK STALL FEE	ALCOHOL STALL FEE
<b>R1000</b> PER DAY <i>*R2000 for the weekend</i>	<b>R1350</b> PER DAY <i>*R2700 for the weekend</i>	<b>R2000</b> PER DAY <i>*R4000 for the weekend</i>

- Applicants **MUST** be able to trade for all market days and times. Splitting of days will not be allowed.

<b>ELECTRICITY</b> 	<ul style="list-style-type: none"><li>• Electricity will only be available to food/drink vendors if requested in application form.</li><li>• An additional fee of <b>R250 per day (R500 for the weekend)</b> is payable for use of electricity which fee will be added to your invoice if accepted.</li></ul>
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MARKET TRADING TIMES	STAND REQUIREMENTS
<ul style="list-style-type: none"><li>• SAT: 10AM – 6PM</li><li>• SUN: 10AM – 6PM</li></ul>	<ul style="list-style-type: none"><li>• 3M X 3M SPACE, unless otherwise indicated</li><li>• WHITE GAZEBO (not provided and to be obtained by Vendor)</li><li>• COA required for Food/Drink Vendors</li></ul>

## 4. GENERAL RULES



### 4.1 STAND SPACE

- All vendors are provided with a 3m x 3m stand space, unless otherwise indicated or unless you have a Food/Coffee Truck (in which case the exact measurements should be provided with tow hitch & stabilizers included)
- White gazebo's are mandatory and no other colours will be allowed **unless agreed upon.**
- Your space will only be confirmed once you have paid your full fee.

### 4.2 VENDOR ETIQUETTE

- The LMmohoBlock wants to create a culture of community and team spirit. Please be courteous to your fellow vendors, MmohoBlock security and staff.
- No vendor cars allowed to be parked inside the venue after 8:30am on market day - there is an entire mall for parking at a flate rate of R10 per day.
- Punctuality and readiness are important. All vendors are required to be ready to trade by the time the market is open to the public. No exceptions will be considered. Lateness and lack of preparedness will incur a fee of **R200** for each occurrence.
- Engage and be courteous to your customers, this leaves a lasting impression to the visitor of the market.
- If you are seen to allow visitors to skip queues, cheat the VIP buying session, have them use vendor entry tickets to enter the market, invite them to the build up session or use any means that are frowned upon and affects the smooth running of the market, you will be asked to leave the show immediately forfeiting entry fees and will not be selected again.

## 4. GENERAL RULES



### 4.3 VENDOR PARKING

- Please note, the parking is owned and operated by the owners of the venue and not by the organisers, are therefore MmohoBlock will not be responsible for any issues that may arise from your parking in the designated parking and/or around the area.
- if you are found to be parked in a way that inconveniences other vendors, public and businesses around the area of the market as well as violating the laws of parking imposed by the venue owners, you will be fined **R200** for each offence.

### 4.4 VENDOR SECURITY

- Although we do our utmost to make sure that all possible measures are taken in terms of security, The MmohoBlock Market takes no responsibility for any losses experienced during any of our markets including entry to or exit from the market.

### 4.5 VENDOR STAND SELECTION & BRANDING

- Should you be selected, your placement on the layout will be done by the designer and there is no possibility to make constant changes to your placement and position in the market.
- NO vinyl banners will be allowed in the venue. Tacky signage will be removed by organiser. No compensation will be given for signage that has been removed. No pamphlets are to be handed out at the venue, at your stand nor in the parking lot or eating/praying areas, **UNLESS specifically arranged with the organisers**



## 4. GENERAL RULES



### 4.6 VENDOR COMMUNICATION

- We cannot be held responsible for faulty emails - if we cannot get hold of you during the process you will automatically be taken off the system. We only use one email address per application for correspondence, so please make sure that the first email address on your application is the preferred method and ensure it is correct.
- It is the applicant's responsibility to send necessary info onto their own team.
- Please ensure that you note your cell number on the application as whatsapp groups are created for important communication on market days.

### 4.7 MARKETING

- The MmohoBlock Team has extensive online marketing strategies in place.
- Feel free to browse around our Facebook, Twitter, Instagram and Pinterest profiles and share them with friends and clients.
- Selected vendors can request to be featured on social media and send images - it is in the discretion of the MmohoBlock Team to feature the specific vendor or not.

### 4.8 SET-UP DETAILS

- Placement, sitemap and set-up details will be sent no later than **one week before the market.**
- If you need an idea of the size of a stall there are a lot of stalls available with a high pallet table only, fresh food stalls are slightly larger to accommodate a preparation area and are on the higher side of the price category.

## 4. GENERAL RULES



### 4.8 WEATHER POLICY

- The MmohoBlock will only be cancelled due to **severe weather** and at the discretion of the organisers.
- The MmohoBlock Market will continue in mild rain conditions.
- There will be **NO refund** if abandoned/cancelled due to weather.
- As organisers we take just as big a risk as vendors, as we have expenses beforehand in terms of infrastructure, entertainers, venue, JOC, marketing etc.
- If you do not agree with this policy please do not apply

### 4.9 REFUND POLICY

- Application fees are **non-refundable and non-transferrable** (to another show or person) if done within **30 days** of the market.
- As organisers we take just as big a risk as vendors, as we have expenses beforehand in terms of infrastructure, entertainers, venue, JOC, marketing etc.
- If you do not agree with this policy please do not apply

### 4.10 SUSTAINABLE MARKET

- We do know going completely plastic free is a process and can be more expensive, therefore we are happy to share our contacts to help with this process in terms of alternative packaging.
- As a MmohoBlock Market vendor you take responsibility for cleaning your own stall space. Should your stall not be spotless a **R150 cleaning fee** will be added to your invoice for the next market.

## 4. GENERAL RULES



### 4.10 DRINK VENDORS – COMPULSORY SWIG CUPS

- All vendors selling drinks in a cup must use The **MmohoBlock Market branded SWIG CUPS**.
- No personal branded cups will be allowed.
- Following sizes are available to order: 250ml; 330ml and 550ml
- Orders to be placed with Sebastien from Swig Cups:
  - Sebastien sebastien@swigcups.co.za Mobile: 060 926 2367
- Cups can be ordered at R6 (excl VAT) per cup regardless of the size.
- Vendors must sell the cups at the market at R10 per cup and can keep the profit for themselves.
- Orders to be placed directly with Swig Cups **no later than 15 days** before the market.
- Order & Delivery Process:
  - Cups will be delivered to the vendor directly as per each vendor's order
  - Final invoices for the cups used will be sent to each vendor from Swig Cups directly during the course of the following week for payment.
  - All cups not used or sold can be returned to Swig Cups which amount will then be deducted from the final invoice.



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**For any other queries please feel free to contact us at  
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