



EXHIBITOR AGREEMENT – ARUSHA CHRISTMAS FAIR 2021

Please ensure you read and understand this agreement, as you will be required to accept the terms when you submit your Vendor Application for the fair.

PLEASE READ CAREFULLY - WE HAVE MADE CHANGES FOR 2021

EVENT VENUE

The location of the 2021 Arusha Christmas Fair will be on the UWC East Africa – Arusha Campus. This is the same venue as 2020.

HEALTH & SAFETY MEASURES

The event will follow health and safety measures as dictated by the Tanzanian Government. The measures *may* include, but are not limited to:

- Wearing masks at all times
- Maintaining a 6 foot social distance
- Frequent handwashing and sanitation

At the time of the event, all vendors and visitors will be made aware of the current government mandates and be required to follow them without exception. Any vendors or visitors not abiding by the mandates will be removed from the event without refund.

Application & Booking

All vendors must apply for the event via the online order form. Applications **MUST BE APPROVED** to participate. We do this to ensure we have a variety of products for our shoppers and good business for our sellers. We will not accept curio sellers, as these products are readily available in Arusha on a daily basis.

The following space options are available for the 2021 Arusha Fair:



ARTISTS & DESIGNERS

Please note, a 20% discount will be offered on the prices below, if paid in full by October 1, 2021.

HALF TENT (15ft x 10 ft / 4.5m x 3m) – \$250 USD

Price includes: 2 tables, 2 chairs, 2 vendor passes

FULL TENT (15ft x 20ft / 4.5m x 6m) – \$375 USD

Price includes: 4 tables, 4 chairs, 4 vendor passes

ELECTRICITY add on - \$50

Electricity available in artist and NGO spaces for an additional fee.

FOOD STALL + ELECTRICITY (size based upon type of food & beverage) - \$325 USD

Price includes: 1-2 buffet tables (depending upon size needed), 4 chairs, 4 vendor passes, one electricity hook up. Please bring your own power strip. **NO ELECTRIC FRYERS OR CANDY FLOSS MACHINES ALLOWED. Food stall vendors are not allowed to sell liquor or beer without special permission, as these sales are reserved for sponsors. If you would like to sell soda or water, you will be required to only sell a sponsor brand.**

CORPORATE SPONSORSHIPS

BANNER ONLY - \$300

Includes prominent placement of company banner on the fair grounds.

SELF CONTAINED EXHIBITION SPACE - \$600

Uncovered space outside of the tents, ideal for smaller vehicle or equipment displays.

Includes logo placement on website, social media and event program.

HALF TENT - \$1000

Includes logo placement on website, social media, event program, event poster. Payment may be made in full as a cash contribution OR \$250 contribution plus \$750 in services or in-kind donation of supplies needed for operating the event.

FULL TENT - \$1500

Includes logo placement on website, social media, event program, event poster, road banners and billboard. Payment may be made in full as a cash contribution OR \$375 contribution plus \$1125 in services or in-kind donation of supplies needed for operating the event.

Please note that prices are inclusive of 18% VAT.



Exhibitors must be registered, approved and paid in full to receive a tent assignment and listing on the website, social media, and print materials. If your payment has not been received by the due date, your space will be reallocated to an exhibitor from our Wait List. Tents are assigned on a first pay basis.

Additional arm bands may be purchased for your staff during set-up for 5,000 TSH/day/person.

Payment

Payments may be made in one of the following ways, no later than October 15, 2021:

DO NOT send any payments until you have received a confirmation of acceptance on your fair application.

- ONLINE VIA PESA PAL (PREFERRED)
- WIRE TRANSFER
- BANK TRANSFER
- PAY PAL

Based upon the payment type selected, you will receive the appropriate invoice and be required to pay prior to receiving a tent assignment. ***INTERNATIONAL VENDORS - You will be required to pay within the terms outlined above. You will no longer be able to pay at set-up. All payments must be received prior to the event.***

Payments will be invoiced and receipted by Schwari Ltd. Digital receipts will be sent via email at the time of payment. Original receipts will be distributed on November 27 when you arrive on-site for setup.

No refunds for vendor cancellation.

Non-Tanzanian Exhibitors

If you are traveling from outside of Tanzania, please ensure you are familiar with the customs processes and fees for importing your goods into the country. You must leave your host country with enough funds to both handle the export of your goods as well as pay your travel expenses and business permits. The fair will not be responsible for any unforeseen fees you may encounter. Please account for the required check-in deadline of 12:00pm (Noon) on November 26 when planning your travel. Any vendors not checked-in by that time will lose their booth space to an applicant on our Wait List.



Check-in & Set-up

Exhibitors will be required to check in and set up stalls on November 26 from 10:00 am – 3:00 pm. At this time, you will be given your tent assignment, TRA receipt and vendor arm bands for admittance during the fair. ***Do not begin unloading and setting up your tent until AFTER you have checked in and registered at the INFORMATION BOOTH.***

Stall holders are encouraged to donate a small item from their booth as a prize for the charity raffle.

Mkokoteni's will be provided to assist you in hauling goods and equipment to tents.

Please ensure you bring a tarpaulin to cover the items in your tent in the chance of rain.

Security will be provided overnight in the exhibition area.

During the Event

The Arusha Fair will consist of approximately 130 exhibitors, with food, a children's area, and Father Christmas, and an after party on Saturday night. The business hours of the fair are as follows:

Saturday, November 27th: 10:00 am – 5:00 pm

Sunday, November 28th: 10:00 am – 5:00 pm

All stalls must be set up and open for business during these hours.

Sunday tends to be slower in the morning with larger foot traffic in the late afternoon. All exhibitors must be packed up and moved off the premise no later than 6:00pm.



On the evening of November 27th, from 5:00 pm until 10 pm, an outdoor party associated with the fair will be open to the public. Stalls will be closed and secured during this time, and we invite you to join us at the event.

RUBBISH – Trash bags will be available at the INFORMATION BOOTH. Please put all rubbish in this bag and into a bin at the end of each day.

COVER YOUR PRODUCTS in case of rain. The fair is not liable for any weather related damage to your belongings or products.

PLEASE OBSERVE THE FOLLOWING ETTIQUITE

- Respect timetable
- Only conduct agreed upon business
- You are not allowed to share your tent space without approval. Any unapproved vendors/products will be removed without refund.
- Be a good neighbor by respecting each other's space and keeping your area clean
- Contain products to within designated space. Items should only be displayed under your tent covering, and not on the lawn in front. This allows for proper and equal foot traffic and visibility for all exhibitors.
- Immediately notify us of any issues or concerns

TRA Regulations

As per TRA regulations all vendors must present a receipt at time of purchase and all buyers must be able to show proof of purchase at any time during the event. As such, please be prepared to issue receipts to everyone purchasing your products at the fair. You are responsible for providing these receipts as well as ensuring you have the proper staffing to accommodate the task. By selling at the fair, you are agreeing to do so at your own risk. The Arusha Fair may not be held legally responsible for your adherence to these TRA rules.

PLEASE ALSO NOTE – Any vendor with an annual turnover of more than 14 million TSH must use an EFD machine and is required to issue a fiscal receipt.

Tear Down



The event will end at 5:00 pm on Sunday, November 28th. At this time, you will need to pack up your stall and remove it from the premise by no later than 6:00 pm. Mkokoteni's will again be available to assist with hauling items.

Pandemic Clause

If COVID-19 infections increase to a rate the organizers feel is not safe, the fair will be postponed until November 2022. If this occurs, vendors will be refunded tent fees less 18% VAT.