

EXHIBITOR AGREEMENT – ARUSHA CHRISTMAS FAIR 2023

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.

Event Location

The event will be held at the **Schwari Event Garden** in Mateves. Many of you have been there already, as it is the home of the Schwari Boutique, Blue Heron Restaurant & Bar, and Zoom Photo Gallery. Please see the [Venue Location](#) to view the location, and plans for access and parking. ([Google Maps Link](#))

Hours of Operation

The general fair hours will be:

- Friday, 7pm - 10pm - Optional vendor selling during the Charity Gala
- Saturday, Noon - 7pm - Open for shopping
- Saturday, 7pm - Late - After Party (no shopping)
- Sunday, 10am - 5pm - Open for shopping (Jazz Brunch until 2pm)

Please see the [Schedule of Events](#) for all details on days, times, and activities.

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 and will only have a small number of unique kitenge makers, as these products are readily available in Arusha on a daily basis.

The following space options are available for the 2023 Arusha Fair:

ARTISTS & DESIGNERS

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

Price includes: 1 table, 2 chairs, access to shared electricity*, 2 vendor passes

**Vendors will need to provide their own extension cords and multi-plugs to use electricity*

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

Price includes: 2 tables, 4 chairs, access to shared electricity, 4 vendor passes

**Vendors will need to provide their own extension cords and multi-plugs to use electricity*

FOOD STALL + DEDICATED 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.** Tent placement for food vendors will be at the discretion of the event team to ensure smoke from grills are directed away from guests, and positioning that is respectful of cultural food restrictions. Food vendors will not be able to select where they are placed. All food vendors must set up and provide a hand-washing station for patrons.

CORPORATE SPONSORSHIPS

BANNER ONLY - \$300

Includes prominent placement of your company banner on the fairgrounds.

SELF CONTAINED EXHIBITION SPACE - \$600

Uncovered space outside of the tents, ideal for smaller vehicle or equipment displays. Includes logo placement on the www.arushafair.co.tz 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, and event banners. 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, 2023:

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 24 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 deadlines on November 24 (2:00 PM) & 25 (10:00 AM) 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 have two options for check-in and set up:

1. **Friday Set Up** - Vendors are encouraged to set up on Friday between 10am - 3pm. Due to a charity gala that evening at the venue, there is a strict cut-off time of 3pm. If you cannot make this timeframe, please plan for the second option below.
2. **Saturday Set Up** - Vendors unable to make the Friday setup are welcome to set up on Saturday morning between 9am - 11am. We may ask some food vendors to use this time if your assigned space interferes with the charity gala set up.

During set up, 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
- Food and beverage vendors
- Children's play and activity area
- Father Christmas
- Charity Gala (Friday, November 24)
- After Party (Saturday Night, November 25)
- Jazz Brunch (Sunday Morning, November 26)

All stalls must be set up and open for business during the hours outlined in the [Hours of Operation](#) section.

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 premises no later than 6:00pm on Sunday.

On the evening of November 24th, from 7:00pm - 10:00pm, a charity gala will be held at the venue. Vendors have the option of selling during the gala.

On the evening of November 25th, from 7:00 pm until late, an outdoor party associated with the fair will be open to the public. Stalls will be closed and secured at 7:00pm, 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 ETIQUETTE

- Respect timetable
- Only conduct agreed upon business as described and approved in your vendor application
- 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 within your 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 26th. At this time, you will need to pack up your stall and remove it from the premises by no later than 6:00 pm. Mkokoteni's will again be available to assist with hauling items.

Venue Location



Schedule of Events



SCHEDULE OF EVENTS

FRIDAY, NOVEMBER 24

Vendor Setup | 10:00 AM - 3:00 PM

November Charity Gala | 7:00 PM - Late
benefitting Walk in Love Tanzania
with night market for Gala attendees

SATURDAY, NOVEMBER 25

Vendor Setup | 9:00 AM - 11:00 AM

Fair Open to Public | Noon - 7:00 PM

After Party | 7:00 PM - Late

SUNDAY, NOVEMBER 26

Fair Open to Public | 10:00 AM - 5:00 PM

Jazz Brunch | 10:00 AM - 2:00 PM