

# ANNUAL WILDERNESS FESTIVAL

23 - 25 March 2018

## Exhibitors application

Proudly hosted by:  
Wild Festival CC  
(2010 / 076235 / 23)

Contact details:  
[festival@wildinfo.co.za](mailto:festival@wildinfo.co.za)  
044 882 1046 - office hours  
084 446 3422 - after hours



## Overview:

The Wilderness festival, formerly known as the Vodacom George Cheese Festival, established itself as a hallmark event that draws together tourists, local residents, business owners, local producers, community organisations, media and visitors from all over South Africa on an annual basis.

The festival celebrates not only the community's richness, diversity, dynamism and heritage, but most importantly, savours the exceptional culinary products from our region as well as the rest of South Africa.

Since its inception in 2002, the festival has grown in visitor numbers and now counts as one of the largest events of its kind in the region. In 2016 the festival was hosted in Wilderness the first time, attracting in excess of 8500 visitors, 70 exhibitors and hundreds of thousands of rands worth of media coverage, making it the biggest event ever hosted in Wilderness, and one of the most visible event brands in The Garden Route.

In accordance with an agreement reached between the Hotel and the Owner of the festival, the festival was again hosted at the Wilderness Hotel in 2017 for a second time. Wilderness, regarded as part of George is home of The Wilderness Hotel, conveniently located just off the N2. The newly refurbished hotel and its facilities has proved to be a winning formula as it continues to experience an increase in quantity of visitors making use of the venue.

The Wilderness Festival offers exhibitors the opportunity to promote their brands and products, not only to the local Garden Route market, but with its popularity and wide media coverage, to the national market as well. The festival will enable the people from The Garden Route and surrounding areas to come together in a fun, relaxed environment, infused with a positive spirit, and good food!

The Wilderness Festival combines an entertainment programme that includes music, dance, and fashion with exhibitions of arts & crafts and other local products, focusing on food and beverages.

Wild Info together with the team of organisers, invite you, the potential exhibitor, to form part of this exciting event to showcase your products.



## Thank you!

**For being part of this annual event.**

**Building on the success of the 2016 and 2017 festival held in Wilderness, we love to welcome you as part of a bigger and better event in 2018. We believe that the festival will go from strength to strength with your continuous support.**

**Please find enclosed all the relevant information and feel free to contact us should there be any uncertainties.**

**Please send us the completed application form along with your payment to secure your exhibit area.**

**Your exhibit area will be confirmed only after we have received your application and payment.**



## General terms and conditions:

1. It is the responsibility of all exhibitors and their representatives / employees to read and understand all the terms and contained herein. No indulgences will be considered.

2. The Wilderness Festival commences on Friday 23 March 2018 at 2pm. Exhibitors will be allowed to set up their exhibits from Thursday 22 March at 3pm. Any failure by an exhibitor to furnish his or her stand by 2pm on Friday 5 May 2017 will be deemed a cancellation and the organisers will be entitled to re-allocate the space without any refund.

All exhibitors must have removed their exhibit and have their area of exhibit cleared by 3pm on Monday 26 March 2018. All exhibit areas are to be left in the condition they were found, clean and tidy. Failure to do so will result in the forfeit of the deposit.

3. The organisers will make every endeavour to hold the exhibition on the dates stipulated. In the event of postponement or cancellation of the event, the organisers retain the right to cancel the agreement with the exhibitor and shall not be liable for any loss or damages incurred by the exhibitor thereof. If the organiser cancels the event for reasons other than a breach of agreement by the exhibitor, all amounts paid by the exhibitor will be refunded in full in terms of the agreement. The organiser shall not be liable for claims resulting from an act of nature, municipal restrictions, strikes, floods, earthquakes or any natural disaster.

4. Registration will take place on Thursday 22 March 2018 from 8am at the Wilderness Hotel and will close at 5pm on the same day. Should an exhibitor wish to register on Friday morning the exhibitor must submit the request to the organiser by no later than Wednesday 21 March 2018. Late registrations will close at 10am on Friday 23 March 2018. Exhibitors will receive a schedule as well as two access cards per exhibit during registration. Extra access cards will be supplied at a cost of R100 per card. Exhibitors will not be allowed free access to the festival grounds unless they are registered as exhibitors with the organiser. Each exhibit area will be allocated one parking bay within the hotel premises.

5. Allocation of exhibit space is strictly on a first come, first serve basis. The exhibition space will only be confirmed upon receipt of completed application form and full payment, including deposit. A reference number to be used in all communication will be allocated upon receipt of completed application form and proof of payment. No verbal or telephonic bookings of exhibition space will be accepted by the organiser.

6. Exhibitors are strictly prohibited to sub-let or transfer any stand or portion of their stand to any third party without the permission of the organiser. Shared stand will be allowed by prior arrangement.

7. It is illegal to serve any alcohol to any person under the age of 18, whether for tasting, pairing or sale purposes. Each exhibitor is to ensure that no alcohol is to be served to persons under the age of 18. Failure to do so may result in criminal prosecution and forfeiting the opportunity to further take part in the festival, or any future events arranged by the organiser.

8. The festival hours are as follows:  
Friday 23 March 2018 from 2pm to 10pm  
Saturday 24 March 2018 from 9am to 10pm  
Sunday 25 March 2018 from 10am to 4pm

9. Exhibition stands need to be manned at all times during the festival hours. No exhibitor will be allowed to dismantle or remove his or her exhibitor any portion thereof until the conclusion of the festival. Should an exhibitor dismantle his or her exhibit or a portion thereof or fail to man the exhibit during festival hours, it could lead to the forfeiting of the deposit.

10. The cost of the exhibitions pace does include one standard electrical outlet. We regret that there will be no three-phase electrical points available. The organiser will not supply extension cords, Should an exhibitor require the use of an extension cord, it remain their responsibility to ensure that all connections are safe, water proofed and covered where necessary.

11. Exhibitions are to be of a high standard and set up in such a manner as to not block any lights, walk ways, or to be a hindrance to any other exhibi-

tor or their exhibit area. It remains the responsibility of each exhibitor to ensure easy public access to their stand as well as neighbouring stands at all times.

12. It is expected of all exhibitors to keep their stall and the area around it clean and tidy at all times.

13. No exhibitor shall be allowed to distribute any posters, pamphlets or brochures in any area other than their exhibit space without permission from the organiser. It is strictly prohibited to distribute any marketing on the festival grounds, on vehicles or to the public visiting the festival grounds. Exhibitors wishing to distribute marketing material to the festival goers need to arrange with the organiser to have the material included in a welcome package to be handed out to the festival goer at the entrance.

14. No items other than those specified on the application form will be allowed on the festival grounds or at the exhibitors stall. No copyright infringement goods or imitation products will be allowed to be sold. The application form submitted must clearly state the nature of the goods and/or services to be presented by the exhibitor. Only goods and services and services described in the application form will be allowed to be sold and displayed. Permission to deviate from this condition may be obtained from the organiser prior to the commencement of the festival. The organiser reserves the right to decline an application if it is deemed unsuitable for the exhibition.

15. No offensive or dangerous articles, weapons, explosives or ammunition will be allowed on the festival premises. The organiser reserve the right to remove any article deemed offensive or dangerous.

16. There will be security personnel patrolling the festival grounds, but it remain the responsibility of each exhibitor to secure their own exhibition area and to ensure that all valuables are looked after during, and packed away securely outside of the festival hours. Neither the organiser nor The Wilderness Hotel will be held liable or responsible for loss or damages of any nature whatsoever.

17. All machinery and/or equipment with movable or fragile parts need to be secured and it remains the responsibility of the exhibitor that no festival goer can be harmed by their machinery or equipment.

18. Each exhibitor, individual or company, exhibit at their own risk. It is a condition that they exempt the organiser and The Wilderness Hotel of any legal action resulting from loss or injury suffered by any reason whatsoever. It is the responsibility of the exhibitor that they comply with all legislation where applicable.

19. The organiser retains the right to make changes to the festival grounds and layout of stalls at their discretion without prior notice.

20. Exhibitors selling food products must be in possession of a current certificate from the health department or local municipality stating that they comply with rules and regulations.

In the event of an exhibitor committing a breach of this agreement, the organiser shall be entitled to the remedies it has at law, including the cancellation of this agreement without further notice to claim and recover damages and costs from the defaulting exhibitor.

This agreement, together with the application to exhibit, constitute the whole agreement between the parties, and no warranties or representations which may have been made verbally and not recorded shall be valid or enforceable.

By affixing their signature hereto, the exhibitor acknowledges that they have read and understood and regard themselves bound by the terms and conditions contained herein.

Dated at .....20.....

Exhibitor signature .....

Exhibitor name.....

**EXHIBITORS APPLICATION:**

COMPANY NAME: \_\_\_\_\_  
TRADING / EXHIBIT NAME: \_\_\_\_\_  
ID CARDS (NAMES): \_\_\_\_\_  
ADDITIONAL ID CARDS: \_\_\_\_\_  
ADDRESS OF EXHIBITOR: (Domicilium citandi executandi): \_\_\_\_\_

CONTACT PERSON: \_\_\_\_\_ DESIGNATION: \_\_\_\_\_  
CELLPHONE NUMBER: \_\_\_\_\_ LANDLINE: \_\_\_\_\_  
EMAIL ADDRESS: \_\_\_\_\_ WEBSITE: \_\_\_\_\_

**DECLARATION:**

I, \_\_\_\_\_, the undersigned, have read the general terms and the particular terms and conditions for participating in the 2018 Wilderness Festival, and hereby accept all the clauses thereof and request to take part in the event.

DATE: \_\_\_\_\_ SIGNED AT: \_\_\_\_\_ SIGNATURE: \_\_\_\_\_

**EXHIBITORS RATES:**

MAIN FESTIVAL AREA (Indoors within the main festival area)  
R2000 for the exhibit area. plus R200 refundable rental fee. Total amount payable R2200,00

**Included:**

- 3 X 3 meter exhibit space indoors.
- 1 X Parking bay within the hotel grounds.
- 1 X standard 250V electrical outlet. (Standard SA point)
- 1 X Exhibit table plus table cloth and 1 chair.  
 (To remain the property of the organizer)
- A communal cold room will be available in the main kitchen of the hotel for storing of perishables and liquor.

**Excluded:**

- Electrical extension cords and supply cords.
- Cutlery, crockery or other equipment
- Display stands and gazebos.
- General storage facilities.

**NOTE:**

Exhibitors are responsible for supplying their own washing buckets, and cloths, as well as water jugs in the event of wine and alcohol exhibitors.

SECONDARY FESTIVAL AREA (Outdoors within the main festival arena)  
R1500 per stand plus R200 refundable rental fee. Total amount payable: R1700.00

**Included:**

- 3 X 3meter outdoor exhibit space.
- 1 X exhibit table plus table cloth and one chair.
- 1 X parking bay within the hotel grounds.
- 1 X Electrical point by prior arrangement only.

**Excluded:**

- Electrical extension cords and supply cords.
- Cutlery, crockery or other equipment
- Display stands and gazebos.
- Storage facilities.

**NATURE OF EXHIBIT:** (Tick applicable circle)

FOOD PRODUCTS     ALCOHOLIC PRODUCTS     ARTS / CRAFTS     OTHER

Specifications of products: (Nature of products, varieties etc.)

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Exhibitors may forfeit their table deposit if:

1. The exhibitor fail to man their stall during the festival hours
2. The exhibitor fail to return tables, chairs and table cloths in original condition to the organiser.
3. The exhibitor fail to adhere to the festival hours.
4. The exhibitor is found to be in breach of any of the terms and conditions.

# Contact and banking details:

## Festival owner

Wild Festival CC (CK 2010/076235/23)

Website: <http://www.wildfestival.co.za>

Email address: [festival@wildinfo.co.za](mailto:festival@wildinfo.co.za)

Landline number: 044 882 1046

Mobile number: 084 446 3422

## Banking details:

Bank: First National Bank (FNB)  
Branch: George  
Branch code: 210114  
Account holder: Wild Festival CC  
Account number: 62544791347  
Account type: Current (Cheque)

Please use exhibitor name as reference.

Please email proof of payments to: [festival@wildinfo.co.za](mailto:festival@wildinfo.co.za)

