



KAMERS
SA's treasure trove of handcrafted creativity

“Application and Selection Process: Design Stalls”

KAMERS/Makers is well known for its innovative sourcing of local creative talent and fresh product ideas. It is a platform for unique, quality, handmade and crafted products that are not readily available in the marketplace. For more than a decade KAMERS has significantly contributed to small business development.

"We are not into the perfectly made or the mass produced – it's about high end true craft, slightly imperfect, timeless and originally designed... That special something that is only found at the shows." Wanda du Toit – KAMER/Makers Creative guru

KAMERS/Makers is about bringing creative people together by **sharing** and collaborating on ideas, **supporting** each other in business and **believing** in everyone's potential.

The Application Process

Applications are done twice per year. One application process for Autumn/Winter and one application process for Spring/Summer

All applications must be done online via our website (under "MAKERS"). Once your application has been submitted into the system, you will receive an automated response via email. *Please note* that applications sent as an email request will NOT be successful. Please do not waste your time entering if your product is imported.

Please note: Applications for Deli and Incub8 program will now run separately from Design stall applications. Applications and information for these will be made available on our website and social media.

Design Stall

This is for all traders in categories ie Décor & Design, Clothing etc.

The MAKER pays for a space (entry fee) according to its size (4,6,8,12 and 20 square available) and pays 15% commission on total sales (excluding VAT – VAT on commission only). The MAKER will be styling and managing his/her own stand, including the pay point (please see CASHLESS information for costs involved).

Cost (entry fee) per stand for Design stalls:

Stand Size	Cost (June2017 – December 2017)
4 (2m x 2m or 1m x 4m)	R2350 + % commission on sales (excl. VAT)
6 (2m x 3m or 6m x 1m)	R2950 + % commission on sales (excl. VAT)
8 (2m x 4m)	R3800 + % commission on sales (excl. VAT)

Stand Size	Cost (June 2017 – December 2017)
12 (3m x 4m, 2m x 6m or corner)	R4700 + % commission on sales (excl. VAT)
20 (4m x 5m)	R7100 + % commission on sales (excl. VAT)

PLEASE NOTE that we will only be able to tell whether the specific stand size asked for is available upon final layout – desired or communicated squares will be allocated, but not necessarily the shape/layout asked.

Existing traders: please make sure to fill out application forms for every intake to ensure that you are on the list. Also remember to read through the general information document to ensure that you are aware of any changes.

We receive between 500 and 700 applications per run and thus will not allow late applications or applications not done online.

If you need to make an amendment to your application i.e squares asked or wrong email address, please do not fill out another application – instead email the changes to applications@kamersvol.com and we will make the change on our side.

By submitting your application you acknowledge acceptance and understanding of the information set out in this document.

How to Apply

- Complete and submit the application form (make sure you fill out the correct application form) on our website (www.kamersvol.com) under "MAKERS".
- An email will be sent confirming that the application form was successfully submitted. This does not mean that you have been selected, only that we have received your application and it will now go through the selection process.
- No documents can be faxed or emailed and we cannot email the application form to interested parties.

Selection Process

The selection process is a lengthy one and is done over three rounds. This is the reason we open applications so far in advance and also because we need to give selected applicants enough time to produce.

The **initial or first round** of the selection process is done by looking at the photos and information you submitted via your online application.

At this stage we will be looking at:

- Product originality and availability: Unique & original – first to market where possible and innovative in design. Products should not be readily available in shops or at other markets or shows. Products must not be mass produced or infringe on any copyright.
- Local or not: Products must be proudly South African in concept and creation. Whilst products can contain some imported components, they must be conceived and hand-finished locally. Product from neighbouring African states will also be considered.
- Community projects
- Signed up or in the process of registering with Shopstar, our online platform.

If you get selected to go through to the **second round** of the selection process, you will be invited for a viewing where we meet you and give you the opportunity to present your products to us in person. All applicants' products must be viewed during the second selection round, except where the selectors decide differently. Where an invited applicant cannot be present, a person with knowledge of the range must represent it on behalf of the applicant. Clothing applicants with summer/winter ranges that are still in the design and manufacturing phase must bring fabric samples and colour charts to the viewing.

No products are allowed to be supplied if it has not been viewed and selected. The selectors have the right to suggest changes to a range, styling, product prices, etc.

Existing traders: all new ranges, designs, products etc have to be viewed or discussed with selectors for approval before being sold at any of our shows. This is to make sure that we maintain standards and avoid overlaps. Please make sure to inform us.

At this stage we look at:

- Quality
- Availability- we are in the business of launching new products and although we will not restrict participation in other markets, we want to present our visitors with an unique experience and, therefore, are very careful not to select applicants/products that are over exposed.
- Your range – too big or too small
- Your capacity to produce and deliver.

Even if it seems that you have been successfully viewed (we get very excited!), it is only on receipt of a confirmation email that your participation is confirmed and that you have been officially selected to take part in KAMERS. Therefore, please do not start producing for KAMERS before your participation is confirmed officially.

The **final stage** of the selection process is where we have to make final selections for each show. Note that, once selected, you will be invoiced accordingly for the specific show you are selected for and your space will only be confirmed once your entry fee has been paid and you have sent your signed declaration form.

Also note that KAMERS is VAT registered. Therefore, we charge 14% VAT on entry fees and on the commission on sales.

The selectors have years of experience and their decision is final.

The entry fee is non-refundable.

At this stage we take into consideration:

- The big picture and variety/mix. Our shows are carefully curated to avoid overlaps and each category has an allocated percentage of floor space. Eventhough we are excited about your product you may fall out at this stage because of limited space and overlaps.
- Personality of the show: each show has a different personality and target market and we tweak it accordingly i.e JHB vs CAPE TOWN; summer vs winter etc and so different criteria apply. Applicants should not expect to be selected for all the shows they apply for as we try and spread things out to give everybody a platform somewhere. We will place your product according to the market it fits best and also take into consideration your capacity to produce.
- The area where you live: travelling can be very expensive but can also expose you to new target markets.

Re-selection of existing traders: this has nothing to do with turnover. A positive attitude at the show and the effort you put in to the styling of your stand is much more important. We have to re-invent the shows constantly and present a new and

different mix for the regular visitors. It may be necessary to move existing traders out in order to make space for new and fresh ideas.

The selectors also give consideration to:

- Volumes: KAMERS also takes into account that high volumes of product are sold at our shows and past experience has taught us that taking part in too many shows places a huge strain on suppliers to deliver enough stock for KAMERS.
- Variety: That similar products are not repeated in different stands.
- Sellability: How sellable a product is to the unique client that shops at KAMERS.
- Direct Competition: Products or services that are in direct competition with those of our main sponsors (identified on our website) will not be considered for selection.
- Deadlines: Suppliers that do not honor the deadlines will not be selected or will be canceled i.e entry payment and declarations
- Attitude and after sales: The KAMERS brand is well known and very important to us, if we see that your attitude towards visitors, other traders and our team is not positive we will not select you again. Good after sales is also imperative.

ABSA / PLANKTON/ KAMERS Cashless Environment

For your and your customers' safety and convenience, KAMERS shows are now operating as a cashless environment, which means that cash will no longer be allowed as a method of payment at shows.

Our main Sponsor ABSA – teams up with Plankton, who are a proudly South African world-leading developer of cashless systems (having been recently shortlisted by Barclays Global as a preferred provider, following the most rigorous due-diligence process) to implement the Cashless Environment.

We have decided to implement a cashless system to ensure a safe and convenient environment for our exhibitors and their shoppers, to simplify the administration of the commissions and also to assist with accurate financial data and reporting for vendors.

We shall provide all our exhibitors with exclusive agnostic KAMERS point of sale facilities at a rate of no more than R650 per device.

Shoppers will be provided with exclusive KAMERS shopping cards. For shoppers' ease, cash can be loaded onto these cards by the Plankton staff and then used as payment. KAMERS shoppers can still use their own debit and credit cards at shows.

With every transaction, the POS system will automatically calculate the amount owed to KAMERS (commission to KAMERS) & the amount owed to plankton for the system and all bank charges (5%) and channel it directly to your bank account in 2 payments: one during and one after the show. Please remember that payment during the show might only show in your bank account a day later. No exceptions will be made for earlier payments. VAT will also automatically be taken into account.

A recon of sales, commissions paid etc will be sent via email no later than 5 working days after a specific show.

Please note that by submitting your entry form you agree that you understand that KAMERS are now operating as a cashless environment and that you will, once selected, give your full co-operation in implementing the necessary processes to make this cashless system fully operational. Unfortunately vendors accepting cash or payment through any other device at their stands will be subjected to penalties due to the safety aspect being a primary concern.

Marketing

KAMERS has extensive online marketing strategies in place. Feel free to browse around our [Facebook](#), [Twitter](#), [Instagram](#) and [Pinterest](#) profiles and share them with friends. We might also ask you to leave product with us after a viewing for our own inhouse marketing – being asked to leave product does not guarantee that you are selected in the final round of selections.

Enquiries

Should you have any application related enquiries, please send email to applications@kamersvol.com.

Rules and regulations:

- Entry fees are **non-refundable** and **non-transferable** (to another show or person)
- KAMERS is VAT registered and therefor will charge VAT on entry fees and commission.
- Your space will only be confirmed once you have paid your entry fee and sent your signed declaration.
- All traders **must use** the cashless system we operate with. Please make sure you understand the system and costs involved.
- If you are seen to allow visitors to use any other form of payment or using any other payment device, you will be asked to leave the show immediately forfeiting entry fees and will not be selected again.
- We can not be held responsible for faulty emails- if we can not get hold of you during the selection process you will automatically be taken of the system.
- We only use one email address per application for correspondence, so please make sure that the first email adres on your application is the preferred method. It is the applicants responsibility to send necessary info onto their own team.
- ALL products must be viewed (new applicants and existing traders with new ranges) before being sold at one of our shows.
- The selectors have the right to suggest changes to your range, styling, product pricing etc.
- No products must infringe on any copyright, if so KAMERS have the right to cancel your participation in all other show, without refunding of any monies and also have the right to not select you again.
- Although we do our utmost to make sure that all possible measures are taken in terms of security, KAMERS takes no responsibility for any losses experienced during any of our shows.
- The selectors have years of experience and their decision is final.