"Application and Selection Process"

KAMERS/Makers is well known for its innovative sourcing of local creative talent and fresh product ideas. It is a platform for unique, quality, hand-made and -crafted products that are not readily available in the mainstream. For nearly 15 years, 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 process for Autumn/Winter and the second process for Spring/Summer

All applications should be done online via our website (under "Makers"). Once your application has been submitted into the system, you will receive an outomated response via email. Please note that applications sent as an email request will NOT be successful. Please alo note that we ONLY consider Proudly SA products so no imports will be selected.

Three options are available for participation, please make sure that you choose the correct option on the application form. Options are: Design Stall, Incub8 and Deli Stall

<u>Option 1:</u> Design Stall
This is for all Makers in non-food/beverage categories ie Décor & Design, Clothing, Jewellery, etc.
The MAKER pays for a space (entry fee) according to size (4,6,8,12 and 20 m^2 available) plus a 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 informationfor costs involved).

<u>Option 2:</u> Deli Stall
This is for MAKERS selling food/beverages, food products or any other fresh produce ie flowers and also foodtrucks.
These MAKERS pays for a space (entry fee) according to its size (4,6,8 and 12(minimum for foodtruk is 12 sq) square available) and pays 12% 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 and Deli stalls:

Stand Size	**Cost (October 2016 – December 2017)**
4 (2m x 2m or 1m x 4m)	R2200 (excl. VAT)
6 (2m x 3m or 6m x 1m)	R2750 (excl. VAT)
8 (2m x 4m)	R3550 (excl. VAT)
12 (3m x 4m, 2m x 6m or corner)	R4400 (excl. VAT)
20 (4m x 5m)	R6600 (excl. VAT)

PLEASE NOTE that we will only be able to confirm 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.

Option 3: Incub8 program
INCUB8 has been a long-held dream of KAMERS/Makers. It offers talented Makers who have yet to hone their entrepreneurial skills, a forum in which they can learn and grow through intensive, focused sessions with seasoned experts.

We have brought the uniquely empathetic and nurturing KAMERS/Makers approach to this programme - focusing rigorously on all the key skills and strategic areas that any creative entrepreneur must have to succeed in the SA market, but imparting these through a simple, engaging and collaborative initiative.

"Retail ain't for sissies… but we're making it as accessible as we can!" Jeremy Doveton-Helps – Marketing and Branding guru

Our Incub8 program is for all NEW entrepreneurs!.
Applications runs once a year for intake. Applying for this program does not mean that you will be accepeted into it – we will accept a maximum of 20 Incub8ees per year – half in Cape Town area and half in Johannesburg area.
Costs:
R2500 (excl VAT) for the year. This includes a one-on-one session with our creative director and styling coordinator, workshops with other seasoned experts in fields like marketing & branding, customer relations etc. the entry fee also includes two shows (4sq stand allowed). You will only pay KAMERS a 5% commission on total sales. Incub8ees will only be allowed to patricpate in shows in the region they reside in because of costs involved. If you want to do more shows and want to go to a different province you will have to let us know and pay the normal entry fee. You will also receive show specific advice and feedback after the show. All incub8ees will go through the same selection process as other deisgners, so please read ALL info in this document.

Criteria:
Your company/business cannot have been trading for longer than two years.
You will have to submit a pdf file (when doing your online application), outlining your motivation/reasoning why you should be accepted into this program.
You will have to show your potential as an entrepreneur and that you have the vision, creativity and persitance to be a successful entrepreneur and a good candidate for the program.
You will have to commit to the program for the year (workshops and given shows).
You will have to provide financial documentation (to be discussed at viewing)
Your product will still need to be inline with the KAMERS/Makers feel/standard and overall criteria

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 so we simply cannot allow late applications or applications that are not done online.
If you need to make an amendment to your application i.e m^2 requested or incorrect details, 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 "traders".
- An email will be sent confirming that the application form was successfully submitted. This does not mean that you have been selected, rather that we have received your application and it will now go through our selection process.
- No documents can be faxed or emailed and we cannot email the application form to interested parties. **Please use the correct online process.**

Selection Process

The selection process is a lengthy one and is done over three rounds. This is why we open applications far in advance, but also because we wish to give those who are selected sufficient time to produce their goods.

The **initial or first round** of the selection process is done by looking at the photos and information you have 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 are selected for the **second round**, you will be invited to a viewing where we meet you and give you the opppurtunity to present your products. 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 product may be included at the show if it has not been viewed and selected. We also reserve the right to suggest changes to a range, styling, product prices, etc.

Existing Makers: all new ranges, designs, products must 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 be sure to inform us.

At this stage we look at:

- Quality
- Availability – our priority is to launch new products where possible, so whilst we do 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 may be 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 specific selections for each show. Note that, once selected, you will be invoiced accordingly for that specific show 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 diffirent 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 where we feel 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 Makers: this has nothing to do with your turnover. A positive attitude at the show and the effort you put in to the styling of your stand is way more important. We have to re-invent the shows constantly and present a new and diffirent 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: we also take 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 big strain on suppliers to deliver enough stock for KAMERS/Makers.
- Variety: that similar products are not repeated in different stands.
- Sell-ability: how sellable a product is to the unique client that shops at KAMERS/Makers.
- 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 declerations
- Attitude and After-sales: the KAMERS/Makers brand is well known and very important to us – nothing is more important than that *your* attitude towards visitors, other Makers and our team reflects that. Good after-sales is also imperative.

ABSA / PLANKTON/ KAMERS Cashless Environment

For your and your customers' safety and convenience, KAMERS/Makers 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 employ 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/Makers point of sale facilities at a rate of no more that R650 per device.
Shoppers will be provided with exclusive KAMERS/Makers shopping cards. For shoppers' ease, cash can be loaded onto these cards by the Plankton staff and then used as payment. 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/Makers (commission) & 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 payments during the show might only show in your bank account a day later. No exceptions can 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 wokring days after a specific show.

Please note that by submitting your entry form you agree that you understand that KAMERS/Makers 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. Please note that Makers accepting cash or payment through any other device at their stands will be penalised.

Costs

Please make sure that you are aware of all costs: Entry fee, KAMERS/MAKERS commission, VAT, Plankton Device rental, Plankton commission

Marketing

KAMERS/Makers 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 decleration.
- 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 forfitting 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 responsiblity 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.