EXHIBITOR AGREEMENT – ARUSHA CHRISTMAS FAIR 2026

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, 5:00pm - 10pm - Night Market and networking night for vendors.**
    - The night market is a smaller crowd, allowing shoppers to miss the heat and shop in a more relaxed environment. It also allows vendors the space and time to walk around the other stalls and network.
- **Saturday, Noon - 7pm - Open for shopping.**
    - This is the busiest day of the fair and when you will do the majority of sales.
- **Saturday, 7pm - Late - After Party (no shopping)**
    - There is no shopping during the after party. Vendors are encouraged to shut down and enjoy the party.
- **Sunday, 10am - 5pm - Open for shopping**
    - This is the last day of the fair where buyers are making their final purchases.

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.

If you are sharing your space with another vendor, you must provide all company names, contacts, and product pictures on your application. No unauthorized vendors will be allowed to sell or occupy space.

To apply for a vendor space:

1. On or after August 1, 2026 submit a vendor application at www.arushafair.co.tz/vendors

2. You will receive a response from the organizers within 3 business days as to if your application has been approved. ***Please note that even though you may be APPROVED your spot at the fair will not be CONFIRMED until we have received payment.***
3. To confirm your vendor space at the fair, a non-refudable 50% deposit must be made immediately, with the balance due no later than September 15. *Any spaces not fully paid by September 15 will be cancelled and opened to another vendor on the wait list.*

The following space options are available for the 2026 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:

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

- **ONLINE VIA PESA PAL** (PREFERRED)
- **WIRE or 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 14 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 on November 13 by 2:00 PM***

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

Artist Vendors

- All art vendors must arrive for set up on **Friday between 10am - 3pm**. After 3pm, the Registration Booth will be closed.
- Due to the Night Market that evening at the venue, vendors must be set up and ready to accept buyers by 5:00pm.

Food & Beverage Vendors

- Food vendors must check in on **Friday between 10am - 3pm**, but are not required to be fully set up.
- Food vendors can deliver supplies and goods on Friday between 10am-3pm, but should not set up. Food vendors are not included in the Friday art market.
- Food vendors will set up on Saturday morning between 9am - 11am and must be open for business by 12pm.

Upon arrival, first check in at the Registration Booth that will be housed in the vendor parking area. 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 REGISTRATION 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
- Night Market (Friday, November 13)

- After Party (Saturday Night, November 14)

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

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 15th. 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