



VENDOR INFORMATION PACK

Castle of Good Hope · Cape Town · 21–22 November 2026

About the Event

Italy in Town returns in 2026 as one of Cape Town's most vibrant cultural festivals, celebrating the very best of Italian food, lifestyle, music, and community. Organised by the Italian South African Chamber of Trade and Industries in partnership with the Consulate of Italy and the Committee for Italians Abroad (Comites), this two-day open-air experience will transform the Castle of Good Hope into a lively Italian piazza — with an expected attendance of 12,000 visitors across the two days.

Key Dates & Schedule

Day / Date	Details
Friday 20 Nov 2026	Infrastructure setup: 08:00 – 22:00 Vendor setup: 14:00 – 22:00 ⚠ Times subject to change by organisers
Saturday 21 Nov 2026	Doors open: 09:00 - 20:00 Subject to change depending on rugby match time Vendors to arrive by 06:00 - ready by 08:00 Warning: penalty fee applies if not ready by 08:00 Last orders: 19:00
Sunday 22 Nov 2026	Doors open: 09:00 – 18:00 Vendors to arrive by 06:00 — ready by 08:00 Last orders: 17:00 Breakdown: 18:00 – 00:00

Event Floorplan



Italy in Town Floorplan

Why Be a Vendor?

Italy in Town is more than just a market — it's a curated cultural experience. As a vendor, you gain access to:

EXPECTED VISITORS 12,000 People	AUDIENCE Premium & High-Footfall	EXPOSURE Digital & On-Site Marketing	REACH Local & International
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- Strong brand exposure and marketing support across digital platforms
- A vibrant, themed environment designed to enhance customer engagement
- Opportunities to connect with both local and international visitors

Vendor Categories & Fees

Category	Space	Fee (excl. VAT)
Food Vendor	3 × 3 m	R 8,500
Food Vendor	3 × 6 m	R 14,500
Food Truck	—	R 7,000
Retail Vendor	3 × 3 m	R 5,000
Wine Vendor	3 × 3 m	R 5,000

⚠ Spaces are limited and placement is confirmed on a first-come, first-served basis upon receipt of payment.

What's Included in Your Vendor Package

✓ Designated trading space	✓ Covered space (Bedouin or Indoors)
✓ 1 Table & 2 Chairs	✓ Access to power
✓ General event security	✓ Cleaning of common areas
✓ Marketing exposure across digital platforms	✓ Inclusion in official event listings and maps
✓ Staff accreditation access pass	✓ Storage facilities

Optional Add-Ons

The following extras are available at an additional cost:

- Washup station
- Kitchen equipment (fridge, gas stove, etc.)
- Additional furniture (tables, chairs, counters)

All add-ons will be priced and invoiced separately. Please indicate your requirements on the application form.

Vendor Requirements

To participate, all vendors must:

- Provide all necessary documentation (COA, Liquor Licence where applicable)
- Comply with health and safety regulations
- Operate within assigned times and guidelines
- Maintain a clean and professional setup
- Adhere to event branding and aesthetic standards

Application Process

1. Complete the Vendor Application Form
2. Await approval from the organising team
3. Confirm participation and secure your spot with payment

Join the Experience

Italy in Town is not just an event — it's a celebration of culture, connection, and creativity. We invite you to be part of this unique experience and showcase your brand in a setting unlike any other.



VENDOR APPLICATION & CONTRACT

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To secure your place at Italy in Town 2026, please complete this form in full, sign the contract on the following page, and return it to the Italian South African Chamber of Trade and Industries at enquiries@italcham.co.za.

Submission deadline: this completed form must be submitted by **28 September 2026**. The following supporting documents are required from all approved vendors by **1 October 2026**:

- ✓ Hawkers Licence / Business Licence — required for all vendors
- ✓ Up-to-date Certificate of Acceptability (COA) — required for food vendors only
- ✓ Gas Certificate of Compliance (COC) — if working with gas
- ✓ Trailer Licence — if bringing a trailer
- ✓ Gas & Electrical Certificate of Compliance for trailers (COC)

A. Company Information

Business / Company Name (in full)

Address (registered office)

City / Province of business

Postal Code

Contact Number

Email Address

VAT Number

Contact Person & Surname

B. Vendor Category

Tick all that apply:

- | | |
|--|---|
| ☐ Food Vendor | ☐ Wine Vendor |
| ☐ Imported Italian Products (food & deli goods) | ☐ Coffee / Food Demonstrations |
| ☐ Brand Activations | ☐ Italian Fashion & Design |
| ☐ Other (please specify) | |

C. Stand Selection

Indicate your choice of stand below. All prices exclude VAT.

Select	Stand Type	Size	Fee (excl. VAT)
☐	Double Food Stand	6 × 3 m	R 14 500.00
☐	Single Food Stand	3 × 3 m	R 8 500.00
☐	Wine Vendor Stand	3 × 3 m	R 5 000.00
☐	Single Non-Food Stand	3 × 3 m	R 5 000.00
☐	Food Truck	—	R 7 000.00

Note: Spaces are limited and confirmed on a first-come, first-served basis upon receipt of payment.

Shared kitchen & preparation area (food vendors only) — approximate additional cost **R 3 000.00**.

Do you wish to use this facility?

☐ Yes ☐ No

Optional add-ons (storage, wash-up station, kitchen equipment, additional furniture) are priced and invoiced separately. Please list any requirements in Section D.

D. Operational Details

Please specify what you will be providing / selling at the event:

How does your offering align with Italian culture or lifestyle?

Expected staff count for the event

Add-on requirements (storage, equipment, furniture, etc.):

Before You Submit

- ☐ Sections A–D completed in full and accurate.
- ☐ Stand type selected in Section C.
- ☐ Terms & Conditions read and signed on the final page (including Clause 5 — Social Media & Event Promotion).
- ☐ Supporting documents ready to send by 1 October 2026 (licences / certificates as applicable to your category).
- ☐ Form returned to enquiries@italcham.co.za by 28 September 2026.

Once your application is received, the organising team will review it and confirm your acceptance. Your placement is secured only upon receipt of full payment against the invoice issued by the Chamber.

Terms & Conditions

1. Definitions

1.1. In these conditions, the term “Vendor” means an individual or entity that provides goods, services, or products for sale or distribution at the event. Vendors are responsible for ensuring that their offerings comply with all relevant regulations and event guidelines, and must adhere to the terms and conditions outlined by the event organisers. “The Organiser” means The Italian-South African Chamber of Trade and Industries NPC (Italcham).

2. Price and Payments

2.1. When payments for space are not made when due, the organisers reserve the right to claim the value of the agreement if the cancellation is not received in the pre-requisite time.

2.2. Full upfront payment is due upon receipt of the invoice.

2.3. Stands or any value-added services rentals / cost may be paid for in South African Rands (ZAR).

2.4. No Exhibitor may set up a stand until all dues to the Organisers have been paid.

2.5. After signing this application form, the applicant company will receive from the Italian-South African Chamber of Trade and Industries the invoice for 100% of the participation fee. The stands are reserved on a “first come first served” basis: the first companies to complete payments will obtain the available stands. The costs of freight, travel, and accommodation/s of the vendors are not included in the participation fee.

3. Allocation, Reduction, Breach or Cancellation of Stands, Sponsorship or Event

3.1. The organisers shall have responsibility to determine in every respect the allocation of area and position of space and they shall be entitled to vary the general layout of the floor plan. This can relate to changes made by the venue for issues of safety and health regulations.

3.2. The Italian-South African Chamber of Trade and Industries reserves the right to postpone the event should a minimum number of exhibitors / attendees / sponsors not be reached.

3.3. Italian-South African Chamber of Trade and Industries further reserves the right to postpone the event in case of health / weather restrictions that would materially affect the positive outcome of the event.

3.4. The Organiser reserves the right to re-allocate any space rented by a vendor in the event that the ‘Vendor’ is found to not comply or fails to provide relevant information with regards to the necessary health and safety standards.

3.5. The Organiser reserves the right to impose a penalty fee in the event of delayed setup by a vendor beyond the allocated setup times. Vendors are required to adhere strictly to the prescribed setup schedule, and any delays may result in additional charges at the discretion of the Organiser.

4. Indemnity, Insurance and (Third Party) Liability

4.1. The Italian-South African Chamber of Trade and Industries does not assume any responsibility for damages that may derive to its clients under any circumstance that is connected to the delivery of services; in any instance the responsibility of the Italian-South African Chamber of Trade and Industries will be limited to the amount paid by the client for the supply of said services.

4.2. The vendor shall indemnify and hold harmless the organiser in respect of all claims, losses, damages, actions, proceedings, costs (including legal costs and expenses) and demands in respect thereof.

4.3. Vendors will be totally responsible for the cost of restoring to its original condition any part of land or structure occupied or used (including the kitchen) by them which has been altered or damaged in any way.

4.4. The vendor hereby indemnifies the organiser against all and any actions, claims, costs and expenses arising or resulting indirectly from any act, omission or negligence by the exhibitor, its servants, agents, contractors or invitees notwithstanding that such action, claim, demand, cost and expenses may have been occasioned in whole or in part by fault, neglect or gross negligence by the organiser, its servants, employees, agents, contractors or invitees, or by the event site or any installations thereof being or falling into a defective state of repair to the maximum extent allowed.

5. Social Media & Event Promotion

5.1. As a condition of participation, the Vendor agrees to actively support the promotion of Italy in Town 2026 across their own social media platforms in the period leading up to the event.

5.2. From the date of acceptance until the event date, the Vendor shall publish at least **one (1) photo or video per calendar month** on their own social media channels (Instagram, Facebook, TikTok or equivalent) that features, references or promotes their participation in Italy in Town 2026.

5.3. Each such post must tag the official Italy in Town account/s and use the official event hashtags as supplied by the Organiser.

5.4. The Vendor shall **share, repost or re-story official posts published by the Italy in Town page** on a regular basis throughout the build-up to the event, helping to maintain visibility and excitement among their audience.

5.5. The Vendor grants the Organiser permission to feature, repost and re-use vendor-created content and the Vendor's brand name, logo and imagery across Italy in Town's official marketing channels, both before and after the event.

5.6. The Organiser will supply official artwork, key messaging, hashtags and content guidelines to assist Vendors in meeting these requirements. Where a Vendor does not operate an active social media presence, alternative promotional arrangements may be agreed in writing with the Organiser.

5.7. Consistent non-participation in the agreed social media activity may be taken into account by the Organiser when considering vendor placement and acceptance for future editions of the event.

Declaration & Signature

By signing below, the Vendor confirms that they have read, understood and agree to be bound by the Terms & Conditions set out above — including the Social Media & Event Promotion obligations in Clause 5 — and that all information provided in this application is true and correct.

☐ I have read and accept the Terms & Conditions, including the Social Media & Event Promotion clause.

Name & Surname

Signature

Date

Signed on behalf of the Vendor / applicant company.

ITALIAN-SOUTH AFRICAN CHAMBER OF TRADE AND INDUSTRIES NPC

Officially recognised by the Italian Ministry of Economic Development — Incorporated in terms of Schedule 1 of the Companies Act No. 71 of 2008 as a non-profit company with members.

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