



GENERAL INFORMATION

NEW RULES:

- **NEW VEHICLE POLICY: NO VEHICLES ARE ALLOWED INSIDE THE BIELIEMIELIE PREMISES FROM THURSDAY 25 FEBRUARY 2027. SET UP MUST BE CONDUCTED IN A MANNER THAT ENSURES THAT VEHICLES DO NOT ENTER THE PREMISES. NO EXCEPTION WILL BE MADE.**
- **PLEASE TAKE NOTE OF THE BIELIEMIELIE'S NEW BANKING DETAILS.**
- **NO CAMPING ALLOWED ON STAND.**

APPLICATION FORM:

If your application was unsuccessful please do not re-apply. The response received is final. If your application was successful, the signed application form is a binding agreement between the Bieliemielie and the exhibitor. The application must be completed in full and returned, together with your 50% deposit to confirm the booking. A copy of the person manning the stall's ID document, as well as photos of your product(s), must accompany the agreement.

SETUP:

Exhibitors may set up stalls from Wednesday (24/02/2027) at 08:00. All exhibitors must be set up and ready to trade by Thursday (25/02/2027) at 12:00. If exhibitors wish to start setting up on Tuesday (23/02/2027) prior arrangements must be made with one of the two Lezane's. No exhibitor may only start trading on Friday (26/02/2027) or pack up before Saturday 27/02/2027 at 20:00. Security will be available from Wednesday 24/02/2027.

BREAKDOWN:

Exhibitors may start clearing stalls on Saturday 27/02/2027 at 20:00 or as stated otherwise, but no vehicle may enter the premises. All exhibitor stalls must be completely cleared up by Sunday 28/02/2027 at 12:00. No trading on Sunday.

STRUCTURES:

No temporary structures are allowed to go over aisles/walkways. Exhibitors or their contractors are responsible for cleaning and removing all rubble and discarded material arising from the construction of a stand. Temporary structures must be safe.

No gazebos/exhibition displays may go over lines/space allocated.





CLEANING:

Please note that you are responsible for keeping your stand neat and clean.

ACCOMMODATION:

See Bieliemielie's website for a list of options <https://www.bieliemielie.co.za/index.php/kontak-ons/akkommodasie>.

ELECTRICITY:

- All exhibitors must bring their own extension leads, which are of a good standard.
- Ensure that leads, plugs and sockets are undamaged.
- Extension leads must be completely untangled to avoid overheating which can result in power outages.
- No open joints, cables or wiring will be permitted.
- No binding will be allowed.
- No overloading will be allowed.
- If your stand is dependent on electricity, please bring your own generator.

TRADING:

The exhibitor will be compelled to man the exhibition area and to keep the stand open for the public for the full duration of the stipulated hours.

THURSDAY	25/02/2027	12:00 - 21:00
FRIDAY	26/02/2027	08:00 - 21:00
SATURDAY	27/02/2027	08:00 - 21:00

VEHICLES:

NO VEHICLES ARE ALLOWED INSIDE THE BIELIEMIELIE PREMISES FROM THURSDAY (25/02/2027), 10:00. SET UP MUST BE CONDUCTED IN A MANNER THAT ENSURES THAT VEHICLES DO NOT ENTER THE PREMISES. NO EXCEPTION WILL BE MADE. VEHICLES MUST BE PARKED AT THE ALLOCATED EXHIBITORS PARKING. NO VEHICLE MAY BE PARKED ON THE PREMISES. VEHICLES WILL BE CLAMPED AND A FINE WILL BE ISSUED.





SECURITY:

There will be 24-hour security from Wednesday 24/02/2027 to Sunday 28/02/2027.

TERMS AND CONDITIONS:

(Please take note of all terms and conditions, some have been addressed above as well.)

1. This application form needs to be completed and returned to uitstallers@bieliemielie.co.za or admin@bieliemielie.co.za for approval. If your application was unsuccessful please do not re-apply or negotiate. The response received is final.
2. Exhibitors will be informed via email if the application was successful. Once approval has been received a 50% deposit must be paid within one (1) month of approval to reserve your stand. If the exhibitor fails to make payment within one (1) month of approval, the exhibitor will forfeit the allocated stand. **The balance must be paid on 15/12/2026.** If the exhibitor fails to settle the balance, the exhibitor will forfeit the allocated stand as well as the deposit that was paid. Proof of payment must be sent to uitstallers@bieliemielie.co.za and admin@bieliemielie.co.za.
3. In the event of cancellation, the deposit paid will be forfeited. Should the exhibitor cancel after 15 December 2026 of the festival the full amount paid will be forfeited.
4. Industrial Arena exhibitors (A1 - 24) will receive four (4) admission tickets. **PLEASE NOTE THAT NO VEHICLE MAY MOVE AROUND ON THE PREMISES FROM THURSDAY. IF ANY EQUIPMENT NEEDS TO BE TRANSPORTED IT MUST BE DONE ON WEDNESDAY. NO EXCEPTIONS WILL BE GRANTED.**
5. Industrial outdoor exhibitors (B1 - 20), general exhibitors outdoor (U1 - 70 and UU1 - 20) and general exhibitors indoor will receive two (2) admission tickets.
6. **NO VEHICLES ARE ALLOWED INSIDE THE BELIEMIELIE PREMISES FROM THURSDAY (25/02/2027) at 10:00. SET UP MUST BE CONDUCTED IN A MANNER THAT ENSURES THAT VEHICLES DO NOT ENTER THE PREMISES. NO EXCEPTION WILL BE MADE. VEHICLES MUST BE PARKED AT THE ALLOCATED EXHIBITORS PARKING. NO VEHICLE MAY BE PARKED ON THE PREMISES. VEHICLES WILL BE CLAMPED AND A FINE WILL BE ISSUED.**
7. Exhibitors may set up stalls from Wednesday (24/02/2027) at 08:00. All exhibitors must be set up and ready to trade by Thursday 25/02/2027 at 12:00. If exhibitors wish to start setting up on Tuesday (23/02/2027), prior arrangements must be made with Lezane/Lezane. No exhibitor may trade from only Friday 26/02/2027 or pack up before Saturday 27/02/2027 at 20:00. Security will be available from Wednesday 24/02/2027.





8. Stalls will trade daily from the time gates open until 21:00 or as stated otherwise.
9. No stands may be shared and no unauthorised entry is permitted. If the exhibitor has entered the premises without approval from the committee, the exhibitor will be removed from the premises and will not be allowed to take part in the festival in any way going forward.
- 10. NO camping allowed on stand.**
11. Exhibitors may start clearing stalls on Saturday 27/02/2027 at 20:00 or as stated otherwise, but no vehicle may enter the premises. All exhibitor stalls must be completely cleared by Sunday 28/02/2027 at 12:00. No trading on Sunday.
12. All exhibitors are responsible for keeping the area in and around their stalls neat and clean.
- 13. Bring your own extension leads**, which are of a good standard. Ensure that leads, plugs and sockets are undamaged. Extension leads must be completely untangled to avoid overheating which can result in power outages.
- 14. If your stand is dependent on electricity, please bring your own generator.**
15. Please ensure that you have a fire extinguisher and all other relevant equipment to ensure your and other exhibitors' safety.
- 16. No BB-guns, smoke bombs, laser guns, crackers or any other dangerous products may be in your possession and may not be sold. It will be confiscated and a fine of R10 000 will be issued.**
17. No exhibitor within the exhibition area or the entire Bieliemielie premises has the permission to sell or use alcohol. The arena stands are allowed to supply alcohol within their stand only, no person is allowed to move around with alcohol. **The sale of alcohol is only permitted inside the beer tent.**
- 18. NO vehicle permits will be issued.**
19. Written complaints or recommendations can be emailed to admin@bieliemielie.co.za.

The VKB Bieliemielie Festival, the organizers, festival committee, sponsors, agents and anyone else associated with the festival will not be held responsible for any theft, damages, injuries, negligence, natural disasters, death or any other occurrences.





BANKING DETAILS:

PLEASE TAKE NOTE THAT OUR BANKING DETAILS HAVE CHANGED

BIELIEMIELIEFEES (Pty) Ltd

Standard Bank
Account no.: 10 22 765 571 9
Branch code: 005033
Current account

CONTACT DETAILS:

Hannelie Cronjé
Chairperson
voorsitter@bieliemielie.co.za

Lezane Snell
Exhibitors / Camping
uitstallers@bieliemielie.co.za
082 431 4453

Lezane Pienaar
Exhibitors
admin@bieliemielie.co.za
073 039 1382

Please take note of all the new rules that have been implemented.

