Mzansi Book Fair (MBF)

EXHIBITOR TERMS AND CONDITIONS

FORM C: FREE STANDS

These terms apply to every applicant who submits Form C for a stand at the Mzansi Book Fair (MBF), hosted by the Department of Sport, Arts and Culture.

1. APPLYING

1.1 Form C is only for applicants in the six free stand categories listed on the form. Applicants who do not qualify for a free stand may apply for a paid stand on Form A (individuals) or Form B (organisations).

1.2 Submitting this form is an application only. It does not guarantee a stand. A stand is allocated only when the MBF organisers confirm it in writing.

1.3 The organisers may decline any application without giving reasons, and may limit the number of stands given to any one exhibitor, to keep a fair balance of exhibitors, languages and provinces.

1.4 Applications must be received by the closing date: 12 December 2026 unless otherwise stated by the department.

1.5 The applicant confirms that all information and documents supplied are true, complete and their own. False or incomplete information may lead to the application or stand being cancelled, and the applicant being disqualified.

2. FREE STANDS

2.1 Twenty (20) free stands are available, each a Large Table (1.8 m), valued at R3,000, with a maximum backdrop of 120 cm wide by 200 cm tall. They are shared across the six categories in the numbers shown on the form. Backdrops are not part of the stand and must be provided by the applicant.



2.2 Applicants apply under one main category, and must meet every requirement of that category and upload every document listed for it. Incomplete applications will not be considered.

2.3 The organisers may ask to see original documents, or check the information supplied, before or after a stand is awarded. A free stand may be withdrawn if the applicant does not meet the requirements.

2.4 Free stands are awarded by a selection panel. The panel's decision is final. Unsuccessful applicants may be placed on a waiting list.

2.5 A free stand is a Large Table only. It cannot be exchanged for another stand type or for money, and may not be shared, transferred, sold or sublet.

2.6 Each applicant may receive only one free stand. Applicants who received a free stand at the previous edition of the fair are not eligible.

2.7 Free stands are for South African-owned businesses and creators only.

2.8 Free stand exhibitors must staff their stand on all three days of the fair, during the full opening hours.

2.9 An exhibitor who does not arrive or leaves before the fair closes may not be considered for free stands at future fairs.

2.10 Comic and graphic novel creators may exhibit only original work; fan art of existing characters is not allowed. Audiobook publishers may exhibit only titles for which they hold the audio rights.

2.11 Free stand exhibitors are responsible for their own transport, accommodation, meals and other costs of attending the fair. The free stand covers the stand only, and the MBF organisers will not pay for or reimburse any travel or accommodation costs.

3. AT THE FAIR

3.1 Set-up times are allocated by the MBF organisers and communicated to confirmed exhibitors in writing. No exhibitor may begin setting up outside their allocated time slot. Stands must be ready before the fair opens, stay open until the fair closes each day, and may be packed away only after closing on the last day, at the stipulated time.

3.2 The organisers decide where each stand is placed, and may move a stand where needed for the layout or safety of the fair.



3.3 Backdrop policy: freestanding banners, roll-ups and all display material must fall within the maximum backdrop size for the stand type. Oversized material will be removed on set-up day.

3.4 Any display items an exhibitor brings must fit within the stand footprint and must not block walkways or emergency exits.

3.5 The fair is held at heritage sites: Iziko Museums of South Africa, the Centre for the Book and Company's Garden Precinct. Exhibitors must follow venue rules. Nothing may be nailed, stapled, glued or taped to walls, trees, monuments or displays. Exhibitors pay for any damage they cause.

3.6 Exhibitors handle their own sales, cash, change and card machines, and are responsible for their own tax obligations.

3.7 Exhibitors may display and sell only material they have the right to sell. Pirated, counterfeit or unlawfully copied material, and material that promotes hate speech or incites violence, is not allowed and may be removed by the organisers.

3.8 Exhibitors are responsible for their own stock, equipment and valuables at all times, including overnight. The organisers recommend that exhibitors insure their goods.

3.9 The exhibitor is responsible for the conduct of everyone working at their stand.

3.10 Many children attend the fair. All exhibitors must keep their stands, material and behaviour suitable for a family audience, and treat visitors, other exhibitors, staff and volunteers with respect. The organisers may close a stand for serious misconduct or a breach of these terms.

3.11 Exhibitors must follow all safety instructions from the organisers and venue staff, including during an emergency or evacuation. Exhibitors who need help setting up because of a physical limitation should say so on the form, so that assistance can be arranged.

4. CHANGES BY THE ORGANISERS

4.1 The organisers may change the programme, layout, opening hours or venues where necessary, and will tell exhibitors as soon as possible.

4.2 If the fair is cancelled by the organisers, the organisers are not responsible for any costs, such as travel, accommodation or stock.



4.3 The organisers are not responsible for delays or cancellations caused by events outside their control, such as severe weather, unrest, power outages, public health measures or government instructions.

5. LIABILITY

5.1 Exhibitors take part at their own risk. To the extent allowed by law, the Department of Sport, Arts and Culture, the MBF organisers and the venues are not liable for loss of, theft of or damage to exhibitors' stock or property, or for loss of income.

5.2 Exhibitors are responsible for any injury, loss or damage caused by their own staff, equipment or products, and agree to cover any claims that arise from these.

5.3 Nothing in these terms limits any liability that cannot be limited under South African law, including liability for gross negligence.

6. PERSONAL INFORMATION, PHOTOS AND MEDIA

6.1 The organisers collect applicants' personal information only to process applications, manage stands and communicate about the fair, in line with the Protection of Personal Information Act (POPIA). It is stored securely and is not sold or shared for marketing. ID copies, shareholding certificates, ages, ownership details and other category documents are used only to check that the applicant qualifies for the category, and are deleted [six months] after the fair.

6.2 Exhibitors' names, stand numbers, websites and social media handles may be published in the fair programme, on the fair website and in fair publicity.

6.3 The fair will be photographed and filmed. By exhibiting, exhibitors agree that photographs, video and audio recordings of their stand, products, staff and representatives may be used by the Department of Sport, Arts and Culture and the MBF organisers, without reimbursement or any consultation, in any of their reports, publications, marketing, publicity, websites, social media, programmes and campaigns, including those not related to the fair, now or in future.

7. GENERAL

7.1 These terms are governed by the laws of the Republic of South Africa.



7.2 By signing the declaration on this form, the applicant confirms that they have read, understood and accepted these terms.

7.3 Questions about these terms can be sent to the email provided in the application form.

