

A-Z General Information



Bank details

NAME OF ACCOUNT: CENTRAL AGRICULTURAL SOCIETY
BANK: ABSA BANK
BRANCH NO: 33 – 41 – 34 – 00
ACCOUNT NO: 04 70 74 02 56
EMAIL: debtors@bloemshow.co.za
REFERENCE: Exhibitor's Account No + Name

Please send proof of payment to debtors@bloemshow.co.za for Accounts department.

Build up

Welcome pack collections– All exhibitors must collect their welcome packs at the Welcome Station located at the Bloem Show area opposite the office.

08h00–18h00: Monday, 19 April 2027

Exhibitors building stands. Halls will be locked at 18h00.

08h00–18h00: Tuesday, 20 April 2027

Exhibitors building stands. Halls will be locked at 18h00.

08h00–19h00: Wednesday, 21 April 2027

Exhibitors building stands. Halls will be locked at 19h00. (Evening before the show starts.)

Please Note:

Exhibitors are responsible for their **own security** during build up.

We recommend that you only bring in **valuable and portable items** on 22 April 2027.

Exhibitors who have not arrived on time and completed their exhibition on 21 April 2027 at 17h00, will forfeit their regulation fee.

Breakdown

17h00–18h00: Saturday, 1 May 2027 – Only exhibitors, no vehicles inside (carry out)

07h00–13h00: Sunday, 2 May 2027 – Own security must be supplied by exhibitors.

07h00–17h00: Monday, 3 May 2027 – Own security must be supplied by exhibitors (final evacuation).

Exhibitors must evacuate the exhibition space and remove all stock and equipment within 2 days AFTER THE SHOW. Items not removed will be disposed of by the organizer at the exhibitor's expense.

PLEASE NOTE: Bloem Show cannot be held responsible for any loss or damage to exhibitor's property.

All exhibitors and helpers will receive a security sticker when entering on Sunday, 2 May 2027.

Breakfast

• **07h30: Monday, 26 April 2027.**

Exhibitors breakfast in the **Banquet Hall**. Trophies will be presented to the various prize winners.

• **2 Guests per stall** may attend the breakfast.

Carpets

- Exhibitors who have a **Basic and Full package stand** will automatically receive carpets with their stand. (Please complete Form 1, page 21) for colour.
- To view the **carpet colours**, visit the GL events website www.gl-events.co.za or www.bloemshow.co.za.
- **Space Only stands** that require carpets – Please complete Form 5, page 26.

Cleaning

- Halls (Protea, Daisy, Tulip, Lily) will be **cleaned daily between 07h00–09h00** before exhibitors enter.
- Cleaning will be under supervision of security.
- Cleaners will be around to **clean only the aisles during the day.**
- Please note that you are responsible to keep your own stand neat and clean.
- Leave rubbish next to your stall for collection by cleaners.

Continues on following page >>

Contract (Agreement of lease)

This document is an agreement between the Central Agricultural Society (CAS) and the Exhibitor for the exhibition space leased. This agreement (pages C1-C5) must be completed in full and returned to the CAS, together with your 50% deposit and regulation fee, as per the contract to confirm booking.

A copy of your ID Document as well as photos of your product must accompany this agreement.

Contact details

POSTAL ADDRESS:	Bloem Show, PO Box 377, Bloemfontein, 9300	
PHYSICAL ADDRESS:	Bloem Show Office, Bloemfontein Showgrounds. Curie Avenue, Hospital Park, Bloemfontein	
OFFICE NUMBERS:	(051) 448 9894/5/6	
WEBSITE:	www.bloemshow.co.za	
ACCOUNTS:	Corine Titus – Gola	debtors@bloemshow.co.za
EXHIBITIONS:	Kele Pitikoe	exhibitors@bloemshow.co.za
CARAVAN PARK	Juanita Weyers	rentals@bloemshow.co.za

Construction stands

- **NO double storey** stands are allowed.
- **NO construction over aisles** is allowed.
- Any structure relating to the exhibitor's exhibition in any hall may in total **not exceed 2,5m in height**.
- Exhibitors or their contractors are responsible for cleaning and removing all rubbish and discarded material arising from the construction or dismantling of a stand.
- Temporary Structures must be safe for human use. (Overhanging sink and sharp objects must be avoided)
- Structures must comply with safety regulations and must have the required certifications.
- The Central Agricultural Society assumes no responsibility for any temporary and permanent structures.

Delivery and parking

- Bloem Show reserves the right to apply a **virtually irremovable sticker** to **any vehicle parked illegally** or **without a valid Bloem Show parking disk**.
- All Parking tickets/disks – stick to driver's side of windscreen!

Special exhibitors parking

- See **page C** for more information.
- **Secured parking** for 10 days **inside** the **showgrounds** is available. **Limited parking** spaces are available and will be booked on a **"first come, first serve"** basis.
- **Parking area 1:** Inside Vehicle Gate 1 / **Parking area 2:** Next to Gate 4 with internal exhibitors access / **Parking area G:** Next to new Fun Fair Entrance. **Limited parking** spaces are available and will be booked on a **"first come, first serve"** basis.
- Value add includes deliveries until 10h00 daily.

Additional vehicle parking

- **C-Delivery** access which allow exhibitors to enter the grounds until **10h00** every day to do deliveries. Tickets can be purchased per car. Parking outside showgrounds.
- No entrance into the grounds without a C-Delivery access.
- **R20.00 per half hour** will be charged if you leave the grounds **after 10h00**.
- Delivery tickets are available at gates at R 50.00. Time limit 30 minutes. **Deliveries before 10h00**.
- Once deliveries are completed, vehicles must be parked outside the perimeter fencing of the Showgrounds.
- **G-parking** access through gate 7 parking tickets available at office.

Electrical hire & supply

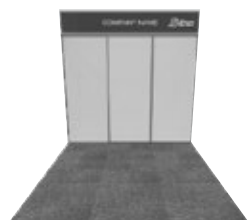
Exhibitors that have a package stand, will receive one electricity point for the use of one light and credit card machine per stall. **Additional electricity or lighting** are for your **own account** – See **Form 4 (page 25)** to order the additional electricity or lighting. In this regard our official electrical contractors, **M & L Electric (051-430 3014/5) & GL events (082 929 3335)** with offices on the grounds, will be inspecting all electrical installation done in and around exhibition areas.

- The Bloemfontein Showgrounds has generators installed that have generating capacity to adhere to required regulations to provide provision for safe evacuation and basic visibility during power failures.
- Please note that any form of generator will not be allowed during the Bloem Show.
- Please do not touch or modify any of the plug points and installations. Our official contractors, M&L Electrical and GL events will confiscate any illegal or unsafe equipment and installations.
- No open joints, cables or wiring will be permitted.
- No binding will be allowed.
- No overloading will be allowed.
- The abuse and faulty use of electricity will be brought to your attention by our contractors. The correction thereof will be for your own account.
- Please refer to nr. 3.1 and nr. 13, pages C2 and C4 of terms and conditions.

Exhibition company name (Fascia name)

- The name, as provided by the exhibitor, of the exhibiting company will be displayed on the fascia board of the exhibition.
- Please complete **Form 1 (page 1)**.
- Corner stand – name on only one of fascia boards.
- Any changes to fascia name will be at cost to the exhibitor.

Exhibition packages



1. Basic

Basic exhibition stand (Protea + Lily + Daisy Hall) includes:

- Back walling with fascia sign (no side walls)
- Carpets
- 1 x 15 amp plug



2. Full

Upsize to the full exhibition package (Protea + Lily + Daisy Hall) includes:

- 2.5m white shell scheme walling
- Fascia board with company name (corner stands have only one fascia with company name)
- Carpets
- 1 x 15 amp plug

General:

- Corner Stand: 2 side walls & 2 open sides, 1 fascia name
- Ordinary Stand: no side walls & 3 open sides
- No painting (except if special panels were ordered at additional cost)
- No nails (hooks to be provided by GL Events)
- Additional electricity or lights for your own account.
- **All costs** involved in **moving** from one stall to another (after consent by the office) are the sole **responsibility** of the **exhibitor**.
- Fascia board – company name on one side only.

Exhibitor access

- See **page C** for more information.
- Access in 2026 will be through a Ticketless facial recognition system.
- Exhibitors access is **only for staff**.
- Number of exhibitor access is dependant on size of stall, exhibitors must pre-register on link sent by Bloem Show office ie: 4 FR accesses or 36 single entries.
- Exhibitors must **pre-register** for access – a spreadsheet will be mailed.
- **No entrance will be granted from 22 April 2027 without facial recognition registration.** Exhibitors will have to purchase a normal day ticket at the gate (no refund).
- **No free entrance for children above the age of 6**, limited addition access can be bought via computicket or at the Show offices.

Exhibition times

HALLS	OUTSIDE EXHIBITIONS, REFRESHMENT STALLS AND BARS
DAILY	DAILY
22 April 2027 (FIRST DAY) 09h00 (for exhibitors) - 1 hour prep time till 20h00 10h00 (for public)	09h00 (for exhibitors) till 21h30 10h00 (for public)
23 – 30 April 2027 09h30 (for exhibitors) - 30 min prep time till 20h00 10h00 (for public)	*EXCEPTIONS (Friday + Saturday + Sunday)
*EXCEPTIONS (Sunday & Last Saturday)	25 April 2027 (Sunday) 09h00 (for exhibitors) till 19h00 10h00 (for public)
25 April 2027 (Sunday) 09h30 (for exhibitors) - 30 min prep time till 17h00 10h00 (for public)	Fridays, Saturdays & Public Holidays 09h00 (for exhibitors) till 22h30 10h00 (for public)
1 May 2027 (Last Saturday) 09h30 (for exhibitors) - 30 min prep time 10h00 (for public)	17h00 – 18h00 Exhibitors quick breakdown (No Vehicles allowed)
	Close of sales 30min before closing times. The Showgrounds will be closed and evacuated 30 minutes after closing times.

The exhibitor will be **compelled** to man the exhibition area and to keep the stand open for the **public** to visit the exhibition for the **full duration** of the show during above **visitation hours**.

Fire regulations

- No highly combustible material such as **hessian, straw, paper, polyurethane, etc.** may be used in the construction of a stand or within the exhibit display.
- **The use of any kind of heater is prohibited.**
- All exhibitors are responsible for their own insurance for their stock, staff, employees, etc.
- It is the responsibility of each exhibitor to know where the closest **fire extinguisher** is in the event of an emergency. **THESE SERVICES ARE ONLY FOR USE IN THE EVENT OF AN EMERGENCY.**
- The various exhibition halls and buildings **are equipped with evacuation route plans** – be sure to know where these are as well as what the evacuation route is. Emergency personnel will circulate in the various zones of the showgrounds with emergency points in the centre of the arena and at the Ford exhibition, in front of the big Halls outside ABSA and the shearing complex.
- Please refer to nr. 3.3, page C2 of terms and conditions.

Fixing display material

- **No nails, screws or permanent adhesives may be used**, nor any other mechanisms that will cause damage to the exhibition boards.
- **Hooks will be provided by GL events** to suspend heavier objects. It is the responsibility of exhibitors to provide their own materials.

General

- Under no circumstances will anybody be permitted to sleep, stay overnight or prepare any form of meal/s or follow any cooking process at or in their exhibition area or any other non-defined area therefore, on the Showgrounds. All exhibition containers are included in this regulation. A caravan park with ablution facilities is available for accommodation. Please complete **form 7**.
- All wasted or unused food must be placed in refuse bins and not disposed of through drains or the sewerage system. Under no circumstances may food or kitchen water be disposed of through the storm water drains. Water may only be disposed of via the washing facilities.
- Under no circumstances may any form of body washing, washing of dishes and utensils and the washing of clothes take place within the ablution facilities or any other area on the Showgrounds.
- Any violation of above mentioned will lead to a monitoring fine to be determined by management.
- Securiforce as our official security service provider will execute regular random checks and at their sole discretion, they will kindly request any offender to immediately vacate the said exhibition area and/or exhibition container. Furthermore, they are entitled, at any given time, to request assistance from the South African Police Services (SAPS) in the execution of their duties. Repeat offenders SHALL be requested to vacate the exhibition area and/or container as well as the Showgrounds, with all their belongings (including stock items) and be refused all further entry for the remainder of the duration of the Bloem Show and furthermore forfeit ALL owing or outstanding monies. Offenders will be blacklisted immediately and will not be able to exhibit at forthcoming Bloem Shows or any other exhibition opportunity that might arise.

Important numbers & special services

Show Office (051) 448 9894/5/6
www.bloemshow.co.za

Office Hours: Monday – Saturday: 08h00 – 20h00
Sunday: 08h00 – 17h00
Closed daily from: 13h00 – 14h00

Accommodation

See website for list of options @ www.bloemshow.co.za

Electricity

M & L Electric – (051) 430 3014/5
GL events (Adri Pentz) – (011) 210 2500

Rental of Carpets & Furniture

GL events (Adri Pentz) – (011) 210 2500 / 082 929 3335
To view the above mentioned, visit the GL events
Website: www.gl-events.co.za or www.bloemshow.co.za

Insurance

The exhibitor shall display his exhibition solely at his own risk and shall have no claim, of any nature, against the Bloem Show for any loss or damage to his exhibition as a whole, the goods exhibited, his equipment or any other goods, being as a result of theft, fire or any other reason at all. Although the Bloem Show will arrange for general security measures, the exhibitor will have no claim for whatever reason, against the Bloem Show in the event of these measures not being taken or if such measures are insufficient. The exhibitor shall at his own expense obtain the necessary insurance.

Judging 22 & 23 April 2027, Thursday & Friday, first week

- Judging of exhibitions will take place (3 groups of judges will be judging)
- Theme: Beach Party
- Awards given – Silver Award: certificate
Golden Award: certificate and rosette
Trophy winners

Criteria for judging

- | | |
|--|--|
| ✓ Visual impact, first impressions and appearances | ✓ General construction, floor, walls and roof area |
| ✓ Theme is vital | ✓ Visual and sound effects utilized |
| ✓ Originality, colour and graphic designs | ✓ Lighting |
| ✓ Effective Marketing and Branding | ✓ Functionality of exhibit |
| ✓ Show special offered | ✓ Communication |

Discount (Win and get discount)

2026 Trophy Winners will receive 10% Discount in 2027, based on their 2026 rental fee. Not applicable to refreshment stalls.



Parking and delivery

- Bloem Show reserves the right to apply a **virtually irremovable sticker** to **any vehicle parked illegally or without a valid Bloem Show parking disk**.
- All Parking tickets/disks – stick to driver's side of windscreen!

Special exhibitors parking

- See **page C** for more information.
- Secured parking** for 10 days **inside** the **showgrounds** is available.
- Parking area 1:** Inside Vehicle Gate 1 / **Parking area 2:** Next to Gate 4 with internal exhibitors access / Parking area G: Next to new Fun Fair Entrance
- Limited parking** spaces available.
- Parking will be booked on a **"first come, first serve"** basis.
- Value add includes deliveries until 10h00 daily.

Additional Vehicle parking

- C-Delivery** access which allow exhibitors to enter the grounds until **10h00** every day to do deliveries. Tickets can be purchased per car. Parking outside showgrounds.
- No entrance into the grounds without a C-Delivery access.
- R 20.00 per half hour** will be charged if you leave the grounds **after 10h00**.
- Delivery tickets are available at gates at R 30.00. Time limit 30 minutes. **Deliveries before 10h00**.
- Once deliveries are completed, vehicles must be **parked outside the perimeter fencing** of the Showgrounds.
- G-parking** access through gate 7 parking tickets available at office.

Pets

No pets of any type will be allowed. Only guide dogs for persons with disability will be allowed. Please see Guide Dog policy included in Terms and Conditions

Refund of regulation fee

Exhibitors adhering to the Terms and Conditions will be entitled to a **refund** of the **Regulation fee** on presentation of **Form 6 (page 7)** to the office within **three (3) weeks** after the final day of the show.

Regulation fee

A Regulation fee of **R 1 000.00 per exhibition space** is payable **as per agreement** – additional to rental fees of exhibition spaces.

Forfeiting of Regulation fee in the following instances:

- Exhibitors who have **not arrived on time** and **completed their exhibitions on 21 April 2027 at 17h00**, will forfeit their regulation fee.
- No access to exhibition areas on 21 April 2027 after 17h00.
- No exhibitor may remove his display before Saturday, 1 May 2027 before 19h00** and no exception will be made in this regard. Exhibitors disregarding this and not open to the public on the last **Saturday afternoon till 17h00** will forfeit their **Regulation Fee of R 1 000.00 per stall** and will be blacklisted for future Bloem Show exhibitions. Halls will be opened from **07h00–13h00 on Sunday, 2 May 2027** and exhibitors are responsible for their own security from this day forward. Exhibitors will be given 1 (one) hour (**17h00 – 16h00 Saturday, 1 May 2027**) to pack up stall. No vehicles will be allowed to enter the premises during that time.
- Any contravention of the Terms and Conditions as set out in the agreement.
- Contravention of rules for the building of stalls.
- Please refer to nr. 21, page C5 of terms and conditions.

Rules of the exhibition

Detailed rules on pages C2-C5. Some of the important factors:

- The exhibitor shall **not** be entitled to sublet the exhibition area to any person.
- Bloem Show reserves the right to **restrict** any **loud music or noise** causing a disturbance to neighboring stands.
- No exhibitor may take possession of the stand space until **full payments and contract** have been received, including space rental and service requirements.
- Exhibitors **may not hand out** any posters, leaflets, printed material, circulars or any other promotional items or advertising material from any other area other than their stand.
- The organisers reserve the right to restrict the number of presentations or demonstrations causing obstructions in aisles, and/or disturbances to neighboring stands.
- The exhibitor shall use the exhibition area solely for the purpose to display and sell his products and services and to negotiate with (potential) buyers and customers as determined in the agreement sent to you.
- The exhibitor shall, for the entire duration of the Show, and at his own expense, keep the exhibition area neat, clean and hygienic.
- Exhibitors must ensure that their stands are adequately **manned** during show hours.
- Exhibitors using stand contractors must apply in writing for earlier access for build-up.
- The exhibitor will not be entitled to use any (potentially) dangerous, explosive, offensive, noxious or excessively noisy material, substance or object as part of his exhibition without the prior written consent of the Bloem Show.
- **NO COUNTERFEIT PRODUCTS OF WHAT EVER NATURE ARE ALLOWED ON THE PREMISE OF BLOEM SHOW, WHETHER FOR STORAGE, EXHIBITING OR SELLING!!!**
- The South African Police Services (SAPS) and/or any other relevant government authority or department have, at their own sole discretion and without any necessary consent or any pre arrangement with Bloem Show, or its management, or any other employee, or representative, the absolute sole rights to visit the Bloem Show premise at any given, unknown, date or time to check for counterfeit goods and at their sole discretion confiscate touch goods which they as the South African Police Services (SAPS) supply as counterfeit.

Safety

- A Police station is on the grounds for the duration of the show – southern side of main arena.
- Medical emergency: **ER24 – 082 951 3009 or 071 882 4363 or the Show Office (051-448 9894/5/6)** on the grounds.
- Please report any emergency to the nearest security guard.
- In the event of an emergency assemble at the closest assembly point or outside the entrance gate.
- Please refer to nr. 3, page C2 of terms and conditions.
- Electrical, fire and general safety are very important to the Bloem Show. The Terms and Conditions, **pages C2-C5** must be signed and returned **before 26 March 2027**. No exhibitor will be allowed to exhibit without signing the Terms and Conditions.
- **NO TRADING WITH OR SELLING OF BB-GUNS, LASERS, FIREWORKS, CRACKERS, PRODDERS, SWORDS, KNIVES OR ANY OTHER ITEMS DEEMED DANGEROUS OR ILLEGAL, AT THE SOLE DESCRETION OF EITHER BLOEM SHOW MANAGEMENT, SECURIFORCE OR THE SAPS, WILL, AT ANY GIVEN DATE OR TIME, BE ALLOWED.**
- Any exhibitor making themselves guilty of such actions, irrespective of the quantity or amount thereof stocked or sold, WILL immediately be requested to pack up all their belongings and vacate the premise of Bloem showgrounds for the remaining period of the Bloem Show and forfeit all outstanding monies. Such exhibitors will furthermore be blacklisted from all and any other further form of exhibition opportunities at Bloem Show.
- All **KNIVES** that form part of an exhibition, must be displayed in a lockable counter. Only to be taken out under supervision of an exhibitor. Counters must be locked at all times.

Security

- There is **24-hour security** from the beginning of the show to the end of the show (**22 April – 1 May 2027**).
- It should be noted that exhibitors are responsible for their own security of their stand and its contents.
- Under no circumstances will exhibitors be allowed to use their own security guards inside exhibition halls.
- **No person will be allowed to stay or sleep in exhibitions overnight (after closing of halls and the show).**
- Please report any emergency to the nearest security guards.

Service forms

DEADLINE DATE: 2 April 2027

Please read through all the service forms contained in this manual. Kindly complete and return them by due date. Return these forms on or before this date to ensure that the organisers and their suppliers can provide the best possible service. If you do not return your orders by 2 April 2027, a **20% surcharge** will be levied. Services ordered on site will attract a **20% surcharge**.

SAVE MONEY AND ORDER NOW!

Supplier deliveries

- All suppliers delivering stock to stalls, have to register prior to the Bloem Show. This will allow major suppliers to have access to the Showgrounds for daily delivery.
- The deadline for registering is **9 April 2027**.
- It is the responsibility of each stall holder to communicate this procedure to their various suppliers.

Cost of additional access

Exhibitor Access

- The cost of additional individual exhibitor access will be **R 580.00** per person (10 day unlimited access)
- Above mentioned access are only for the use of exhibitors and their staff.
- There will be a limit on the amount of access purchased by exhibitors.
- **Exhibitors must take their picture at Gate 4 in order to gain access to the Showgrounds.**

Anyday Access

- **R 80.00** per single entry (can be used any day but only for a single entry).
- Above mentioned access is only available for use by exhibitors and their staff.
- **Exhibitors must purchase ticket at the Bloem Show office.**

Toilets / ablution facilities

- Free entrance **ONLY for exhibitors** with **exhibitor tag** (will receive on arrival).
- There will be two paid ablution facilities (in the main walkway);
 - Tariff R 2.00 per visit
 - Exhibitor tags allow free access
- All other facilities are free of charge.
- Baby rooms are also available at the first aid (ER 24) and Lily Hall.
- Wheelchair friendly facilities.

Wifi for exhibitors

- **EXHIBITORS** to Bloem Show can also enjoy uninterrupted **CONNECTIVITY** on a **FAST, UNCAPPED INTERNET** service during Bloem Show, when buying one of the Exhibitor packages on page 3.
- Available for the 10 days of the show, 22 April – 1 May 2027.
- See **form 8** for more information.

