



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:

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- 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.