



**Icon** CAPE TOWN **2026**

**EXHIBITOR BROCHURE**



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# WELCOME

It's time for ICON to come to CAPE TOWN - we're extremely excited to host the first ICON Cape Town this year !

ICON is South Africa's premier geek culture convention, bringing together fans & creators across multiple platforms and genres, including tabletop gaming, cosplay, comics, anime, pop culture, and all things geek. Whether you're a longtime fan or a newcomer to the scene, ICON is where the community comes to life - through dice rolls, artist alley showcases, tournaments, and much more.

As an exhibitor, you will have the chance to showcase your work, connect with a passionate and engaged audience, and be part of something truly special - the start of a fantastic event and a celebration of the Cape Town community.

Apply now to secure a space and help us make ICON Cape Town 2026 an epic event to remember.

Sincerely,  
Julia Perry  
Icon Cape Town 2026



**JULIA PERRY**

# OUR ATTRACTIONS

*While we have a long exciting list of things to do, there are a few firm favourites with our fans*



## BOARDGAMES

The board game resurgence - led by favourites like Ticket to Ride and Settlers of Catan - is firmly established in the geek culture community. No matter your ages, tastes or skill level, there's a board, card or dice game out there just for you.

Yes, classic board games like Monopoly, Risk & Battleships are still great fun, but the number of new games has exploded in the last few years as designers dream up space adventures, deck building sagas, zombie survival games and more ....

The list of games waiting to be played is endless.



## OTHER VERY POPULAR ATTRACTIONS:

MAGIC THE GATHERING

DUNGEONS & DRAGONS

BOARDGAME COMPETITIONS

BOARDGAME LIBRARY

POKEMON

YU-GI-OH!

# EVENT DETAILS

## VENUE

CAPE TOWN

## DATES & TIMES

18 - 19 July. 2026  
Saturday | 9am - 5.30pm  
Sunday | 9am - 5pm

## IMPORTANT DATES

Unless otherwise specified all deadlines are 14:00 on the day listed

Exhibitor Applications: 30 April, 2026  
Early bird payment: 31 Mar, 2026

Event submission: 30 Apr, 2026  
Sponsor Application: 31 Apr, 2026

## EXHIBITORS CONVENTION SCHEDULE

### Convention Schedule for Exhibitors

Stall Setup | Friday 17 July 1pm - 6pm  
No Stall setup will be permitted on Saturday

Convention Runs  
Saturday 18 July | 9am - 5.30pm  
Sunday 19 July | 9am - 5pm

Exhibitors will have access to the venue an hour before the event opens each day and are asked to refrain from packing up until 15 minutes after official closing each day.

Breakdown  
Sunday 19 July | 5.30pm - 9pm

## HOW IT WORKS

All exhibitors are required to fill in the application forms attached to this document and send them through to the ICON Cape Town team for review. Should the application be accepted (within 5-10 working days), an invoice will be generated based on the information provided and issued to the exhibitor. All account balances on stands, extra badges, advertising, sponsorships etc. must be paid in full prior to the show. Exhibitor balances not paid in full will be subject to forfeiture of stand space.

Exhibitors wishing to run events at ICON Cape Town are required to submit details regarding the proposed event for approval by ICON.

## CONTACT INFORMATION

### Organising Committee

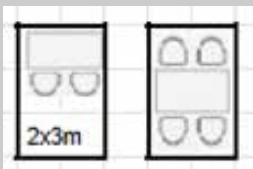
organiser@iconcpt.co.za  
JULIA PERRY - 083 440 3230

Complimentary badges are provided with stands purchased depending on the size of the stand. Refer to the Stands and Rates section of this document for the number of badges allocated by stand size. These badges are issued as weekend passes and are non transferable.

# STANDS & RATES

## FLOOR LAYOUT TO BE CONFIRMED

### STALL INFO



Stall layouts and positioning within the hall are variable. We will do our best to accommodate specific stall location requests but reserve the right to adjust the layout as necessary.

A 3x2m stall is designed to accommodate a single trestle table along its 2m side. Please take this into consideration when selecting your stall size. Should a non standard stall size be required, please contact an ICON Cape Town Team member and reasonable accommodations will be made where possible.

Take note that only certain zones have access to a physical rear wall. Please account for this in your stall selection should you require a physical wall behind your stall and ensure that you note this in your application. We will do our best to accommodate you. Note that no physical attachments can be made to walls with the exception of paper posters using prestick.

Stall holders will be required to put forward an additional R500 refundable security deposit. Should any stall holder violate the terms and conditions listed in this document or in the application forms, said security deposit will not be refunded.

Refunds on all valid deposits will be refunded 2 weeks after the convention closes.

### STALL RATES

| STALL TYPE | STALL SIZE  | # COMP BADGES | COST   |
|------------|-------------|---------------|--------|
| 1          | 3x2 (6sqm)  | 2             | R 1500 |
| 2          | 3x3 (9sqm)  | 2             | R 2200 |
| 3          | 3x4 (12sqm) | 3             | R 2750 |
|            |             |               |        |
|            |             |               |        |

# STANDS & RATES



## ARTISTS AND AUTHORS

Artists/Authors stalls are issued at the discretion of ICON Cape Town and first time applicants will be required to submit a portfolio of relevant works for review. All work must be original and not violate relevant intellectual property laws. AI art will not be welcomed at ICON Cape Town.

| STALL TYPE | STALL SIZE | # COMP BADGES | COST   |
|------------|------------|---------------|--------|
| 1A         | 3x2 (6sqm) | 2             | R 95 0 |
|            |            |               |        |



## FOOD VENDORS

Venue regulations stipulate that food vendors are not permitted within the building at the venue but will be situated in an outdoor food area near the main entrance. Stall sizes will measure approximately 3mx3m but accommodations can be made upon request. 2 complimentary badges will be included with each stall. Electrical connections for the food hall are not available at this stage.

| STALL TYPE | STALL SIZE | # COMP BADGES | COST   |
|------------|------------|---------------|--------|
| 1F         | 3x3 (9sqm) | 2             | R 1000 |



## SHOWCASE OR DISPLAY

Showcase spaces are expressly reserved for not for profit clubs and societies looking to showcase their hobby or activity. No money may exchange hands in these spaces and no engagement with guests beyond observation will be permitted. i.e. No gaming demos or sit down areas for attendees

| STALL TYPE | STALL SIZE  | # COMP TICKETS | COST   |
|------------|-------------|----------------|--------|
| 1s         | 2x3 (6sqm)  | 2              | R 500  |
| 2s         | 3x3 (9sqm)  | 2              | R 750  |
| 3s         | 3x4 (12sqm) | 2              | R 1000 |

## ADDITIONAL COSTS

ICON Cape Town will not be in a position to provide complimentary tables or electrical facilities for exhibitors. Exhibitors are welcome to bring their own or to rent at the rates listed below. Rented facilities will be in place at the exhibitors stall before setup times open.

Tables (with table cloth): R150 each

Chairs: R50 each

Electrical outlets: R150 (Max 1)

The venue does not have 3 phase power so please take this into consideration when planning your stall.

Additional badges are charged at R50 each for a weekend pass. All names for badges must be submitted on or before the exhibitor deadlines indicated above. There will be no facility for creating exhibitor badges on-site at the event. Badge accommodations are for additional staff only and may not be used for members of the public wanting access to the event.

## DISCOUNT OPPORTUNITIES

Various discount opportunities are available to all vendors. Discounts will be accounted for at time of invoice where possible or will be refunded within 2 weeks after ICON Cape Town, should additional discounts be accrued after the initial invoice is paid. Discounts do stack and can be maximised to claim up to 100% of stall fees off.

### EARLY BIRD

A 10% discount will be offered to all exhibitors who pay their application fees in full before the listed early bird date.

### REFERRALS

A 5% discount on stall space (excluding add ons) is offered for each successful referral of a new exhibitor who joins ICON Cape Town. This discount can be applied multiple times. For a referral to be considered for this discount, the new exhibitor must have never exhibited at ICON Cape Town, must be accepted to exhibit at ICON Cape Town and must have fully paid for their stall.

### SPONSORSHIPS

Variable discounts on stall spaces are offered for exhibitors wishing to get involved with sponsoring ICON Cape Town. Please refer to the Sponsorship and Advertising Brochure for more information.

## PRODUCT RESTRICTIONS

Owing to the nature of the event and restrictions of the venue certain products will not be permitted for sale or display at ICON Cape Town.

- No alcohol
- No cigarette or vape related products
- No guns or sharpened weaponry
- No cannabis related products
- No products of an overly adult or sexual nature
- No counterfeit products
- No AI generated artworks or products

## PRODUCT EXCLUSIVITY

ICON Cape Town will not enforce exclusivity for any product or service offered by exhibitors. We will endeavour to ensure that stalls of a similar nature are not positioned in close proximity to each other. You are encouraged to be as specific as possible in your application to assist us with ensuring we allocate spaces appropriately.

## OPERATING HOURS

All exhibitors are expected to be fully operational for the officially listed hours of the convention.

A representative must be present at the stall at all times during official open times. Exhibitors will have access to the exhibitors hall an hour before and an hour after the listed hours to allow for opening and closing. Stalls must be ready when hall doors open and may not pack up or close early on any day. Exhibitors may begin to pack up 15 minutes after hall closure is announced each day. Overnight security will be present over the weekend to ensure product safety over the weekend.

## ADVERTISING & SPONSORSHIP

All vendors will be permitted to have one pull up banner, poster or other form of advertising positioned outside of their exhibition space in other areas of the convention. These positions will be determined by the ICON Cape Town team and indicated to exhibitors during setup.

A comprehensive guide to all additional advertising and sponsorship opportunities is available in the Marketing and Sponsorship brochure available on the ICON Cape Town website. Various discounts and exclusive opportunities are offered to exhibitors supporting the

## STALL ACTIVITIES

Exhibitors are reminded that their activities must remain within the confines of their stand. ICON Cape Town reserves the right to request the rearrangement of any display material which may be obstructing another exhibit or walkway. For health and safety reasons exhibition aisles must remain clear at all times. Exhibits, stand dressing, tables, chairs, or any other item relating to exhibits may not be placed in the exhibition aisles.

Stall spaces within the exhibitor are reserved for sales, services and promotional activities. Unless other arrangements with ICON Cape Town have been made, activities with public engagements of more than 15 minutes may not be run within the exhibitors hall. Talk to the ICON team about other spaces that are available within the convention space.

Sound levels for presentations must be lowered so that noise does not interfere with other exhibitors. Extremely loud noises such as bells, sirens and buzzers will not be allowed. ICON Cape Town reserves the right to reduce the sound levels, restrict or switch off any displays believed disruptive. Talk to an ICON Cape Town Team Member about alternative space availability should your stall require loud noise accommodations.

### STALL SHARING AND SUBLETTING

Unless prior written approval has been obtained, under no circumstances will the sharing or subletting of exhibition stands be allowed. Only materials and activities related to exhibitors who have booked and paid for their stand are allowed.

### ATM'S

The venue does not offer ATM facilities and ICON Cape Town does not offer cash withdrawal services.

### COUNTERFEIT PRODUCTS

The buying, selling and trading of counterfeit/knock-off/unlicensed materials will not be tolerated at ICON Cape Town. Violation of this rule will result in exhibits or exhibitors being removed from the show and blacklisted from all future conventions. Exhibitors agree that in the event of any merchandise being sold by the exhibitor, such merchandise shall be of original content.

### ARTIST ALLEY

Our Artist Alley is for indie creators, webcomic artists, crafters, makers, professional writers and illustrators, and small press and fashion brands. Everything sold must be the work of the creator(s) at the table. Mass produced items, retailers and large publishers will not be approved for Artist Alley and should purchase an exhibitors stall. Feel free to talk to an ICON Cape Town Team Member for clarification on this.

### AI ARTWORK & MATERIALS

The sale of material or artwork produced by the use of artificial intelligence is strictly prohibited. Any exhibitor found to be selling material of this nature will be immediately removed from the event and blacklisted from all future conventions.