

BELFAST MELA

EXHIBITOR
INFORMATION PACK





INTRODUCTION



Launched in 2007, the same year the power sharing government reformed in Northern Ireland, Belfast Mela, was created to celebrate our diversity and provide a shared, inclusive space for all communities to express their own cultural identity.

Mela is now one of Northern Ireland's largest arts festivals bringing together music, dance, arts and food from across the world to celebrate our city's proud cultural diversity.

Belfast's August Bank holiday weekend is synonymous with the Mela (meaning 'meet') when tens of thousands of visitors pack come together to revel in a unique carnival of global cultures.

The event fills Belfast's beautiful Botanic Gardens with the sights, sounds and aromas of nations right around the world. Music and dance, arts and culture combine to create the heady, good humoured atmosphere of a unique event which invites the world into the heart of our city.

In 2023, Mela is growing further and will become an 8 day festival with over 50 events across the city.



Inspirational & Innovative

pioneering opportunities for new ways to explore cultural diversity, facilitate integration and improve Northern Ireland's image



Community Orientated

developed with a community based focus to ensure integrated civic ownership and access to mainstream arts and cultural life for all



Educational & Connective

encouraging a safe, inclusive environment to raise cultural awareness and encourage inter and intra-connectivity between local indigenous and minority ethnic communities;



Sustainable

being an environmentally conscious festival to ensure our programme is green, eco friendly and sustainable.

BRAND VALUES

BELFAST MELA 2023



The 17th annual Belfast Mela will take place between the **19th - 27th August 2023** with a week long programme of events across the city. As part of the week long programme there are three flagship events with a whole range of trading and exhibiting opportunities. These include:

MELA CARNIVAL

**19th August, 1pm - 5pm
City Hall**

Mela week will open with an 800 participant carnival parade through the city centre to mark the beginning of the festival.

Earmarked as a new flagship part of the programme, the participatory parade will be co-designed with citizens to showcase the rich diversity and creativity of the city, and include large scale floats and sculptural pieces, performance bands, dance groups and community showcases. The proposed route for the parade is from Writer's Square through Royal Avenue to City Hall, where they will be a free Mini Mela style celebration in the grounds of the City Hall.

MELA COLOURS

**26th August, 1pm - 5pm
Botanic Gardens**

Brand new to this years event is Mela Colours, a fantastic colour throwing celebration inspired by the Indian Festival of Colours - Holi. This event will welcome up to 5,000 people to the park to take part in a massive colour party on the Great Lawn with a live DJ and performers.



MELA DAY

**27th August, 12noon - 6pm
Botanic Gardens**

The culmination of the week long festival will be our traditional large scale one day event at Botanic Gardens, which normally attracts in the region of 10,000-15,000 attendees over 6 hours.





OPPORTUNITIES



The Mela is a wide ranging and diverse festival which attracts many different types of businesses and organisations across different sectors. These include:



RESTAURANTS AND
CATERING BUSINESSES



ARTISAN FOOD
BUSINESSES



CRAFT
BUSINESSES



HEALTH AND WELLBEING
BUSINESSES



ARTS AND CREATIVE
BUSINESSES



PUBLIC SECTOR
ORGANISATIONS



THIRD SECTOR
ORGANISATIONS



CHARITIES AND NOT FOR
PROFIT ORGANISATIONS



There are a number of specific and direct benefits that can be gained from investment in the event:

REACH MULTIPLE TARGET MARKETS ACROSS NORTHERN IRELAND

Mela attracts a wide and diverse audience

SUPPORT THE LARGEST EVENT IN CROSS-COMMUNITY CO-OPERATION

Mela offers the opportunity for businesses to enhance their corporate social responsibility by supporting Northern Ireland's largest multi-cultural event

OPPORTUNITIES FOR PERSONAL INTERACTION AT THE MELA WITH POTENTIAL CUSTOMERS/CLIENTS

Mela allows for direct marketing with potential customers/clients due to its interactive nature

NETWORKING WITH OTHER PRIVATE AND PUBLIC SECTOR ORGANISATIONS

Major networking and exchange opportunities with a wide variety of organisations across a large number of sectors

ENDORSEMENTS BY KEY DIGNITARIES, GOVERNMENT AND POLITICAL REPRESENTATIVES

Mela is attended and supported by civic leaders in Northern Ireland including the Lord Mayor, key councillors and MLAs

MELA DAY – STAND CATEGORIES

27TH AUGUST, 12NOON - 6PM
BOTANIC GARDENS



FOOD STANDS

ARTISAN & CRAFT PAVILION – 6FT TABLE

Our Artisan & Craft Pavilion features the very best local food producers and products. This is only available for small food producers selling dry food / jar products. Limited spaces available. There is no access to electric in the pavilion.

PRICE: £ 120+VAT

CATERING UNITS

Catering units can be accommodated across the festival site and are charged on the basis of ground space rented and location.

PRICE: DEPENDENT ON SIZE AND PRODUCT



EXHIBITORS

GREAT LAWN - 3M X 3M STAND

The festival's main audience viewing area. We provide you with a marquee, flooring, one table and two chairs.

PRICE: £500+VAT

GREAT LAWN - 5M X 5M STAND

The festival's main audience viewing area. We provide you with a marquee, flooring, one table and two chairs.

PRICE: £800+VAT

NON GREAT LAWN - 3M X 3M STAND

Other festival areas in Botanic Gardens. We provide you with a marquee, flooring, one table and two chairs.

PRICE: £550+VAT

NON GREAT LAWN - 5M X 5M STAND

Other festival areas in Botanic Gardens. We provide you with a marquee, flooring, one table and two chairs.

PRICE: £350+VAT

WORLD OF WELLBEING - 6FT TABLE

Our World of Wellbeing area features those exhibitors with wellbeing products and services. The stand comes with 1 table and two chairs.

PRICE: £120+VAT

STANDALONE UNITS

Standalone units can be accommodated across the festival site and are charged on the basis of ground space rented and location.

PRICE: DEPENDENT ON SIZE AND PRODUCT



MELA COLOURS – STAND CATEGORIES

26TH AUGUST, 1PM - 5PM
BOTANIC GARDENS

CATERING STAND

Catering units can be accommodated in the new food village area of the event site. These will be charged on the basis of ground space rent and the type of product. If you do not have a self-contained unit and require marquee hire please consult with us. Those that take part in Mela Colours, must also trade at Mela Day.

PRICE: DEPENDANT ON SIZE AND PRODUCT

BOTANIC GARDENS PLAN



NB: SITE LAYOUT IS SUBJECT TO CHANGE AND IS FOR ILLUSTRATION PURPOSE ONLY. A FINAL SITE LAYOUT WILL BE ISSUED 14 DAYS PRIOR TO THE EVENT.

MELA CARNIVAL – STAND CATEGORIES

**20TH AUGUST, 1PM – 5PM
CITY HALL GROUNDS**



CATERING STAND

Catering units can be accommodated across the festival site and are charged on the basis of ground space rented. If you do not have a self contained unit and require marquee hire please consult with us.

PRICE: £80 - £120+VAT DEPENDANT ON SIZE AND PRODUCT

EXHIBITION STAND

Standalone units can be accommodated across the festival site and are charged on the basis of ground space rented. If you do not have a self contained unit and require marquee hire please consult with us.

PRICE: £50 - £100 DEPENDENT ON SIZE AND PRODUCT



BOOKING YOUR STAND



BOOKING PROCESS

An application to trade at Mela Day and/or Mela Carnival can be made via our website at www.belfastmela.org.uk or by requesting an application form from admin@artsekta.org.uk. The final closing date for applications is 8th July. All applicants will receive a response to their application within 14 days.

ACCESS TO EVENT SITE

Access to the event sites (Botanic Gardens and City Hall Grounds) are restricted and allocated time slots with designated entry points will be given to exhibitors 2 weeks prior to the event date. If special access requirements are needed please contact us in advance

INSURANCE

All exhibitions must have in place at the time of the event £5 million public liability insurance and £5m employer liability insurance. Evidence of insurance or intention to acquire appropriate insurance must be uploaded to your application form.

FOOD HYGIENE

All exhibitors selling food must be registered as a food business with their local council. Where applicable exhibitors must possess Level 2 food hygiene training and at least a 4-5 food score rating to be eligible to apply for a catering pitch. Evidence of certification must be uploaded to your application form.

ELECTRIC

The use of individual generators by exhibitors is not permitted unless otherwise agreed with the events team. Exhibitors may only arrange an electrical supply through the festival and must pay the relevant fee. Charges for electrical supplies can be found on the application form.

PLUMBING

There are no designated running water supplies or pot washing facilities on any of our event sites. Exhibitors requiring use of a water supply should consult with us in advance to make appropriate arrangements.

REFRIGERATION

There are no designated refrigeration facilities on any of our event sites. Exhibitors requiring refrigeration must arrange private hire from our partners at Shaws Catering Hire.

CATERING EQUIPMENT

We do not supply catering equipment to any stands. Exhibitors requiring catering equipment must arrange private hire from our partners at Shaws Catering Hire.

USE OF GAS

If you intend to use gas equipment at your stand the appliances must be tested and certified by a Gas Safe Engineer. In addition, no equipment will be permitted for use until it has been tested by our onsite engineer. Gas canisters are not permitted inside marquees.

STAND DESIGN & FITTINGS

If you require bespoke design and fit out for your stand we encourage you to contact our event partners at Potato Bread.

TABLES & CHAIRS

Each stand comes complete with 1 table and 2 chairs as standard. If you require additional tables and chairs you must specify this on your application form where an extra charge will apply.



HELP US CREATE A GREEN MELA

We are making it a priority to work towards reducing pointless plastic and creating a more sustainable festival. We want YOU to be part of it. Check out the list below to see what we are looking for in applicants at Mela.

1. Eliminate non-recyclable, single-use packaging and serve ware (for e.g. plastic bags and cups, plastic straws, polystyrene boxes / trays). We are encouraging our festival goers to use their own reusable food container, bottle/cup when serving food (this will save you money!)
2. Where items can't be eliminated and reusables aren't possible, use packaging and serve ware made from renewable, compostable (not biodegradable) recycled or sustainably sourced materials.
3. Reduce packaging as much as possible – avoid double bagging and flatten cardboard packaging generated in the stall. Reduce packaging waste in the stall by using reusable trays and boxes where possible.
4. Segregate waste generated in the stall into three streams – General Waste/Food Waste/Recycling
5. Using burger boxes or other food containers? Cut the box in half, reduce your waste.
6. Provide bulk dispensing instead of single-serving sachets (e.g. sugar, sauces, individual milk cartons).
7. All traders to agree to make a conscious effort to avoid, reduce or recycle waste.
8. Traders to provide napkins/cutlery, condiments only when asked for. Items will be behind the counter (ie: not for customers to freely take as many as they want)
9. Single-use plastic drinks bottles are not allowed to be sold. This will be strictly enforced.
10. Please use/sell biodegradable glitter. Conventional glitter is a microplastic pollutant
11. Don't forget to tell your customers what actions you're taking to reduce pointless plastic! Use signage to communicate what you're doing and show you are going the extra mile – many customers are actively wanting to support businesses doing good.

THE SMALL PRINT



1. No guarantee is provided against inclement weather. The decision to undertake a stall at the Mela is purely at the stallholder's own risk and under no circumstances will the stall fee be refunded.
2. All stallholders should try to use environmentally friendly products to serve/sell their goods/services and Green Mela guidelines should be followed
3. If you are bringing your own free standing structure, marquee or catering trailer on site this must be within health & safety requirements, and ballasted/pegged as appropriate. If the Site Manager assesses your structure as unsafe, and you have no alternative, you may be asked to cease trading without refund. If you are unsure please consult with a member of our events team.
4. Any change in the requirements of the exhibitor must be stated 14 days prior to the event. Ekta Events cannot guarantee that these changes will be met, and will impose the direct cost implications incurred.
5. Cancellation can only be accepted by written notification effective upon receipt. E-mails are acceptable. In case of cancellation within 1 – 14 days prior to the event, Ekta Events will be charging 100% of the amount agreed and no refund will be issued
6. You must trade within the allocated space/area and must not encroach outside your designated space/area. Relocation of your stall will not be allowed unless Ekta Events feels it is absolutely necessary. Your stall will come complete with two chairs and a table unless a larger amount is agreed. No extra tables and chairs will be available, so please do not waste the events team time by asking.
7. You will keep your stall area clean at all times, and at the end of the Mela you will remove any waste from your stall area. Stalls will be checked at the end of the Mela and any which is left in an unsatisfactory condition will result in the exhibitor being charged a penalty fee and/or blacklisted from ArtsEkta' events with subsequent reporting to other event promoters.
8. You must observe all health and safety precautions when using electricity/gas as fuel for cooking. All food stallholders must wear hats, aprons and food gloves if appropriate. All gas equipment must have gas certification and be made available for inspection prior and during the festival. Under no circumstances are gas bottles to be used inside marquees and they must be caged. You must have your own fire fighting provision for your stall where appropriate.
9. You must specify power requirements correctly (number of sockets and the power for each socket) for all the equipment you are going to use at the stall in advance. You will not be allowed to trade if you need power over and above your specifications. In that situation, the stall fee will not be refunded, as you have not complied with your own specifications.
10. You are required to have your own insurance liability for damage/theft of any of your equipment and Ekta Events will not accept any liability for any damages/theft. Evidence of this insurance must be provided prior and during the festival.
11. If you intend to be a food stallholder then you must provide evidence of being licensed for Food, Health and Hygiene by your own Council. You must provide a certificate to prove that you are licensed to trade as a food stallholder prior and during the festival. If you do not provide a valid document then you will not be permitted to trade. Allergy disclaimers and price lists must be clearly displayed.
12. If you intend to be a food stallholder then you must comply with Belfast City Council's food hygiene regulations. A representative from Belfast City Council will be present on the day to carry out checks. Any serious compliance issues will result in you being required to cease trading with no refund being issued.
13. You must trade within your definition of goods to be sold and adhere to trading standards legislation. For stallholders trading similar item Ekta Events will not be liable for any loss of sale as a result of competition.





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ArtsEkta is a charity registered with the Charity Commission for Northern Ireland (NIC102412) and has one wholly owned trading subsidiary Ekta Events C.I.C

www.artseka.org.uk



The
Executive Office
www.executiveoffice-ni.gov.uk



LOTTERY FUNDED



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City Council**



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