



**ICON** DURBAN

**ICON DBN 2025**  
EXHIBITOR BROCHURE



# TABLE OF CONTENTS

Welcome	03
Our Attractions	04
Event Details	05
Contact Information	05
Stands and Rates	06
Discount Opportunities	08
Additional Information	09

# WELCOME "

**We're back – and ready to roll for our biggest year yet!**

After a six-year hiatus, ICON Durban returns in 2025 with renewed energy, a brand new venue, and even more to celebrate — including the 10th anniversary of our very first event!

ICON Durban is the KZNs premier geek culture convention, bringing together fans and 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 Durban is where the community comes to life — through dice rolls, cosplay contests, artist alley showcases, tournaments, and much more.

This year, we're excited to welcome everyone to our new home at Westville Girls' High School, a spacious and dynamic venue perfect for our growing event.

As an exhibitor, you'll have the chance to showcase your work, connect with a passionate and engaged audience, and be part of something truly special — the return of a beloved event and a celebration of a decade of Durban geekdom. Apply now to secure your space and help us make ICON Durban 2025 an epic return to form!

Sincerely,  
**Shelley Kirby**  
*Director: ICON Durban*



**SHELLEY KIRBY**

**Self proclaimed Queen Of the Geeks**

# 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 by now. No matter your age, tastes or skill level, there's a board, card or dice game out there for you.

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

the list of games waiting to be played is endless.



## **OTHER VERY POPULAR ATTRACTIONS:**

WARHAMMER 40K

MAGIC THE GATHERING

DUNGEONS & DRAGONS

GIANT BOARD GAMES

PATHFINDER

POKEMON

YU-GI-OH!

## COSPLAY

It's a word that's been on the lips of almost every geek in the last few years. It's a fundamental part of conventions and as the years have gone by cosplay has gone from a few hard-core to a massive net of costume enthusiasts, rapidly gaining popularity in mainstream.

South African cosplay is growing rapidly, with local cosplayers constantly refining their craftsmanship and skill levels.



## FIGHT A KNIGHT

People have always been deeply fascinated with the middle ages. Specifically images of knights & knighthood, chivalry, castles, lush green hills and stories of great valour & honour.

With the resurgence of TV shows like The Tudors & Game of Thrones it has become even more popular. The Fight a Knight zone gives people a chance to experience what combat as a knight must have been like & fight against a real professional knight.



# EVENT DETAILS

## VENUE

**Westville Girls High School**

## DATES & TIMES

**4 -5 October 2025**

*Saturday 9am - 9pm*

*Sunday 9am - 4pm*

## IMPORTANT DATES

Early bird payment:	31 May, 2025
Exhibitor Applications:	31 July, 2025
Event submission:	31 July, 2025
Sponsor Application:	31 July, 2025
Full payments due:	14 August, 2025
Additional Badges:	15 September 2025

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

## EXHIBITORS CONVENTION SCHEDULE

### Stall Setup

**Friday 3 October 1pm - 9pm**

**No Stall setup will be permitted on Saturday**

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.

*Saturday will have an optional early closure time of 6pm for vendors not wishing to be open in the evening.*

### Breakdown

**Sunday 5 October 5pm - 9pm** - Vehicles will be allowed in loading area from 5pm

*Monday 9am - 12 pm*

# HOW IT WORKS

All exhibitors are required to fill in the application forms attached to this document and send them through to the ICON Durban 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 Durban are required to submit details regarding the proposed event for approval by ICON. *Please refer to the Events Hosting Policy and Application document for more information.*

## CONTACT INFORMATION

**Organising Committee**

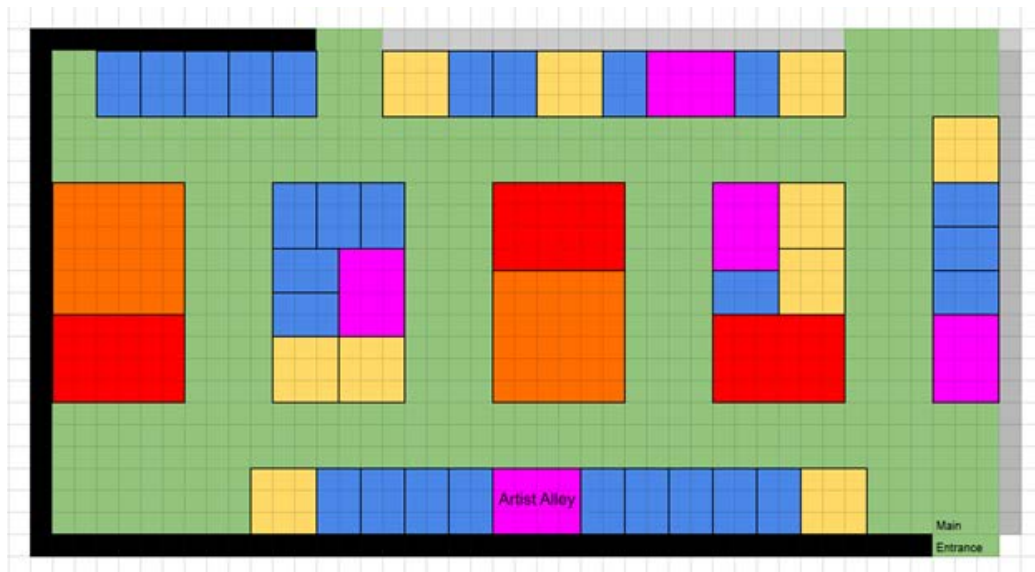
Email: [info@icondbn.co.za](mailto:info@icondbn.co.za)

[www.icondbn.co.za](http://www.icondbn.co.za)

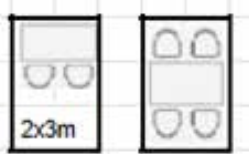
Complimentary badges are provided with stands purchased depending on the size of the stand. Refer to the Stands and Rates section of this document for the number of badges allocated by stand size. These badges are issued as weekend passes and are non transferable. All exhibitors will have access to one parking bay within the venue for the duration of the event.

# STANDS AND RATES

## HALL LAYOUT



### STALL INFO



Stall layouts and positioning within the hall are variable. The diagram above merely indicates different configuration options based on stall sizes.

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 Durban Team member and reasonable accommodations will be made where possible.

*Exhibitors who opt to close for the evening portion of Saturday (6pm -9pm) will be positioned towards the back of the hall to allow this area to be partitioned off by security while they are closed.*

**Take note** that only certain zones have access to a physical rear wall (denoted on layout by black blocks). Other sections (Grey) will be blocked off with netting or panelling. 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
4	6x4 (24sqm)	4	R 4500
5	6x6 (36sqm)	6	R 6500

# STANDS AND RATES



## ARTISTS AND AUTHORS

Artists/Authors stalls are issued at the discretion of ICON Durban 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 Durban.**

Artist stalls are not subject to the R500 security deposit up front but should any stall holder violate the terms and conditions of the convention, ICON Durban reserves the right to charge this fee, payable within 30 days of the convention closing.

STALL TYPE	STALL SIZE	# COMP BADGES	COST
<b>1A</b>	3x2 (6sqm)	2	R 95 0
<b>2B</b>	3x3 (9sqm)	2	R1250



## 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. Food vendors will be required to put forward an additional **R500 refundable security deposit.**

STALL TYPE	STALL SIZE	# COMP BADGES	COST
<b>1F</b>	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.

These spaces are not subject to the R500 security deposit up front but should any stall holder violate the terms and conditions of the convention, ICON Durban reserves the right to charge this fee, payable within 30 days of the convention closing.

STALL TYPE	STALL SIZE	# COMP TICKETS	COST
<b>1s</b>	2x3 (6sqm)	2	R 500
<b>2s</b>	3x3 (9sqm)	2	R 750
<b>3s</b>	3x4 (12sqm)	2	R 1000

## ADDITIONAL COSTINGS

ICON Durban 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 black table cloth): R150 each**

**Additional chairs: R50 each**

**Electrical outlets: R150 each (Max 2)**

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.

All **vendors will be provided with a single parking space** within the venue for the duration of the event. **Additional parking bays are available at R100 per bay.** These bays are limited and will be issued on a first come first served basis.

*Only one additional parking will be available per exhibitor unless prior arrangements are made with the ICON Durban.*

## DISCOUNT OPPORTUNITIES

Various discount opportunities are available to all vendors. Discounts will be accounted for at time of invoice or will be refunded within 2 weeks after ICON Durban, 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

### ICON JHB

A **10% discount** is offered on all stalls that have been accepted to exhibit at ICON JHB 2025.

### REFERRALS

A **10% discount** is offered for each successful referral of a new exhibitor who joins ICON Durban. *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 Durban* (previously ICON by the Sea), must be accepted to exhibit at ICON Durban and must have paid, at least, the deposit for their space.

### SPONSORSHIPS

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

# ADDITIONAL 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 Durban.

- 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 Durban 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. The only expectation being 6pm-9pm on the Saturday where exhibitors may close if they wish.

A staff member 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.

## ADVERTISING AND 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 Durban 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 Durban website. Various discounts and exclusive opportunities are offered to exhibitors supporting the convention through sponsorships.

## STALL ACTIVITIES

Exhibitors are reminded that their activities must remain within the confines of their stand. ICON Durban 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 Durban 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 Durban reserves the right to reduce the sound levels, restrict or switch off any displays believed disruptive. Talk to an ICON Durban 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.

## ATMS

The venue does not offer ATM facilities and ICON Durban does not offer cash withdrawal services. ATMs are available at the shopping centres across the road from the venue.

## COUNTERFEIT PRODUCTS

The buying, selling and trading of counterfeit/knock-off/unlicensed materials will not be tolerated at ICON DURBAN. 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 Durban Team Member for clarification on this.*

## AI ARTWORK AND 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.***