



CEDAR SQUARE SHOPPING CENTRE EXHIBITION APPLICATION FORM

Thank you for your interest in holding an activation/exhibition in our Shopping Centre. Please complete the form below with details of your activation/exhibition. The attached application form must be completed and signed, and emailed to Account Manager trustm@primediamalls.co.za.

CLIENT DETAILS

OWNER/CLIENT NAME (name in which contract is drawn up):	
Centre Name where the exhibition will taking place:	
Full Trading Name of Company handling the payments:	
Co Reg. No:	Vat Reg No:
Financial person (to follow up on payments)	Contact Number
Postal Address (contact person):	Postal Code:
Physical Address (contact person):	Postal Code:
E-mail Address (contact person):	

EXHIBITION DETAILS

WHAT WOULD YOU LIKE TO EXHIBIT – HOW THE ACTIVATION RUN OPERATIONALLY?

TYPE OF EXHIBITION:

- Display
- Product Launch
- Database Build Up
- Product Sampling
- Product/Service Awareness
- Customer Feedback
- Other:.....

EXHIBITION COURT DETAILS:

Court Required	Date Requested	Confirmed Rate Ex VAT	Court Size & Dimensions (3m x 3m = 6sqm)	Power Requirements

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OPERATIONAL REQUIREMENTS

SPECIAL REQUESTS: (i.e. plug points, 3phase power etc.) #NB Cedar Square does not issue out tables and chairs or secondary connections beyond standard power outlets

ELEMENT	DETAILS (DESCRIBE THE TYPE OF OPERATIONAL REQUIREMENTS NEEDED FOR THE SET UP/ACTIVATION) – GIVE DETAILS OR MARK NOT APPLICABLE (N/A)
Electrical	•
Structural	•
Water	•
Type of Mall Access Required	•
Other	•

ACTIVATION SUPPORT OPTIONS:

SUPPORT ITEMS*	Yes / No
In-Centre Media (Digital)	
Stand Build &/or Management of Activation	
Flooring (compulsory for all set ups)	

**Acceptance is not binding. Indicates interest in which a Primedia resource shall make contact to determine objective, requirement, and final costs.*

REQUIRED DOCUMENTS (ONCE OFF):

- Copy of CM29 or CK1 Documents
- Copy of Director IDs
- Copy of Company Utility Bill
- Copy of Public Liability Insurance Document
- Layout and Visual of the Activation/Exhibition

RULES AND REGULATIONS

Thank you for your interest in exhibiting in our Shopping Centre. We have compiled a few rules and regulations that will ensure that you receive the best service from us. Please read them carefully before committing to exhibiting and signing contracts.

If you are the booking agent **MAKE SURE** that the name and contact details of the actual party exhibiting are clearly stated. The exhibitor must be well versed with the terms of the exhibition and contractual rules and regulations stated below. Failure to do so will result in penalties or cancellation as outlined below and in the contract.

Please submit a full proposal regarding the promotion, including a floor plan and layout of the exhibition, product description, the aim of the promotion, photographs of previous exhibitions (if available), or visuals of what it will look like, advertising in support of the promotion (if applicable) and the description of the activities on the stand.

- Once you have confirmed dates and space to be used we will need a certificate of public liability that covers you outside your normal premises. Dates of cover must be included.
- FICA documents will be required (as listed above)
- If the proposal meets with the centre’s standards, a contract will be drawn up.

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- Please confirm flooring to be used (some of Primedia Outdoor Malls have a specific standard of flooring to be used either supplied or rented)

All activations and promotions must be professionally executed, aesthetically appealing and add value to the shopping experience.

SET UP & BREAKDOWN GUIDELINES

Unless confirmed otherwise, all set ups must report to security prior to set up and adhere to the following rules:

- Set Up after 7pm the day prior to exhibition starting, after 9pm on Fridays, and after 5pm on Sundays. (PLEASE REPORT TO SECURITY CONTROL ROOM BEFORE SETTING UP)
- Before **9:00am** on the date of commencement of your exhibition.
- **NB Height restriction at the Shopping Centre is 1.8m and 2m width for all courts. Please ensure that your technical frames do not exceed this regulation.**
- Ensure that all promotional and other technical items are set up within the demarcated floored area in line with fire and security regulations.
- **All exhibitors are subject to spot checks and inspections by Centre Management and the Marketing team.**
- **The shopping centre reserves the right to change or remove any items that aren't satisfactory on the stand**
- **All exhibition spaces must be kept clean and tidy during the exhibition and upon breakdown**
- The exhibition space must be packed up and vacated no later than **8pm** on the last day of your exhibition. Special arrangements need to be discussed with the Account Manager. **NO EXCEPTIONS WILL BE MADE.**
- **No boxes or litter should be left lying around on the exhibition spaces or in the service passages**

TRADING HOURS (vary from building to building – please confirm prior to signing contract)

- The exhibition must be **manned at all times** during the course of the exhibition in accordance with the Centre trading hours – unless specified otherwise the trading hours will be at a minimum of:
 - **Monday – Saturdays: 9am-6pm**
 - **Sundays & Public Holidays: 9am - 3pm**
- Extended trading hours are applicable during specific seasonal periods and will be advised accordingly.

PROMOTERS

- Promoters must not go beyond the exhibition court area of their stand when promoting.
- Promoters must not approach customers, they must respect the personal space of shoppers and not harass consumers.
- Eating is not allowed on the exhibition space/court.

EQUIPMENT

- Each exhibitor is responsible for providing their own equipment and its safety and security thereafter.
- Table clothes must be full length, ensuring that the full length of the table is covered.
- All staging and big event equipment needs to be approved prior by Centre Facilities and Operations Team (certification must be provided for compliance).

VEHICLE EXHIBITIONS

- Each exhibitor must ensure that the vehicle tank has no more than 5 litres of fuel (below quarter tank).
- Every vehicle on display must have a fire extinguisher.
- All vehicles on display in the shopping centre should not have any leaks.
- Cars **MAY NOT** be moved, started/revved on site and should remain a manned static display throughout the duration of the exhibition.

SIGNAGE

- All exhibition signage must be presented to and approved by the shopping centre.
- Any elevated platforms or potentially risky elements of stand should have adequate signage (e.g. **Mind Your Step sticker**).

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ELECTRICAL REQUIREMENTS

- Each exhibitor should make arrangements for their own electrical supplier to assist with set up unless the challenges are in relation to Centre equipment – Centre Electricians can only provide guidance when prior requests are submitted.
- Centre Electricians will work on the 'basic' Shopping Centre infrastructure and any specific work to the activation/exhibition will attract separate charges which are for the exhibitor's account.
- Any technical queries will be addressed during trading hours and concerns occurring after trading hours will be addressed the following day subject to the Centre Electrician's time schedule.

PENALTIES

Failure to adhere to the rules and regulations will result in a fine or and cancellation of the exhibition with immediate effect. **A R1,500 fine** will be imposed should there be any transgressions noted, by way of example and not limited to:

1. **Unmanned stands**
2. **Dirty, unkept stands**
3. **Early closure of stands/non-adherence to Centre trading hours**
4. **Late strike down (the transgressing exhibitor will be liable for any costs incurred by the next exhibitor who would have been delayed)**

We thank you for your consideration and trust that we will have a fruitful working relationship with you.

DISCLAIMER

PLEASE NOTE THAT THE SHOPPING CENTRE IS NOT RESPONSIBLE FOR THE SUCCESS OR SALES OF YOUR EXHIBITION. EACH EXHIBITOR CAN FREELY SELECT THEIR PREFERED PROMOTIONAL SPACE.

DATE

SIGNED BY CLIENT OR AUTHORISED REPRESENTATIVE

PLEASE PRINT NAME AND DESIGNATION
