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Booking Application Form

Please note:

- 1. The exhibitor will be obliged to place into effect Public Liability Insurance, proof of which has to be provided prior to the commencement of the exhibition or promotion.***
- 2. Failure to comply with the stipulated rules and regulations may result in the promotion being cancelled.***
- 3. Please note that this Application Form does not confirm or secure any requested dates or promotional areas. Only a signed Exhibitor Agreement constitutes as confirmation.***

For further information on Fourways Mall please visit our website

www.fourwaysmall.co.za

Fourways Mall is located in one of the most affluent, fast developing areas in South Africa. The specific market that Fourways Mall aims to serve is very dynamic with specific needs, preferences, lifestyles and very strong competition.

Fourways Mall (cnr Witkoppes rd & William Nicol Dr) offers over 170 exciting shops, which include dining, entertainment and fun for the whole family not to mention the safe and secure parking.

Some interesting demographic factors at Fourways Mall you need to take in consideration when decided on making use of this exciting opportunity:

Income Distribution:

The average income is R25 000.00 with a median income of R28 000.00 per month, this is among the highest in Johannesburg.

Fourways Mall shoppers are representative of LSM 9 and 10 , stressing the importance to cater for this upper class market.

- 69% Of respondents visit the center at least once a week, in total 88% of respondents visit the center monthly, indicating a loyal shopper base
- 71% Of shoppers are female, 82% are either young, single, just married or have children still living in home.
- Fourways Mall has 2 800 open parking bays and 450 under cover secure parking.
- Fourways Mall has a monthly footfall of 800 000 people.
- The Mall is 60 000 sqm in size.



Exhibitor Benefits

Promoters will benefit from the use of the court for a promotion in the following ways:

- Generate Sales – Direct sales from a captive audience (A/B income group)
- Brand Exposure and Awareness
- Product launches – platform to introduce new products into the market
- International Business – Expose your products and services to international businessmen and tourists
- Customers – Gain new customers and generate an extensive database

*****EXHIBITION PERIOD: Tuesday until Monday*****

Exhibitor Stands Include:

All exhibition stands will come equipped with the following

- Carpeting of promotional court
- In house stand maintenance and cleanliness *(this excludes vehicle cleaning)*
- General In –centre Security
- MCM internal centre radio advert



EXHIBITOR COURT COSTING

PRICES EFFECTIVE AS OF 1 JUNE 2008 – 1 NOVEMBER 2008

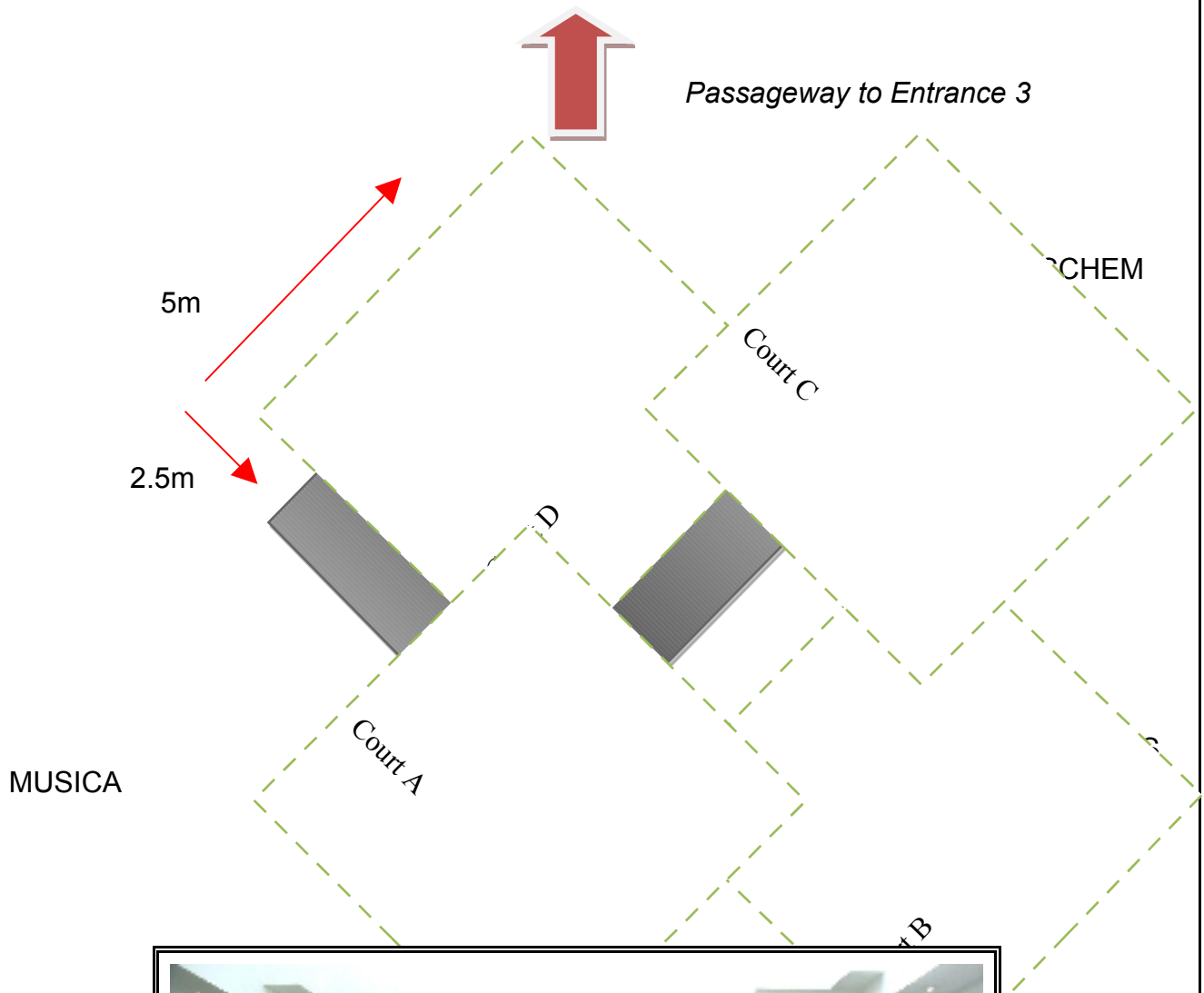
Exhibition Court	Size	Cost (ex.VAT)	Location
JUNXION COURT	55m ² (10m x 5.5m)	R 15,000.00	Lake level – Otuside Ocean Basket, Spur, Cinemas on route to Virgin Active
COMPASS COURT	49m ² (7m x 7m)	R 16,000.00	Upper Level – situated close to Entrance 2 & Checkers Hyper
FASHION COURT	25m ² (5m x 5m)	R 11,000.00	Upper Level – outside Europa café between Guess, Nine West & Milady's
FORMA VIVA COURT A	18m ² (3m x 6m)	R 10,500.00	Upper Level – Outside Forma Viva Jewellers, close to C N A
FORM VIVA COURT B	18m ² (3m x 6m)	R 10,500.00	Upper Level – Outside Forma Viva Jewellers, close to C N A
FOUNTAIN COURT (4 sections)	12.5m ² (2.5m x 5m)	R 7,800.00	Upper Level -In front of Dischem, close to ABSA, Foxy Roxy and Entrance 3
INFO COURT	24m ² (4m x 6m)	R 11,000.00	Upper Level - In front of Clicks & Checkers Hyper entrance

Please note that the above pricing **excludes VAT**. Pricing includes carpets, plants
[A 50% deposit is required upon booking and balance ONE week prior to the exhibition commencing.](#)

[Late bookings payment is required IMMEDIATELY](#)

PROMOTIONAL COURT VISUALS & SIZING

Fountain Court – 12m²

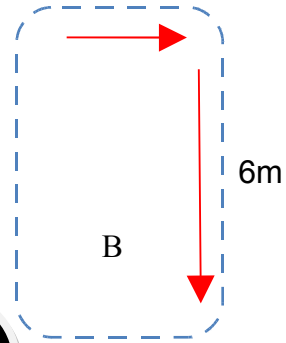


Forma Viva Court A & B – 18m²

FORMA VIVA JEWELLERS
3m

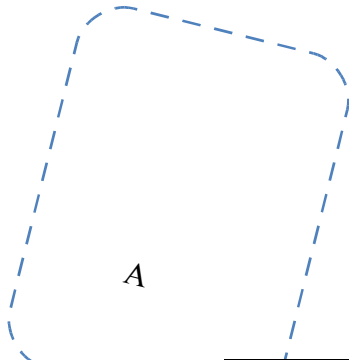


*passageway to Checkers
Hyper*



CNA

PHASE 2 CD'S

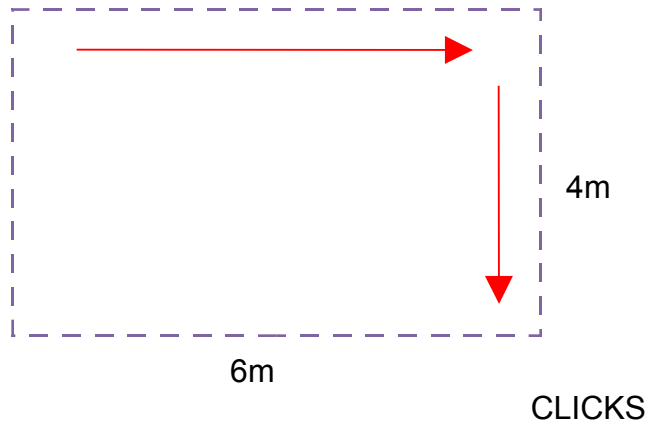
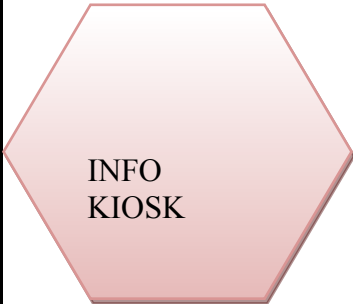


ABSA BANK



Information Court – 24m²

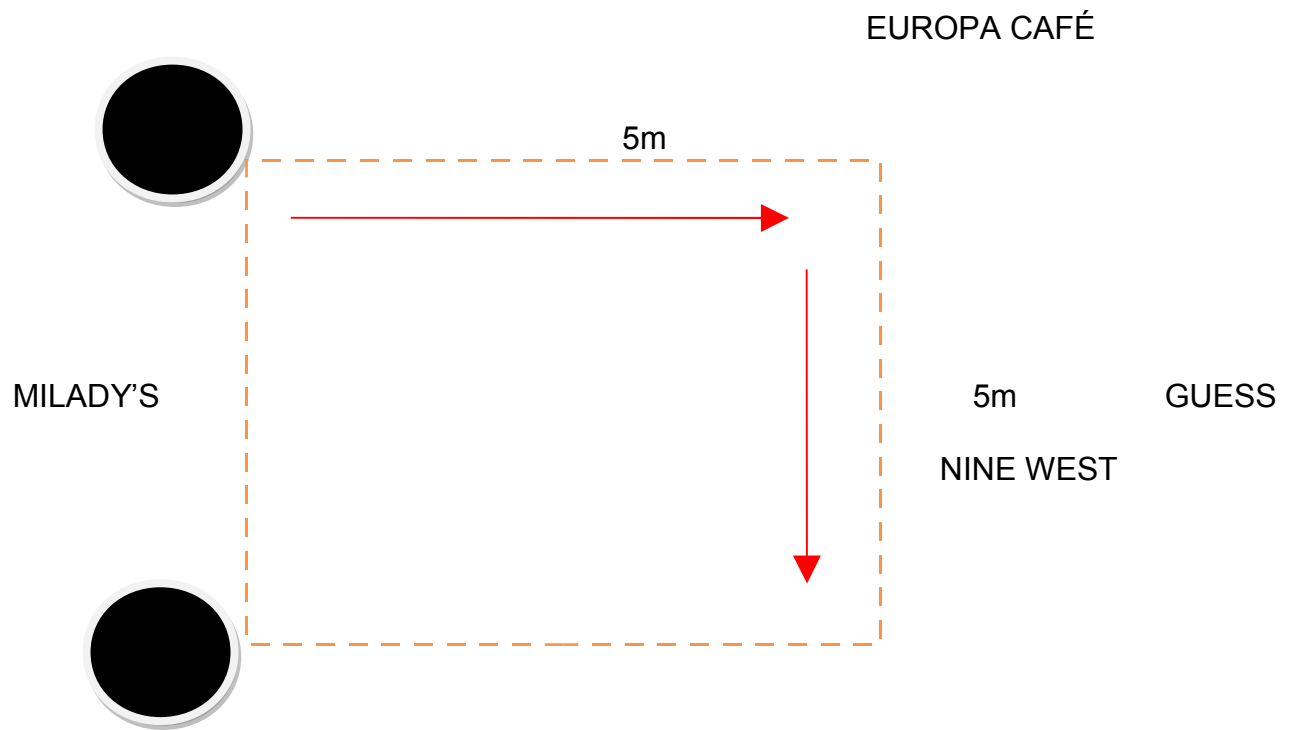
CHECKER HYPER



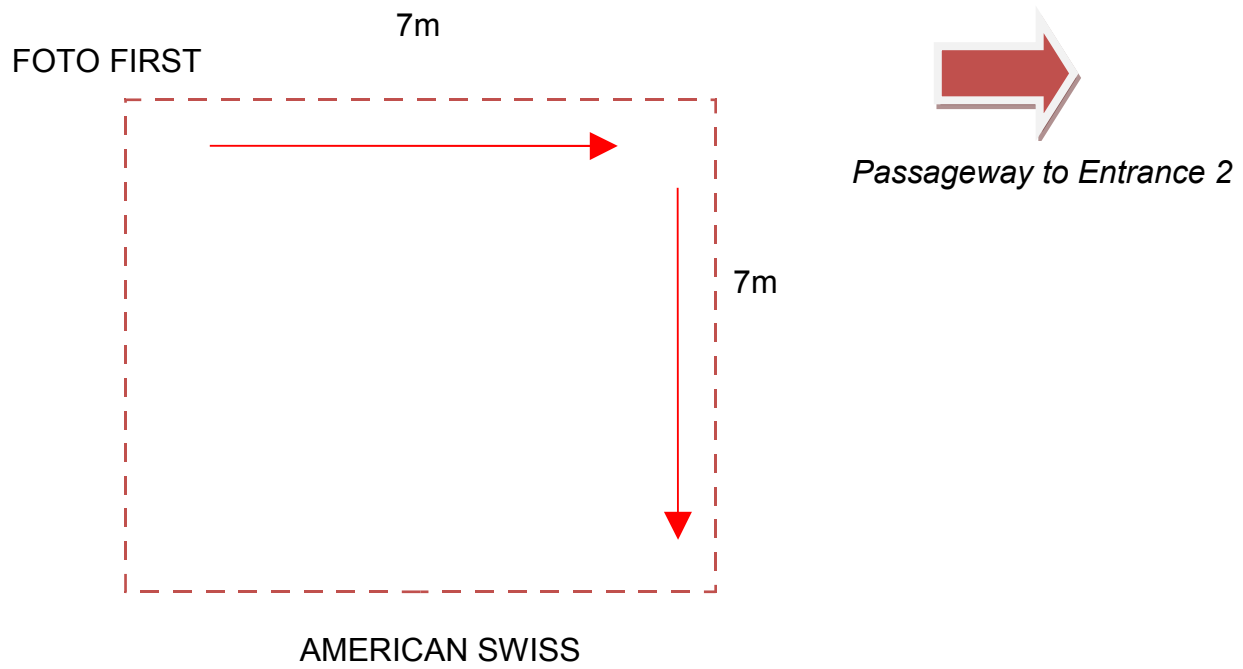
Passageway



Fashion Court – 25m²

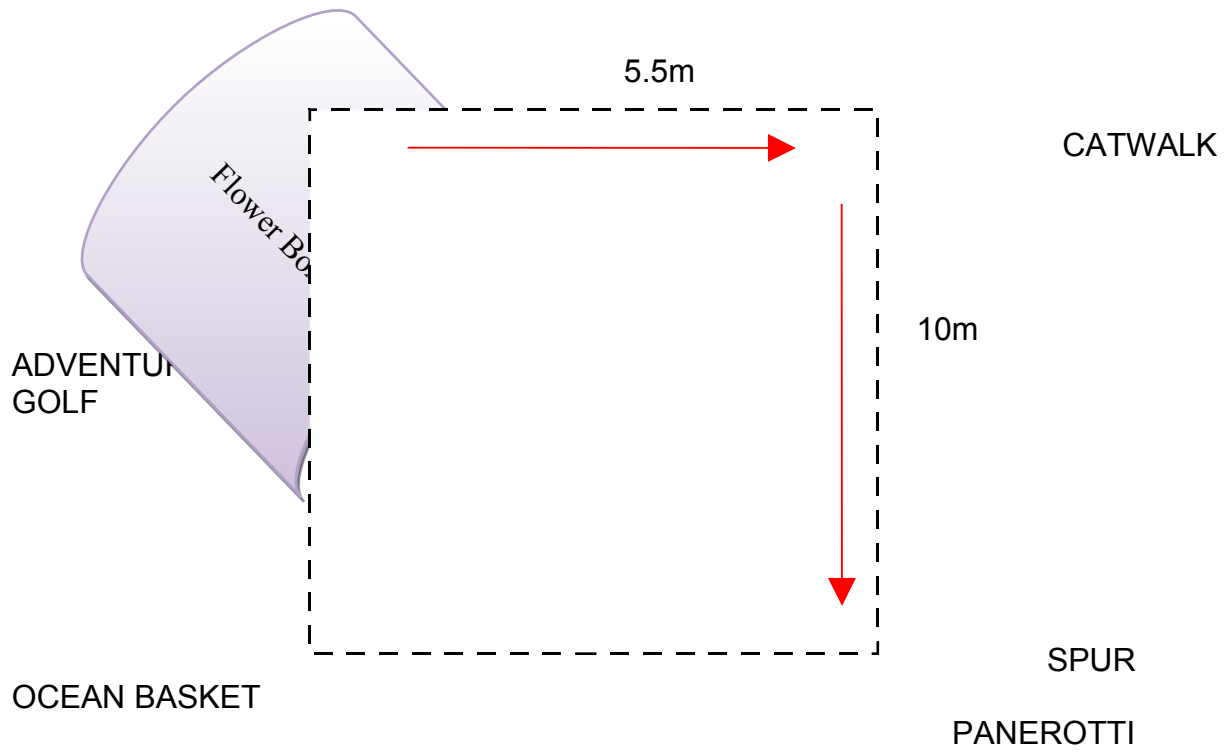


Compass Court – 49m²



Junxion Court – 55m²

VIRGIN ACTIVE



Details of Applicant/s for Promotional Courts Booking Form for Fourways Mall

COMPANY NAME _____ DATE _____

CONTACT PERSON (Name & Designation): _____

ADDRESS _____

_____ CODE _____

TELEPHONE: _____ FAX _____

MOBILE: _____

1. Preferred promotion area (PLEASE TICK APPROPRIATE BOX).

Junxion court	<input type="checkbox"/>	Info court	<input type="checkbox"/>
Forma Viva court A	<input type="checkbox"/>	Compass court	<input type="checkbox"/>
Forma Viva court B	<input type="checkbox"/>	Fashion court	<input type="checkbox"/>
Fountain court A/B/C/D	<input type="checkbox"/>		

2. Details of the Exhibitor

(General Overview – Merchandise, set up, product line or type of promotion, nature of display and colour schemes)

3. Preferred dates: _____

Alternatives: _____

4. Details of power points required

(Please note all cabling is to be discreet. **NO** extension cords or adaptors will be supplied, this is the exhibitors own onus).

5. Displays and point of sale (POS) materials being used.

(Please attach of detailed sketch of the exhibition layout on this form. **NO handwritten** signage is permitted)

6. Measurements and Quantity of display objects. *(No pull-up banners are allowed!!)*

Please complete the details of the items used correctly to avoid potential problems at a later stage. Branding and Point of Sale should be displayed in the exhibition area. Branding and Point of Sales is **not allowed** to be constructed from an Fourways Mall structure, including balustrades, banisters, pillars etc)

7. Point of Sale

DISPLAY BOARDS/ STANDS/ BACKDROPS/ ADVERTISING MATERIAL
(Regulation: NO pull up banners are permitted)

**** PLEASE COMPLETE THIS SECTION****

Quantity _____
Height _____
Width _____

REQUIREMENTS

- TABLES and/ or CHAIRS _____
- PLANTS _____

Damage to any of these supplied by Fourways Court Rentals will be charged for accordingly.

8. Vehicle, Bike or Quad Bike Displays

- Vehicles **must** enter and exit **early morning or after trading hours**.
- Cleaners for vehicles need to be supplied by the Exhibitor; Fourways Mall does not provide the service.
- Security for these vehicles needs to be arranged for with a Security Company or Fourways Mall's security company can be contacted for a designated guard.
- Please ensure all windows are closed and the alarms are off during trading hours
- Cars need to have minimal petrol in the engines when standing on the exhibition floor
- **NO** revving of engines can take place at all times!
- Ramps and/ or turn tables need to be used on the promotional stand to enhance the display. Plasma screen TV's and light boxes are also welcome. Please include these items on the proposal.
- Should a vehicle be sold on the floor that vehicle may **ONLY** be removed **BEFORE** or **AFTER** trading hours when the Centre is quiet. No exceptions will be made.
- Fourways Mall does not provide designated guards for the vehicles; please ensure that prior arrangements are made. Security details are available on request.
- Please allocate additional time for traffic or any other problems that might be experienced when setting-up and breaking down, since **NO LATE** entries or exists will be permitted.

Number of vehicles on the stand _____

(Fourways Mall reserves the right to request that vehicles be removed in the event that the exhibition stand is over crowded or squashed.)

9. External Advertising for exhibition

(Copies should please be submitted or e-mailed incl. dates and where the advertisements have been placed for approval by Centre Management)

10. Promotional Activity

(Any shows or activities being planned for the promotion should be described.)

11. Manning of the Exhibition

(The exhibition should be manned during trading times of the Shopping Centre).

12. Sound equipment (A sound test run is **compulsory** before entering the centre!)

Sound equipment on stand Yes _____ No _____

If yes, please specify what equipment _____

Date for test run appointment _____

13. Security Guards

For the safety and security of your stand and products on your stand it is advisable to get a designated security guard for your stand. External security companies are permitted, information on which company it is needs to be sent to the Exhibitions Manager prior to the exhibition commencing.

Recommended Suppliers:

Should you require additional exhibition or promotional elements please do inform the Exhibitions Coordinator thereof and a list of recommended suppliers can be sent through to you.

***Please forward full scale drawings and visuals
(photo's or pictures) in order for your booking to
be approved.***

PLEASE RETURN THE COMPLETED FORM TO FOURWAYS COURT RENTALS

If you have any additional queries, please do not hesitate to contact me.

Samantha Vicent

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