



EXHIBITION APPLICATION FORM 2011

Thank you for your interest in holding a promotion at Southgate Mall. Following your inquiry, please receive herewith the information pertaining to promotions or exhibitions in the centre as requested.

The attached application form must be signed, completed and returned to Southgate Mall for the attention of the Exhibitions Co-ordinator, either by email on noziphon@primelife.co.za, alternatively via fax +27 11 942 4670 or hand delivered to the Centre Management Office.

BASIC DETAILS

COMPANY NAME: _____

CONTACT PERSON: _____

TEL NUMBER: _____

FAX NUMBER: _____

CELL NUMBER: _____

E-MAIL ADDRESS: _____

COMPANY ADDRESS: _____

EXHIBITION DETAILS

WHAT WOULD YOU LIKE TO EXHIBIT? _____

DURATION/ DATES OF EXHIBITION: _____

SPECIAL REQUESTS: (i.e trestle tables, plug points and Southgate Mall tablecloths)

WILL YOU BE ADVERTISING YOUR EVENT? IF YES PLEASE GIVE DETAILS





In order for your exhibition to be considered, we require a written proposal on the exact nature of your promotion and its requirements. A sketch or likeness of the exhibition stand to be erected must be provided, with measurements, props and a detailed description thereof, as well as the manner in which the exhibition will be conducted.

PLEASE SUPPLY A DETAILED DESCRIPTION OF YOUR EXHIBITION:

PLEASE SELECT A COURT SPACE/ PACKAGE YOU WOULD LIKE TO USE FOR YOUR EXHIBITION

<u>COURT NAME</u>	<u>SIZE</u>	<u>COST/WK</u>	<u>CARPETING /WK</u>
Cross Trainer	4m x 4m	R4 193.00	R 402.00
John Craig	4m x 4m	R4 193.00	R 402.00
Legit	4m x 4m	R4 193.00	R 402.00
Galaxy Court	7m x 4m	R4 659.00	R 402.00
Jet Court	4m x 4m	R4 659.00	R 402.00
Pick 'n Pay Court	5m x 5m	R6 057.00	R 628.00
Checkers Court	5m x 5m	R6 057.00	R 628.00
Food Court	6m x 5m	R6 057.00	R 628.00
Foschini Court	6m x 5m	R6 057.00	R 628.00
Identity Court	10m x 7m	R7 454.00	R 745.00
Wimpy Court	9m x 9m	R10 249.00	R 820.00

<u>EXTERNAL SPACE</u>	<u>SIZE</u>	<u>COST PER DAY</u>	
Entrance 6 Parking	10m x10m	R3 000.00	N/A
Entrance 1 Parking	10m x 10m	R3 000.00	N/A
Value Market Parking	10m x 5m	R2 693.00	N/A

PLEASE NOTE THE FOLLOWING:

- Carpeting is compulsory for ALL exhibitors
- Costs are exclusive of VAT





INVOICING DETAILS:

Name of company: _____ Registration number: _____

Vat number: _____ Payment method: _____

Company Representative by: _____

Signature: _____ Date: _____

N.B. Full payment must be directly deposited **no later than 30 CALENDER DAYS** of the booking approval by Southgate Mall, as confirmation of the booking, by. **Please ensure that you quote your Invoice No. (e.g. SGMM 1234) as your reference.** Payable to:

**Southgate Marketing Fund
First National Bank
Southgate Branch
Branch No. – 256055
Account No. – 56261178558**

N.B. A full contract and indemnity agreement will be sent to you once this booking form has been received and approved for invoicing.





SOUTHGATE MALL – CUSTOMER PROFILE

(Research Summary of Monthly Competitions, non shopper research and on site research - 2002 to date)

- The centre enjoys a diverse and **multicultural customer base** with an impressive 1,2 million average monthly foot traffic (70% black, 20% coloured, 10% Indian & White shopper). This customer base is largely female and living within a 2 -15km radius (New South, Soweto, Eldorado Park, Ennerdale & Lenasia).
- The largest portion of shoppers is in the **25-39 age group**, followed by the 40 -49 group indicating a mature established shopper.
- The majority are **family-orientated**, indicating to have between 1 and 2 children, a factor that bodes well for Southgate's positioning as a strong family brand. They are **very loyal** –visiting the centre more than once a week with the majority using public transport but a noticeable increase in car borne shoppers..
- The monthly **household income** is encouraging because of the growth of disposable income but the majority of shoppers are of average means, being in LSM 4 to 7 (Super group B). There is a smattering of shoppers in LSM 8.
- The **aesthetic upgrade** and extension of the mall in 2002 plus the **ongoing improvement of the tenant mix** to meet the shoppers' changing needs in a highly competitive market; have resulted in the market gradually changing to **attract a more aspirant, upwardly mobile, educated and trendy shopper**. An encouraging development the mall takes full advantage of in its marketing strategy.
- Media usage in terms of **Radio is very fragmented**, but Metro, Yfm & Kaya fm remain popular choices followed closely by the vernacular stations. In **Newspapers** – the most read papers are the Sowetan - and The Star - followed by the Daily Sun, Sunday Times & Citizen. Free local papers have a very small following.
- **Internet access** remains fairly low with one in four shoppers having access to the internet but there has been a noticeable increase over the last year. Cell phone usage is prolific among Southgate Shoppers with almost two thirds indicating they would like to receive regular communication via sms from the centre. Using cell phone and email technology for marketing purposes has become a reality at the centre.
- Perceptions about the centre's shopping experience show that an overwhelming majority see the mall as their **preferred family shopping destination with the convenience & variety offered by the centre being a big attraction**. **98% of regular shoppers feel completely safe** in the mall and **86% are happy with service levels** in the stores.

