



EXHIBITION APPLICATION FORM 2010

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.

COMPANY NAME: _____

ADDRESS: _____

TEL: _____

CELL: _____

FAX: _____

EMAIL: _____

DESCRIBE WHAT WOULD YOU LIKE TO EXHIBIT? _____

DURATION OF EXHIBITION (DATES): _____

WHICH PROMOTIONAL COURT WOULD YOU PREFER TO USE? _____

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

WILL YOU BE ADVERTISING YOUR EVENT? YES...DETAILS OF WHERE YOU WILL BE ADVERTISING AND WHEN?



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.

DETAILED DESCRIPTION OF YOUR EXHIBITION:

COURT ADVERTISING	SIZE	COST/WK	CARPETING /WK	IN-CENTRE RADIO
			EXCLUDING VAT:	PER WK (6 ads /day)
OPTIONAL				
Pick 'n Pay Court	5m x 5m	R6 057.00	R 628.00	R2 090
Checkers Court	5m x 5m	R6 057.00	R 628.00	R2 090
Wimpy Court	9m x 9m	R10 249.00	R 820.00	R2 090
Galaxy Court	7m x 4m	R4 659.00	R 703.00	R2 090
Jet Court	4m x 4m	R4 659.00	R 402.00	R2 090
Food Court	6m x 5m	R6 057.00	R 628.00	R2 090
Foschini Court	6m x 5m	R6 057.00	R 628.00	R2 090
Identity Court	10m x 7m	R7 454.00	R 547.00	R2 090
Cross Trainer	4m x 4m	R4 193.00	R 402.00	R2 090
Jay-Jays court	4m x 4m	R4 193.00	R 402.00	R2 090
John Craig	4m x 4m	R4 193.00	R 402.00	R2 090
Legit	4m x 4m	R4 193.00	R 402.00	R2 090

Please note that the following costs are charged per day:

Covered Parking Tariff	1 x bay	R12.50	N/A	N/A
Entrance 6 Parking	10m x10m	R3 000.00	N/A	R2 090
Entrance 1 Parking	10m x 10m	R3 000.00	N/A	R2 090
Value Market Parking	10m x 5m	R2 693.00	N/A	R2 090

PLEASE NOTE THE FOLLOWING:

- Carpeting is compulsory for ALL exhibitors
- Costs are exclusive of VAT
- Radio Advertising on the Southgate Mall Music System is **optional**

INVOICING DETAILS:

Name of company : _____ Registration number: _____

Vat number : _____ Payment method : _____

Booked by : _____

Signature : _____ Date: _____



COMPANY REPRESENTATIVE SIGNATURE

DESIGNATION

SOUTHGATE MALL & VALUE MARKET: INDEMNITY AGREEMENT

Between:

Southgate Mall,

And

(Name of Exhibitor)

Identity Number:
(Hereafter the "EXHIBITOR")

Whereas **Primedia Lifestyle**, amongst others arrange exhibitions, launches and events on behalf of clients i.e **Southgate Mall & Value Market**, and the nature of some events involves the generation of certain risks:

This Indemnity Agreement now records the following:

1. the Exhibitor fully indemnifies, and holds harmless **Southgate Mall**, its assigns, employees and appointed contractors, against all and any claims
 - however arising (and be they based on contract, delict or *ex varils causarum figures iuris*) and \or
 - be they criminal or civil, and \or
 - be they for loss, damages, compensation, consequential damages or the like.
2. If the claim originates from an alleged contravention by **Southgate Mall** (or its assigns, employees or contractors) of any law, rule, regulation or provincial law or local by law, the indemnity will equally cover **Southgate Mall** and its employees.
3. If for any reason in law the above indemnity is ineffectual, or voidable – this paragraph will pertain to a severable and separate agreement – and any successful claim against **Southgate Mall** will by agreement be limited to the net value of these fees received by **Southgate Mall** in the agreement and presentation of the event, exhibition or launch listed below.
4. The indemnity is applicable to the exhibition, launch, event known as:

_____, or any action associated therewith.
5. By signature hereof the participant confirms his\her understanding of the effect of the Indemnity Agreement and warrants that he\she is older than 18 years of age, and is able to so contract.
6. The contractor or exhibitor must supply **Southgate Mall** with proof of Public Liability Insurance, as well as a policy number before commencing with any contract.

Signed at _____ on _____ of 201__.

On behalf of

On behalf of



RULES AND REGULATIONS

1. All exhibitions are subject to spot checks and inspections by the Centre Management of Southgate Mall.
2. **Centre promotions enjoy preference** and should it be so required, other exhibitions and promotions will be re-scheduled.
3. **Tenant exhibitions enjoy preference** over exhibitions by non-competitive outside companies, but once an outside company's exhibition has been confirmed it will not be cancelled to accommodate a tenant.
4. It is the sole responsibility of the promoter to make the necessary security arrangements as centre security complement will does not cover protection of exhibitions.
5. 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. SGMM1234) as your reference.**
Payable to: Southgate Marketing Fund

First National Bank
Southgate Branch
Branch No. – 256055
Acc. No. – 56261178558

Please fax proof of payment as soon as payment has been settled to (011) 942 4670.

6. The height restriction for all props and display items is 1.5m throughout the Centre and 3m (only against the lift shaft) at the Main Court (Wimpy). Should the exhibitor not adhere to this rule, Southgate Mall reserves the right to request the exhibitor to remove or adjust the display to meet the centre's required height restrictions. Failure to do so will result in the exhibition being cancelled, with no refund.
7. The distribution of pamphlets or promotional material in the centre or at the parking area is not permitted.
8. The fittings and finishes of the centre, for example, pot plants, lampposts, walls, shop fronts, water features, pillars etc, may not be used by exhibitors as display structures or support. The use of screen boards (of maximum height as indicated in under point 5) will be allowed for this purpose. The exhibitor may remove **NO** standing furniture (for example, dustbins or benches).
9. **Centre Management does not allow the use of PA/Sound Systems** for a promotion inside the mall, without prior arrangement with the Marketing Department. Music and announcements from the stand will be restricted to very short periods which will be agreed upon with management and may not be unduly disturbing or intrusive to both surrounding tenants and shoppers. **Any promotion not meeting this requirement will be immediately cancelled. Noise level limits** will be set by management or the Security Manager of the centre who reserve the right to restrict or prevent audio broadcasting, in his/her discretion, if it considers this necessary.
10. All storage or packaging material for example cardboard boxes, must be removed from the exhibition site, or completely concealed from view.
11. All exhibitors must comply with Municipal Safety Regulations and are responsible for the Disaster Management planning for their events; where there is an audience expectation and celebrities and personalities are utilized. All claims by the public for loss or injury will have to be borne by the exhibitor.
12. When a vehicle is required as part of an exhibition, the exhibitor should organize both access in and out of the centre with the Marketing Dept. The following rules apply to the exhibition of vehicles for safety purposes:



- a) Vehicles are only to be brought into the Mall after 18h00pm or before 08H00 and only with Southgate Mall security representative acting as pedestrian guide. **Later entry for vehicles will not be permitted and the day lost will not be refunded or discussions entered into.**
- b) Carpeting should be supplied by exhibitors to ensure that car tyres do not damage the floor tiling in the designated exhibition areas. Should any of the facilities of the centre be damaged from the exhibitors negligence, the centre will charge the repairs made to the damages to your company account.
- c) Vehicles that are not manned should be kept locked at all times.
- d) Convertible vehicles should be closed and locked outside promotion hours. Car alarms should be deactivated where possible.
- e) It is the responsibility of the promoters to keep their vehicles on display clean and neat at all times.
- f) Please note that we require your company's Public Liability Cover and the total weight specifications of cars to be exhibited in order for us to approve your promotion.
- g) Fire extinguisher to be placed near the vehicle in promotion sites
- h) **Always ensure** that all car keys are left at the security control room, in case of emergency or in case the car alarm activates.

SOUTHGATE MALL WILL NOT BE HELD RESPONSIBLE FOR ANY LOSS OF / DAMAGE TO VEHICLES ON DISPLAY IN THE CENTRE.

13. No surveys may be conducted within or without the mall without prior arrangement with Centre Management.
14. All exhibitions must be accompanied by printed or professional quality signage presented on free standing display elements.
15. The signage should be done in such a way that there is no doubt as to the current exhibitors identity or in the case of a tenant exhibition, where the shop is situated in the centre and what it offers. (Signage and stand is subject to management approval)
16. Display items may not block any shop fronts or signage.
17. Banners, posters, bunting etc, may only be erected in **specified** areas.
18. The promotion should be manned during the centre's trading hours (including late trading)

Monday - Friday	09h00am – 18h00pm
Saturday	09h00am – 17h00pm
Sunday & Public Holidays	09h00am – 13h00pm

19. Should you require the use of the centre's tables and carpet for exhibitions, please specify how many square meters, in the case of a carpet and how many tables are required (the carpet and the tables are subject to availability).
20. All tables used during exhibitions must be covered with neat tablecloths which reach floor level and collapsible tables are to be used exclusively. All exhibitions must supply their own exhibition screen boards, leads, trollies etc.
21. Centre Management reserves the right to cancel or relocate any exhibitions and may ask any exhibitor to change or remove any exhibition material.
22. **No promotion will be considered without a written application and visual image of the proposed stand.**
23. Promotions are to be neat, professional, of a very high standard and worthwhile to the whole centre with objective to bring in and increase foot traffic.
24. Promoters may not sell from these areas without prior arrangement with management of the centre.
25. Promotions must be set up by 08:00am on the first day and removed after 18:00pm on the expiry date, unless otherwise stipulated. Should promotional collateral still be onsite the following day after the expiry date, a fine of R 1 000-00 excl vat per day will be enforced and the exhibitor will be required to reimburse the centre for any loss of business or the incoming exhibitor, which ever is relevant.



26. The promoter confirms that they have Public Liability Insurance exceeding R5 00 000, a copy of this to be faxed to the Marketing Dept, with a valid policy number.
27. The promoter furthermore confirms that such insurance will be valid and in place during the promotions set out herein.
28. The promoter agrees that any legal or professional costs incurred by Southgate Mall, the managing agents of Southgate Mall and the marketing consultancy, as a result of any action instituted by any party as a result of any act or omission by the promoter, its employees or agents shall be recovered from the promoter on the scale of attorneys and own client.
29. Tenants are not permitted to exhibit products that are not sold in their stores
30. Personnel or staff's manning the exhibition stands are to be neatly dressed and trained to deal with customers.
31. The exhibitor needs to notify the Exhibition co-ordinator should they require the use of plug points. In which case exhibition tape should be used to cover any visible electric cords to safeguard the public.

The promoter agrees that Southgate Mall, the owners of Southgate Mall, the management of Southgate Mall, the Southgate Mall's Merchants Association or the marketing consultancy or any employees of the aforementioned shall not be liable for any damages incurred by any third party due to any act or omission by the promoter, its employees or agents and in particular shall not be liable for any loss or damage occasioned by any negligent use or positioning of the promoters equipment, stock and accessories.



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.
- **Present Competition** to Southgate present opportunities rather than threats at this point. **The Glen** although drawing customers from some of the same catchment areas is seen as competition but not directly so because the Centre offers a more aspirant product to a more aspirant market.
The **New Soweto Centres** are being monitored on an ongoing basis. Southgate is confident that there is a big enough market to share amongst all players but the development of **Jabulani Mall** and the **Soweto Triangle** are being monitored with interest. Protea Gardens shopping centre although already open and being frequented by a number of Southgate shoppers has had no noticeable impact on Southgate Mall to date. Southgate's Marketing and Leasing strategy is focusing on the new developments to strengthen Southgate's positioning in the market.



