



PRIME COURTS - EXHIBITION APPLICATION FORM

Thank you for your interest in holding a promotion at HATFIELD PLAZA. Please can you complete the form below with details of your promotion/exhibition.

The attached application form must be signed, completed and returned to HATFIELD PLAZA for the attention of the Marketing Manager, either by email on lisar@primelife.co.za, and delivered to the Centre Management Office.

EXHIBITOR DETAILS

COMPANY NAME: _____

CONTACT PERSON: _____

TEL NUMBER: _____

FAX NUMBER: _____

CELL NUMBER: _____

E-MAIL ADDRESS: _____

COMPANY ADDRESS: _____

EXHIBITION DETAILS

WHAT WOULD YOU LIKE TO EXHIBIT? _____

TYPE OF EXHIBITION:

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



DURATION/ DATES OF EXHIBITION: _____

PREFERRED COURT: _____

Court	Size	Cost per week excl VAT
Clicks Court	5m x 5m	R4600
CNA Court	4.5m x 4.5m	R4600
Pick n Pay Court	4.5m x 4.5m	R4600
Sportscene Court	4.5m x 4.5m	R4600
Daily Rate		R760

Tenants receive a 50% discount

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

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

In order for your exhibition/promotion to be considered, we require a written proposal on the exact nature of your promotion and its requirements. A sketch, pictorial view 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:

Dimensions:

Other:

CLIENT DETAILS AND PAYMENT CONFIRMATION

OWNER/CLIENT NAME (name in which contract is drawn up):			
Centre Name where the exhibition are 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 (financial person):		Postal Code:	
Physical Address (financial person):		Postal Code:	
E-mail Address (financial person):			
Payment Terms			
Please indicate your preferred method of receiving invoices / statements:		Post	E-Mail

DATE _____

SIGNED BY CLIENT OR HIS AUTHORISED REPRESENTATIVE _____

PLEASE PRINT NAME AND DESIGNATION _____

DECLARATION

I / We, _____, hereby declare and warrant that the information provided above is correct and furthermore acknowledge that Primedia Lifestyle will be relying heavily on the accuracy of this information. I / We furthermore undertake to advise Primedia Lifestyle immediately should any of the information furnished above change.

Signed this _____ day of _____ 20..... in my personal capacity / in my capacity as the duly authorised officer / director / member / trustee.

SIGNATURE _____

PLEASE PRINT NAME AND DESIGNATION _____

TERMS & CONDITIONS

The following terms and conditions were drafted to ensure that all exhibitors comply with the same level of professional standard AND that all parties involved benefit from the exhibition.

1. HATFIELD PLAZA DOES NOT ALLOW THE FOLLOWING: Street collections and/or raffles; hawkers or vendors nor the distribution of pamphlets, flyers, brochures or any advertising material in the Mall or parking areas.
2. HATFIELD PLAZA reserves the right to disallow any promotions/exhibitions or the sale of products by any outside companies in direct/possible competition with HATFIELD PLAZA tenants.
3. The final decision on whether a promotion/exhibition is allowed is made by HATFIELD PLAZA Management and no correspondence will be entered into. HATFIELD PLAZA reserves the right to move/cancel any promotion at least 14 days in advance, should they require the promotion/exhibition areas for their own use.
4. All exhibitors are subject to spot checks and inspections by the Centre Management of HATFIELD PLAZA.
5. The erection, dismantling and decoration of the exhibition are the sole responsibility of the exhibitor and must be of a very high standard. Before assembling, the exhibitor must report to the Marketing Representative, who will show where the exhibition area is and explain any restrictions for the area. After assembling, the exhibitor should report to the representative for final approval of the display. We reserve the right to change or remove any items that we are not satisfied with at any time.
6. No structural material of anything which may damage the centre will be used. Under no circumstances will the use of masking tape be permitted for use in a promotion/exhibition. The exhibitor will take full responsibility for any damages to the HATFIELD PLAZA building, or to any person attending the exhibition.
7. No part of a display may exceed 1.5m in height. Surrounding tenants' windows and signage, as well as the view of the mall must remain visible and unobstructed at all times. We will however allow normal pull up banners which is 2m high.
8. Once promoters/exhibitors set up their stalls they should allow 2m open space on both sides of their stands. This is a safety precaution regulated by the Fire Department.
9. All equipment such as tables, chairs, tablecloths etc. is to be provided by the exhibitor. Table cloths must be a plain colour, floor length at all sides, clean and ironed.
10. The fittings or finishes in HATFIELD PLAZA (for example pillars, escalators/elevators, pot plants, lampposts, walls, shop fronts, water features, etc) may not be used by exhibitors as display structures or support. The exhibitor may not remove any standing street furniture (for example dustbins or fixed benches).

11. Any promotional material will be distributed from the stand only. No handwritten banners or hand-written, stencilled, untidy signs will be permitted. Only printed and professional looking posters and signs! All other display material must be presented for approval before the exhibition/promotion.
12. No surveys may be conducted inside or outside the centre without prior arrangement with centre management.
13. The exhibition/promotion must at all times be acceptably staffed, managed and stocked. Shoppers may under no circumstances be stopped and harassed in any way. Staff must be professional, neatly dressed and enthusiastic in their approach. Publicity material will only on exception be allowed to replace staff, provided adequate information is available to the public.
14. Trading times must be adhered to, namely: Monday – Friday 09:00 – 17:30, Saturday 09:00 – 15:00, Sundays 09:00 – 13:00 and Public Holidays 09:00 – 13:00.
15. Rates are applicable for a period of 1 week from Monday to Sunday. Set up must be completed before 09:00 on the first day (Monday) of exhibition and must be dismantled on the last day (Sunday) after 13:00.
16. Refreshments, beverages and smoking are not permitted in the promotional areas. It is the responsibility of the exhibitor to keep the exhibition area clean, tidy and professional at all times.
17. Centre Management does not allow the use of PA/sound systems for an exhibition/promotion inside HATFIELD PLAZA unless otherwise decided upon by Management and then it should 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/exhibition not meeting this requirement may be cancelled.
18. All exhibitions/promotions must comply with ALL Occupational Health and Safety Acts.
19. PLEASE NOTE: Helium balloons being handed out or used in a display in any way is strictly prohibited.
20. On closing the exhibition at the end of every day any stock items open to theft, loss or damage must be removed to a secure place.
21. No storage facilities anywhere in HATFIELD PLAZA will be available to exhibitors.
22. Exhibitors are responsible for providing overnight security for their stands. Guards can be booked through the Centre's security Company. Contact Bula Swanepoel on 012 362 5842.
23. The exhibitor must have a copy of the contract.