



JABULANI MALL: EXHIBITOR PACK

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1. Centre Information

Located in the heartland of Soweto, along Koma and Bolani Roads, Jabulani Mall is a small regional centre that caters for more than 10 suburbs within Soweto, including Jabulani, Zola, Naledi, Mapetla, Molapo, Central Western Jabavu (CWJ), White City, Rockville, to name a few. Soweto is the most populous black urban residential area in the country, with geonames.org putting the townships' population at close to 1.7 million. Due to its proximity to Johannesburg, the economic hub of the country, it is also the most metropolitan township in the country. The mall has been catering for the needs of the community for the past three years, with more than just 100 tenants.

Our anchor/national tenants include Game, Woolworths, Truworths, Shoprite, Edgars and Foschini. The mall has over 104 stores, and has created between 1200 – 1800 permanent jobs.

The mall was officially opened up in October 2006, and can be found next to the Jabulani Fire Brigade and Police Station, and the Jabulani Amphitheatre. Currently a Hospital is being built across the road from the mall, with the Jabulani Manor (Jabulani's own housing complex) being built from September 2010.

The mall is accessible through different routes, with the main one being Koma Road (from Chris Hani Baragwanath Road), or from Dobsonville/Meadowlands. Other roads include Bolani Road (from Molapo/CWJ/Mofolo), Mngadi (from the Naledi/Moletsane/Zola areas).

To get a map to Jabulani Mall, kindly visit the Jabulani Mall website on http://www.jabulanimall.co.za/mall_contact.htm.

Directions to Jabulani Mall: From Pretoria (N1 South)

- From N1 (South), take the Nasrec Offramp;
- Turn Left into Rand Show Road/Randskouweg;
- Right into Aerodrome (garage on left side);
- Right into Old Potchefstroom Road;
- Drive past Chris Hani/Baragwanath Hospital, and University of Johannesburg (both on left side);
- Drive past 2x BRT stations and 2x traffic circles;
- At the (Moroka) Police Station/large traffic circle, turn right (This is now Koma Street);
- Continue up Koma Street, past 4 sets of traffic lights.
- Right into Link Road (2x petrol garages on left, at traffic lights);
- (Jabulani) Police Station/Jabulani Clinic/EMS on left, mall on right.
- Entrance at Main Gate.

M1 (South)

- M1 South from Pta/M2, follow the N12 link towards Bloemfontein/Kimberley;
- Left into Chris Hani/Old Potchefstroom Road;
- Right into Old Potchefstroom Road;
- Drive past Chris Hani/Baragwanath Hospital, and University of Johannesburg (both on left side);
- Drive past 2x BRT stations and 2x traffic circles;
- At the (Moroka) Police Station/large traffic circle, turn right (This is now Koma Street);
- Continue up Koma Street, past 4 sets of traffic lights.
- Right into Link Road (2x petrol garages on left, at traffic lights);
- (Jabulani) Police Station/Jabulani Clinic/EMS on left, mall on right.
- Entrance at Main Gate.

The malls' demographics are as follows:

Gender	Male - 48%	Female – 52%
Age	16 – 24 = 28%	25 – 34 = 29%
	35 -44 = 23%	45 – 64 – 17%
	65+ = 3%	
Language	Sotho – 43%	Nguni – 43%
	English – 12%	Afrikaans – 2%
LSM Profile	3-5 – 11%	6-7 – 60%
	8-10 – 29%	
Segmentation (Race Profile)	Black – 90%	White – 5%
	Coloured – 2.5%	Indian – 2.5%
Average monthly footcount	787 622	

2. Exhibitor Benefits

Exhibitions are a great way to market your products and services. Exhibitors will benefit from the use of the Jabulani Mall exhibition courts in the following ways:

- For brand exposure and awareness;
- Product launches are a great platform to introduce new products into the market;
- To gain new customers and generate an extensive database;
- To generate sales;
- Exhibitions allow your company to meet your market face-to-face; and
- Exhibitions allow the company to demonstrate and answer questions in real time.

3. Exhibiting at Jabulani Mall

In order to exhibit at Jabulani Mall, the following need to be complied with:

1. We require written proposal/request for space, detailing the exact date and nature of the promotion/exhibition and its requirements. We may request that you furnish us with a sketch of the exhibition stand, with measurements, props and a detailed description thereof, together with information pertaining to the manner in which the exhibition will be conducted.
2. Fill out a booking form, sign all relevant sections, and submit both to the Marketing Department, attention **Bertha Segone**, on 011 930 3176. Alternatively, you may send it to her via email on: bertha@periscopic.co.za.
3. **PLEASE NOTE: You may only exhibit once you have been approved, issued with an invoice, made a payment, and faxed through or emailed proof of payment to Bertha. Failure to comply results in your exhibition space being withheld.**

(SEE RULES AND REGULATIONS FOR MORE INFORMATION)

4. Exhibition Contact Summary

Dates requested:

Court requested:

CONTACT DETAILS	
Name of exhibition	
Name of Company (if different)	
Service/Product	
Contact Person	
Designation	
Contact Number	
Fax Number	
Mobile Number	
Email Address	
INVOICING DETAILS	
Invoice to be made out to	
Person responsible for payment	
Designation	
Contact Number	
Mobile Number	
Fax Number	
Email Address	
VAT Number	
EXHIBITION NEEDS SUMMARY	
Square meters required (m ²)	
Additional Request	
EXHIBITION DETAILS	
Service/product to be exhibited	
Promotional materials to be used in conjunction with your exhibition, i.e. banners, pamphlets, etc.	
No. of people to man stand	
Please attach a photo of the stand as well as a description	

FOR OFFICE USE ONLY

25% Deposit	
VAT Amount	
Total Exhibition Fee	

5. Exhibition Rates

COURT NAME	WEEKLY RATES [VAT Excl.]	COURT SIZE
Clicks Court	5, 550.00	50m ²
Jet Court	5, 550.00	28m ²
Information Court 1	7, 199.00	73.5m ²
Information Court 2	9, 317.00	147m ²
Shoprite Court	5, 929.00	47m ²
Nedbank Court	5, 929.00	41m ²
** Parking Lot	1, 197.00	** 6 parking bays

**** Parking Lot rate – daily rate to be multiplied by days requested**

All rates are VAT Exclusive

Please note that no (potential) exhibitor/promoter will be given access to exhibition space until an invoice has been issued and paid for. No payments will be accepted until said invoice is produced. Kindly ensure that the invoice number is used as reference when payment is made.

6. Exhibition Courts

Clicks Court:

This exhibition court is located through Entrance 1, next to MTN and Dodo's, and opposite Clicks, and Spitz; has been used by exhibitors such as Dark 'n Lovely, African Bank, Eskom and MTN for their indoor activations.



Jet Court:

Located between the Information Court 1 and Shoprite, Jet Court boasts tenants such as Jet, Big Sox, Pep Home, Cross Trainers, and Webbers, to name a few. Although it is by far the smallest of the Mall's exhibition courts, Jet Court takes most of the overflow from the Shoprite Court, and can fit at least one exhibitor at a time;



Information Courts: Located through Entrance 2, both Information Courts are next to tenants such as Vodacom, Uzzi, Afro Nubian Hair Salon, Truworths, Sterns and Musica, and in front of Edgars, and Spur/Old Fish and Chips (outside tenants). Both are the Mall's largest exhibition courts. The Mall's fashion shows, Edu Expo's and other large events have been held in either or both Information Courts.



Information Court 1



Information Court 2

Shoprite Court:

The Shoprite Court is by far the most popular, as this is where the most traffic can be found. Tenants that can be found closest to Shoprite include Pep Stores, Ackermans, Head to Toe, Discom, Solo Shoes, and Sheet Street. Exhibitors that have used this court include Avroy Shlain, Pimville Health and Fitness Gym, Momentum, etc. At least two exhibitors may be permitted to share this Exhibition Court.



Nedbank Court: Located through Entrance 3, Nedbank Court is in front of Nedbank and Protea Fax, and also gives access to the Furniture retailers located on the outer area of the mall, and FNB. At least two exhibitors can share the court.



Parking Lot: The parking lot mainly used for exhibitions is situated behind Spur, and is widely used for events that cater for music and large crowds, e.g. Spur Kiddies Days', the Kaizer Chiefs/Orlando Pirates energy drink launch, Jabulani Mall's birthday celebrations, etc.



7. Rules and Regulations

Thank you very much for your enquiry to exhibit at Jabulani Mall. The following set out the Jabulani Mall's rules and regulations pertaining to exhibitions – kindly familiarise yourself, and adhere to these at all times during your exhibition period.

1. **Centre promotions** enjoy preference, and should it be so required, other exhibitors and/or promotions will be re-scheduled;
2. **Tenant exhibitions** enjoy preference over exhibitions by non-competitive outside companies. However, once an outside company's exhibition has been confirmed it will not be cancelled to accommodate a tenant;
3. Products/services to be exhibited may not at any time be in direct competition with any of the tenants' products/services in Jabulani Mall;
4. Promotions/Exhibitions in Jabulani Mall have to be professional, of world-class standard and add value to the Mall. No exhibition will be allowed that aims to only take advantage of the feet the Mall attracts. The primary objective of hosting independent exhibitions is adding value to visitors' shopping experience whilst in the Mall;
5. A **mandatory 25% securing deposit** will be charged and is immediately payable in order to secure a booking confirmation. **The balance of payment for exhibitions is payable at least one week prior to the exhibition, either as a direct deposit, or via EFT. Our bank details are as follows:**

Bank Details:

Name of Account: *Periscope Property Management (Pty) Ltd Jabulani Trust*
Account Number: *406 569 2713*
Name of Bank: *ABSA*
Branch: *Randburg*
Branch Code: *505-705*
Deposit Reference: *Company & Exhibition Name, or alternatively Invoice Number*

Payment may be made by cheque, but no cash will be accepted on site. If you pay electronically, please fax through confirmation of payment to (011) 930 3176. (Electronic transfers are only deemed confirmed when proof of payment is received).

PLEASE NOTE:

A promotion/exhibition is only deemed confirmed upon receipt of the 25% securing deposit's payment, as well as the accurately and fully completed Personal Contact Summary, Exhibition and Indemnity Agreements has been signed off (and initialled on every page) by the Exhibitor.

No exhibition will take place until an invoice has been issued and settled accordingly, and proof of payment has been forwarded to Jabulani Mall. Please ensure that no payments are made without an accompanying invoice, as the reference to be used should be the invoice number.

The fee per stand is set out in the confirmation document attached.

6. Cancellations of bookings will result in the exhibitor paying a cancellation fee of 25% on the amount paid for the exhibition space, before the balance (if applicable) is refunded. (In this instance, the Exhibitor will have no claim for damages against Jabulani Mall or its marketing/management company/s.);
7. The in-centre areas all have a **height restriction** of 1,4m unless otherwise pre-approved by Centre Management;

8. No exhibit may obscure a tenants' shop front from public view at any given time;
9. Distribution of **pamphlets and/or any other promotional material is not allowed** in the Mall (other than the designated exhibition space) or in the parking area;
10. The **fittings or finishes in the Mall** (for example pillars, pot plants, lamp posts, walls, shop fronts, water features, etc.) may not be used by exhibitors as display structures or support. The use of screen boards (of maximum height as indicated in the defined exhibition floor plans) will be allowed for this purpose. The exhibitor may not remove any standing street furniture (for example dustbins or fixed benches);
11. In the case of **audio appliances** or equipment that causes auditory interference, exhibitors are to consider the interests of surrounding tenants and the public, i.e. volume levels are to be kept within reasonable limits. These limits are set by Centre Management who reserves the right to restrict or prevent audio broadcasting if considered necessary. **Should the exhibitor be called upon to effect certain improvements, but refuse to do so, the exhibition will be cancelled.**
12. **All exhibition areas should be set up** by 08h00 Monday – Friday, as well as Sundays, and by 07h00 on Saturdays. All stands should be operational by 09h00;
13. All exhibits have to be **manned during the Jabulani Mall trading hours. Failure to comply with this will result in penalties;**
14. **No smoking or eating** is allowed in the display areas;
15. **All exhibition areas are to be cleared** on the last day of exhibiting by 18h00. Failure to do so will result in a penalty fee of R1, 000.00 per court (if applicable) per day; Please note that Centre Management reserves the right to remove any exhibition materials from the exhibition courts not vacated within the set time frames and will not be held liable for any damages or loss resulting from the said removal;
16. All **storage or packing material** (for example cardboard boxes) has to be removed from the exhibition site, or fully concealed from view. **Please note that Jabulani Mall does not have storage facilities available in which to accommodate exhibitors;**
17. All exhibitions must comply with Municipal safety regulations and bylaws, as well as those that may be required by Centre Management. All claims by the public for loss or injury will have to be borne by the exhibitor. Jabulani Mall, its owners, management agents, employees, shall not be held liable for any damages sustained by the exhibitor whatsoever. In particular, no claim for public liability, losses or damages will be entertained. The exhibitors will be obliged to place into effect Public Liability Insurance.
18. Proposals detailing the floor plans, décor and displays have to be submitted to Jabulani Mall's Centre Management before final confirmation of the exhibit;
19. When a **vehicle** is required to be part of an exhibition, the exhibitor should organise both access in and out of the Mall – **through entrance 1 & 3 only** with Periscopic Property Management or Centre Management, a week prior to the exhibition;
20. **No surveys** may be conducted inside or outside the centre without prior arrangement with Centre Management;
21. All exhibitions must be accompanied by **printed or professional quality signage** presented on a stand. (No double sided tape and stickers are to be used. No handwritten signage is permitted. Display material, banners and/or posters may not be stuck on pillars, walls or trees);
22. The signage should be done in such a way that there is no doubt as to the current exhibitor's identity, or in the case of a tenant exhibition, where the shop is situated in the Mall and what products/services it has to offer. (Signage and stand is subject to management approval);
23. All tables used during exhibitions must be covered with **neat and tidy tablecloths** which must reach floor level. Collapsible tables are to be used exclusively and are to be removed from the exhibition site overnight;

24. Electric power points are available in most of the exhibition areas. However, none of the cabling used by the exhibitor may be hazardous – or in any way exposed to the public. (In cases where tape is used to cover electrical cords, please ensure that when leaving the exhibition, all of the tape is removed from the surface area used, and any residue cleaned up);
25. All exhibitors must supply their **own exhibition material**, for example tables, tablecloths, chairs, screen boards, etc. Should you wish to rent out table and tablecloths, please contact the marketing team on 011 930 3333;
26. Please ensure that your whole display area is kept **clean and tidy** for the duration of your stay at the Mall – especially carpeted areas;
27. All exhibitions are subject to spot checks and inspections by Centre Management;
28. Although Jabulani Mall has an on-site security company patrolling the centre, it cannot be held liable for any loss or damage experienced during any of the exhibitions. Should you have **special security requirements** during the duration of your display, please make alternative arrangements;
29. Exhibitors will be held liable for any **damages to the building** arising from the exhibit;
30. The landlord (or his official representatives) **reserves the right** to cancel, or relocate, any exhibition and may ask any exhibitor to change or remove any exhibition material;
31. Please ensure that staff and/or contractors are thoroughly familiar with the Jabulani Mall's Exhibitions Rules and Regulations;
32. Please take note that this letter serves as a provisional confirmation of your exhibit. Please sign off in the space indicated, initial every page, make the 25% deposit payment and fax all the documentation to (011) 930 3176 as final confirmation;
33. No amendments, variations or consensual cancellation of this agreement, or of this clause, will be valid unless reduced to writing and signed by the parties hereto. In particular, no representations of whatsoever nature has been made to either party to this agreement – save for what is contained herein. And no waiver on the part of Jabulani Mall will prejudice Jabulani Mall rights in any fashion whatsoever;
34. In the event of any breach of this agreement by the exhibitor, Jabulani Mall shall be entitled in its sole discretion to terminate this agreement forthwith, in which event all monies paid by the exhibitor will be forfeited as "roukoop" to Jabulani Mall;
35. Management **reserves to right of admission**.

Please contact Bertha Segone, Marketing Assistant, before erecting your display, on (011) 930 3333.

I hereby acknowledge the above and agree to abide to the Jabulani Mall's Provisional Exhibition Rules and Regulations on behalf of _____.
(Exhibitor's name)

Name in print

Signature

Capacity

Date

(Please complete the abovementioned, initial each page and fax back all signed and completed pages – along with proof of payment to Bertha Segone, on (011) 930 3176).

8. Indemnity Agreement

Between:

PERISCOPIC PROPERTY MANAGEMENT (PTY) LTD., as a registered company, duly represented, (hereafter "PERISCOPIC PROPERTY MANAGEMENT") and

_____ (Name of the Exhibitor)

Represented by: _____

Identity Number: _____
(Hereafter the "Exhibitor")

Whereas PERISCOPIC PROPERTY MANAGEMENT (PTY) LTD., amongst others arrange exhibitions, launches and events on behalf of clients, i.e. Jabulani Mall, 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 PERISCOPIC PROPERTY MANAGEMENT, its assigns, employees and appointed contractors, against all and any claims
 - a. However arising (and they be based on contract, delict or ex variis causarum figuris iuris), and/or
 - b. Be they criminal or civil, and/or
 - c. Be they for loss, damages, compensation, consequential damages or the like;
2. If for any reason tin law the above indemnity is ineffectual, or voidable – this paragraph will pertain to a severable and separate agreement – and any successful claim against PERISCOPIC PROPERTY MANAGEMENT will by agreement be limited to the net value of the fees received by PERISCOPIC PROPERTY MANAGEMENT in the arrangement and presentation of the exhibition, launch or event listed below;
3. The indemnity is applicable to the exhibition, launch or event known as: _____ and any action associated therewith;
4. By signature hereof the participant confirms his/her understanding of the effect of the Indemnity Agreement and warrants that s/he is older than 18 years of age, and is able to so contract;
5. With proof of Public Liability Insurance as well as a policy number before commencing with any contract.

Signed at _____ on _____ 2010.

On behalf of
**PERISCOPIC PROPERTY
MANAGEMENT**

On behalf of
EXHIBITOR