



APPLICATION PROCEDURE FOR EXHIBITIONS AT GATEWAY THEATRE OF SHOPPING - 2017

1. Send us a full proposal regarding the promotion. This can be emailed to Jolene@primelife.co.za or faxed to **Jolene Northey** on 031 566 2777. Ensure that your proposal includes:
 - a) A visual / 3D Render of set up of exhibition court
 - b) floor plan/layout of exhibition (include dimensions, **especially height**, please),
 - c) product description,
 - d) what the aim of the promotion is and the activities to take place on the stand,
 - e) photographs of previous exhibitions (if applicable),
 - f) advertising in support of the promotion (if applicable)
2. Complete in the Application Booking Form, scan & email back to Jolene together with the above paperwork.
3. Once you have confirmed dates please send copies of **FICA documentation**, a **Certificate of Public Liability** (minimum of R5 million) that covers you outside your normal premises as well as a copy of the set up company / companies **Workman's Compensation / employee liability** that covers the staff involved in your exhibition set up and running. **The period of cover and confirmation of premiums being up to date should be reflected on these documents. You will need to obtain a work permit in order to set up and strike.** A work permit must be collected by 3pm Monday-Friday at the Centre Management office.
4. Tenants in Gateway Theatre of Shopping receive a 25% discount off the weekly rates on exhibitions booked. Tenants may sell from the court spaces but no outside exhibitors may sell.
5. Our rates are applicable for seven days from **Tuesday – Monday**.
6. Exhibitions in Gateway Theatre of Shopping must be professional, of a world class standard and add value to the centre.
7. Set up must be completed before **8:30am** on the first day of the exhibition. Times for set up and break down of stands are as follows: **After 7pm** from Monday – Thursday, **after 9pm** on Fridays and Saturdays and **after 7pm** Sundays. **Promozone set up is later**, due to the food court and Ster Kinekor having later trading hours. The set up times will be determined by the day of the week the set up is taking place. Non-compliance with this will result in either immediate termination of your contract without refund, postponement of your exhibition without refund or a fine deemed appropriate by management. For further assistance please contact the duty manager 082 787 0483
8. An exhibition is only confirmed when the exhibition contract has been signed and full payment is made. The exhibitor must provide proof of payment no later than 3 working days prior to the set up of the promotion. Deposit slips etc. must be scanned & emailed to Jolene@primelife.co.za.



EXHIBITION RULES AND REGULATIONS

If any part of the exhibition is found to be unsatisfactory, or if any of these rules and regulations are not adhered to, Centre Management will cancel the exhibition immediately with no refund, and where appropriate fines will be issued.

1. Centre Promotions and 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 / centre promotion.
2. JHI Properties, Centre Management and Primedia Lifestyle will not be held responsible for any loss or damage incurred for any reason whatsoever during an exhibition. All exhibitions must comply with Municipal Safety Regulations (OHSACT) 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 (Public Liability Cover required).
3. The landlord of Gateway Theatre of Shopping reserves the right to cancel or relocate any exhibition and may ask any exhibitor to change or remove any exhibition equipment or material.
4. All exhibitions are subject to spot checks and inspections. **If an exhibition is found not to meet the standards of the centre, and cannot be improved, it will be terminated immediately and removed from the centre.**
5. **Penalties of R230/hour (ex VAT), will be charged** to any exhibitor failing to comply with our trading hours or adhere to these rules and regulations.
6. The fee per stand is set out in the exhibition rate card. Please note that non-competitive outside companies and tenant exhibition court fees differ. Payment for exhibitions is payable in advance as stipulated in the contract.
7. An exhibitor can hire a court for a maximum period of two weeks, unless approved by centre management.
8. The exhibitor must clear all exhibition courts after 7pm on the last day of exhibition if it is Monday – Thursday, or 9pm if it is a Friday or Saturday and 6pm if it is a Sunday.
9. It is the Exhibitors responsibility to **leave the court space clean** and in the manner in which they found it on arrival. A minimum charge of R500 will be charged should the area be left in an unsatisfactory state. Should you require additional cleaning please contact Gerrit Van Der Linde 031 514 0542 or gerrit.vanderlinde@excellerate.co.za . The hiring of extra cleaning staff is for the account of the exhibitor.
10. No outside security company can be used by exhibitors unless approved by Gateway's Security Manager. **Security can be arranged with the centre security contractors, Enforce, at a nominal charge.** A guard may be hired per 12-hour shift, provided bookings are made at least 7 days in advance. Please contact Gateway Security Manager at (031) 514 0542 / gerrit.vanderlinde@excellerate.co.za . The hiring of extra security is for the account of the exhibitor.



11. All courts have **height restrictions of 1,5m, except Garden court and Entertainment Court (Promozone)** as defined on the individual court's floor plan.
12. Tenants can run pop up stores at the discretion of centre management. Tenants can only exhibit stock normally on sale in their stores. Outside exhibitors may not sell from the courts.
13. No pamphlets or any other promotional material may be distributed in the centre or parking lot. No helium balloons are allowed in the centre – please replace with air-filled balloons on sticks. However, pamphlets may be available from the exhibition stand. Only tenants are allowed to leave pamphlets at the Customer Service Desk.
14. **A representative of the exhibitor/company must man the exhibition stand during the trading hours of the centre:**
 - **Monday – Thursday** : **9am – 7pm**
 - **Friday – Saturday** : **9am – 9pm**
 - **Sunday** : **9am – 6pm**
 - **Public Holidays will have the same trading hours as the day upon which is falls on.**
 - **Entertainment Court (Promozone) promotions can start at 10am and work 1 hour later.**
15. The fittings or finishes of the centre for example balustrades, pot plants, lamp posts, pillars, walls etc. may not be used by exhibitors as display structures or support. The use of screen boards will be allowed for this purpose if they meet the height restrictions.
16. All exhibitors will need to have Public Liability of a minimum of R5 million. The company responsible for set up must have Workman's compensation issued by the Department of Labour or employee liability. These documents are needed for a work permit to be allocated, allowing the exhibitor to set up their exhibition. Work permits are issued Monday – Friday 8:30am-3pm only.
17. **No PA systems allowed other than Expo Explore** (subject to CM control of volume levels). In the case of using audio appliances or equipment that cause auditory interference, exhibitors must consider the interest of surrounding tenants and the public; i.e. volume levels are to be kept within reasonable limits
18. All areas have power supply and the use thereof is included in the exhibition fee. In certain areas, there is even **3-phase power**. If any additional power is needed or if you have special power requirements, you can make use of the onsite electricians/facilities managers. The additional supply or installation thereof is for the account of the exhibitor. If you want to make use of the centre electricians, please contact Ashlen from JHI Properties Facilities Management on (031) 514 0500 no later than 7-days prior to the commencement of your promotion.
19. All storage or packaging material must be removed from the exhibition site or concealed from view during the exhibition period.
20. **No surveys** may be done inside or outside the centre without prior arrangement with Centre Management.
21. All exhibitions must be accompanied by printed or professionally done signage presented on a poster stand. The signage should be done in such a way that there is no doubt as to the exhibitor's identity. NO POP-UP branding is to be used in the centre it is preferable to have high-quality pull-up banners or other professional signage.



22. All tables used during exhibitions must be covered with neat tablecloths, which must reach floor level – this must be approved by Exhibitions Manager. **NO trestle / folding tables allowed.**
23. No Banner walls allowed unless approved by centre management.
24. No Gazebo's are allowed for indoor promotions.
25. No bulkheads except at the Promozone and must be approved by centre management.
26. All exhibitors must supply their own exhibition equipment, for example furniture, chairs, extension cords etc.
27. **NO roaming promoters or Flash Mobs are allowed.**
28. Flooring is compulsory for all promotions except new vehicle displays, which is optional. If the flooring is not part of the stand build, only Gateway's preferred suppliers may be used. Please contact Tash from The Creativity Lab tash@thecreativitylab.co.za / Donna from Matriarch donna@matriarch.co.za / Robyn from Scan Display robyn@scandisplaydbn.co.za
29. **Gateway does not supply flooring. Should the exhibitor need to hire flooring or the assistance with the stand set up / furniture hire / branding, please request the preferred supplier list from the Exhibitions Manager. The hiring of flooring, furniture etc is for the account of the exhibitor.**
30. When a vehicle is required to be part of an exhibition, please proceed as follows:
- 1 week prior to the start of the exhibition organise the entry and exit of the vehicle with Exhibitions / Security Manager on (031) 5140500.
 - **A vehicle can only enter or exit the centre no later than 7:45am on any day of the week.**
 - Ensure that minimum petrol is in the car/s for obvious security and fire risk reasons.
Please ensure that either:
 - The battery is disconnected; or
 - **The vehicle is fitted with a fixed extinguishing medium in the engine, cab and/or boot.**
- Older vehicles require an oil-drip pan.
 - Exhibitors are not allowed to start any vehicles during trading hours. When vehicles are started (especially diesel) protective matting is required under the exhaust outlet.
 - Vehicles in the PROMOZONE & SOUTH COURT require mats/protectors under the tyres and vehicle due to the type of flooring in the area.
 - Also, **the spare keys MUST BE left at Gateway's Security Control room for easy access in the case of an emergency. This is also subject to a spot check by our facilities managers.**



COURTS AND RATES - 2017

Court Name	Location	Size in SQM		Weekly Rates Excl Vat	Weekend rates excl vat	
Indoor Courts						
1	Cavendish Court	Opposite Truworthis & Circus Circus Restaurant, under the staircase.	30	6m x 5m	R 31 500	R 25 200
2	Carnaby Court	Opposite Col' Cacchio Restaurant and Hugo Boss under the staircase.	30	6m x 5m	R 31 500	R 25 200
3	Garden Court	Opposite Customer Service Desk	50	10m x 5m	R 44 500	R 35 600
4	Expo Xplore Court	Opposite Sportsman Warehouse, Factorie, Mr Price Sport.	324	18m x 18m	R 42 000	R 33 600
5	Entertainment Court	Near Ster-Kinekor Booking Office, Food Court & Cotton On	144	12m x 12m	R 42 000	R 33 600
6	Spar Court	Opposite Super Spar (lower ground)	30	6m x 5m	R 21 000	R 16 800
7	The Boardwalk	Above Customer Service Desk (First Floor)	20	5m x 4m	R 15 000	R 12 000
8	South Court	Opposite Game	50	5m x 10m	R 38 000	R 30 400
9	Elements Court	Opposite Truworthis and Afrokwasi	20	4m x 5m	R 18 000	R 14 400
10	Truworthis Court	Opposite Truworthis and Browns	28	4m x 7m	R 26 500	R 21 200
11	Fashion 1 Court	Opposite Jenni Button / Markhams	28	4m x 7m	R 21 000	R 16 800
12	Fashion 2 Court	Opposite Foschini (Between 2 Palm Trees)	18	4m x 4.5m	R 19 500	R 15 600
13	Incredible Connection Court	First Floor opposite Incredible connection & Bata	15	3m x 5m	R 14 000	R 11 200
14	@Home Court	First floor in front of @Home Living Space	49	7m x 7m	R 23 000	R 18 400
15	Edgars Court	Opposite Spitz and close to Edgars	15	3m x 5m	R 15 500	R 12 400
16	Fountain Court	Between the lift and pillar at the Table top Fountain- near Edgars	12	4m x 3m	R 18 000	R 14 400
17	FNB Court	Opposite Incredible Connection, FNB, Spec Savers and Bata	28	7m x 4m	R 18 000	R 14 400
Outdoor courts						
1	Palm Court 1	Lighting Towers side – by Drop-Off Zone, Piatto & Tasha's	36-50	TBC	R 25 000	R 20 000
2	Palm Court 2	Urn Fountain	16	4m x 4m	R 10 000	R 8 000

Tenants receive a 25% discount on the above weekly rates. No additional discount for weekends.

Weekend rates are less 20% of the above rates (**not applicable in peak season**).

Please note: **FMCG products are only allowed in selected courts.**

Rates increase by 25-50% during peak holiday seasons (school holidays etc)

Rates increase by 75-100% during the month of December depending on court.

Other costing structures are applicable to **Expos** and **Event-based promotions**.

These rates are subject to change without notice.



BOOKING FORM FOR EXHIBITIONS 2017

Company's Full Name – As Per FICA Documents (please state CC / PTY Ltd)					
NEW Exhibitor – If Yes please send FICA documents	Yes		No		
Contact Person					
Contact Numbers	Work				
Cell Number					
Email Address					
Brand on Promotion					
Type of Promotion	Product Launch		Brand Awareness		Other: please specify
Do you require a PO number on your invoice?	Yes		PO Number		No
Dates Required	1)			2)	
Courts Requested	1)			2)	
Court Rate/s					
Physical Address					
					Code
Postal Address (If differs from Physical address)					
					Code
Company Registration Number					
VAT Number					
Person Responsible for Signing the Contract					
Their Designation (Title)					
Who is setting up the stand?	Same company signing the contract		3 rd Party supplier		
Please note: Whoever is setting up the stand will be responsible for the workman's comp / employee liability.					
Do you require any of the following: (* please note additional costs will occur)					
Security *		Electrical	3 Phase Power		
Cleaning *		Vehicle Access	Medical*		
OFFICE USE ONLY					
Approved by CM			Inv Sent		
Paperwork received			Contract Sent		

