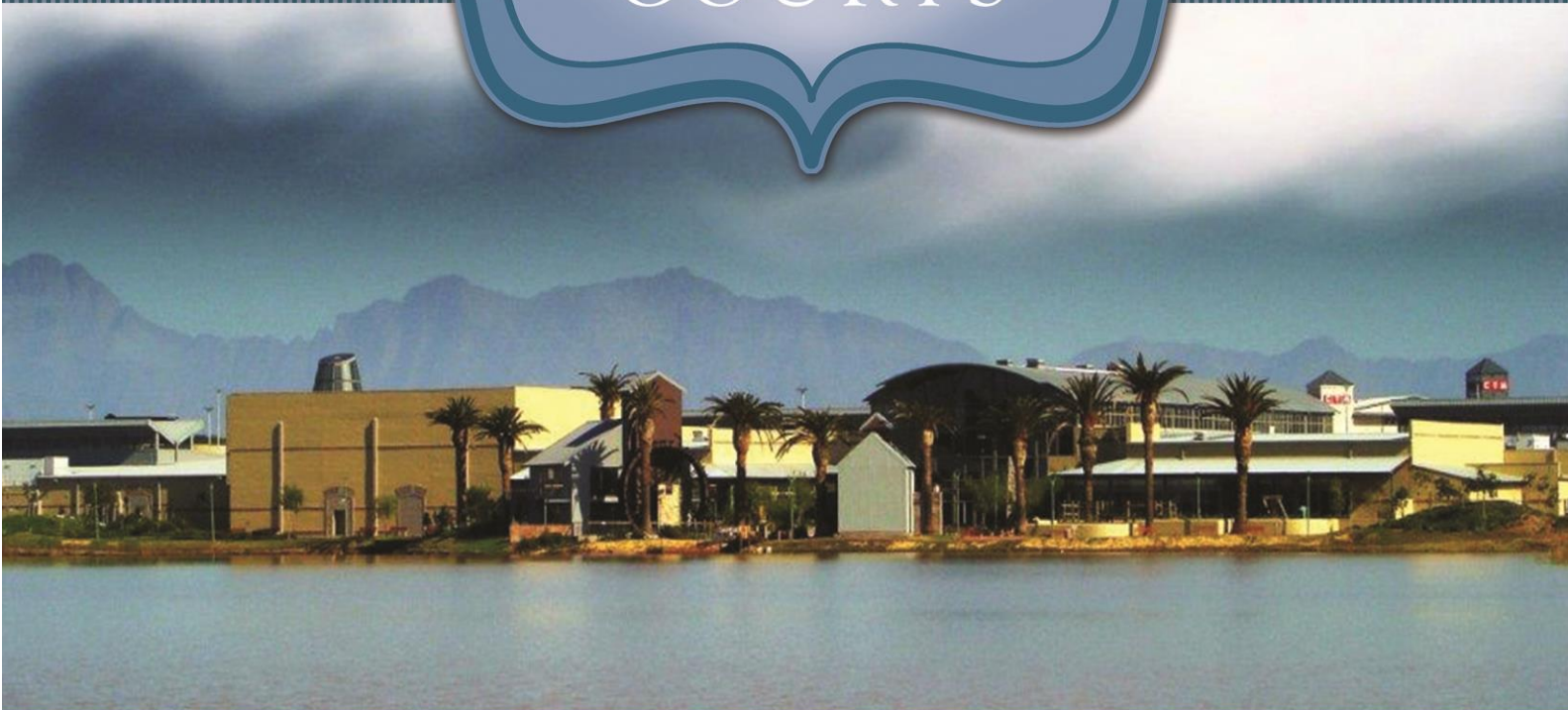


# BE SEEN IN ALL THE RIGHT PLACES



EXHIBITION  
COURTS



## WHAT A FEAST

13 Mountain Mill Drive, Worcester • Tel: 023 347 0415  
[www.mountainmill.co.za](http://www.mountainmill.co.za) • GPS: S 33° 37'53.4" O 19° 25'57.1"



# EXHIBITION INFORMATION

A FEAST FOR  
SHOPPERS,  
AN INVESTMENT  
FOR YOU













Situated in the beautiful Breede River Valley, Worcester's Mountain Mill provides marketers with the perfect opportunity to display their products and service offerings to shoppers from as far as Tulbagh, Robertson, Montagu and Touwsriver. The only centre in the Breede River Valley, Mountain Mill attracts the large and affluent audience of the fertile valley.

## Demographics

LSM	8-10
RACE	White   Coloured
AGE	34 – 49
MAIN LANGUAGE	Afrikaans

Mountain Mill offers the perfect combination of convenience and choice. Easily accessible from the N1 highway, this centre boasts more than 400 000 visits monthly and over 100 shops. The combination of high footfall and retail variety makes Mountain Mill's six exhibition areas the ideal marketing opportunity. If the indoors is not quite your thing, keep our amphitheater in mind. Situated next to the lake, this exciting activation space has also hosted some of the countries' top performers.


## General Display

Promotional area		Sizes	Promotional area rates
Pick/Pay Court	  	10m x 5m	*R4 000
Ackermans Court		5.5m x 2m	*R2 000
Exquisite Leather Court		5.5m x 2m	*R2 000
GAME Court	  	13m x 5.5m	*R4 000
Donna Claire Court		5.5m x 2m	*R2 000
Woolworths Court	  	13.5m x 5m	*R4 000
Signature Court		5.5m x 2m	*R2 000
Checkers Court	  	10m x 5m	*R4 000

\*Terms and Conditions apply - available in the Exhibitions Contract.

All prices exclude VAT

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# EXHIBITION INFORMATION

## Table & Chair Hire

1 – 5 tables:	R 110.00
6 – 10 tables:	R 165.00
11 – 20 tables:	R 330.00
21 + tables:	R 490.00
Per chair:	R 5.00
Per Table Cloth	R 30.00
Electricity Connection	R 180.00

## How does it work?

- Complete an application form and return to the Exhibitions Co-Coordinator of Mountain Mill Marketing for approval;
- Should your application to exhibit be approved, Mountain Mill Shopping Centre will send you a contract to complete and return to their offices at Mountain Mill Shopping Centre;
- Invoices will be sent and need to be settled promptly as specified in clause 4.2 or 4.3 in the contract.
- Should all of the above be approved and/or adhered to, the exhibitor will exhibit for the specified period in the display court as agreed to in the exhibition contract.

## Exhibition Appearances

1. Exhibitions must be of a very high standard befitting the image of Mountain Mill Shopping Centre.
2. **Centre and tenant exhibitions/promotions** enjoy preference
3. Exhibitions/promotions in conflict with tenants in the Centre would only be allowed following liaison with and written approval by such tenants.
4. All exhibitions/promotions must be accompanied by **printed or professional quality signage** presented on a stand.
5. The **height restriction for exhibition/promotion displays** is 1.5m throughout the Centre. Display items may **not block any shop fronts or signage**. Should a Promoter not adhere to this rule, Mountain Mill reserves the right to ask the exhibitor to remove or adjust the display to meet with the required height restriction.
6. Tables must be covered with tablecloths that hang to the floor.
7. Exhibition stands must be setup by 08h30.
8. The **furniture, fittings or finishes** of the Centre, for example pot plants, lampposts, walls, shop fronts, water features etc, may not be used by exhibitors/promoters as display structures or support. The use of screen boards (of maximum height as indicated in the defined exhibition/promotion floor plans) will be allowed for this purpose. The exhibitor/promoter may remove NO standing street furniture (for example dustbins or fixed benches).
9. No handwritten posters shall be allowed
10. No eating or drinking shall be allowed at any display.
11. **All storage or packing material** for example cardboard boxes, must be removed from the exhibition/promotion site, or concealed from view. No storage facility would be made available.

**\*Terms and Conditions apply - available in the Exhibitions Contract.**

**All prices exclude VAT**

**13 Mountain Mill Drive, Worcester**



**023 347 0415 • [www.mountainmill.co.za](http://www.mountainmill.co.za)**



# EXHIBITION INFORMATION

## Guidelines for Exhibitors

The Exhibitor shall:

1. Ensure public liability cover for a minimum of R2 million.
2. Provide proof of such public liability to Mountain Mill Shopping Centre 1 week prior exhibition/promotion/display.
3. Should payment not be received at least 4 days prior to the exhibition/promotion date, Mountain Mill reserves the right to cancel the booking.
4. All exhibitions/promotions must comply with **Municipal Safety Regulations** as well as those that may be required by Mountain Mill Management. All claims by the **public for loss or injury** will have to be borne by the exhibitor/promoter.
5. The exhibition/promotion should be **manned during Centre trading hours** (including late night trading.)
6. Staff members, manning exhibitions/promotions are to be neatly dressed and trained to deal with customers.
7. Exhibitors/promoters are not allowed to distribute **pamphlets or any other promotional material** in the centre or in the parking area.
8. **No surveys** may be done inside or outside the centre without prior arrangement with Mountain Mill.
9. In case of audio appliances or equipment that causes auditory interference, exhibitors/promoters are to consider the interests of surrounding tenants and the public, i.e. **volume levels** are to be kept within reasonable limits. These limits will be set by Mountain Mill Shopping Centre who reserves the right to **restrict or prevent audio broadcasting if so deemed** necessary.
10. When a **vehicle** is required to be part of an exhibition, the exhibitor should organize both access in and out of the Centre with Mountain Mill Shopping Centre. The following rules apply to the exhibition of a motor vehicle for safety purposes:
  - Petrol tank to be filled as limited as possible (less than one quarter (1/4) full)
  - Vehicle strictly may only enter and exit the Mall outside of the official trading hours and only as accompanied by Security guard
  - Only enter and exit at Entrance 4
  - Keep unmanned vehicles locked
  - Battery to be disconnected
  - Keep vehicles on display clean
  - Fire extinguisher to be placed near vehicle in promotion site
  - Leave a key to each vehicle with Shopping Centre Security for the duration of the Exhibition
11. Not allowed political and/or religious campaigns (including signing of religious music and preaching) in the exhibition area.
12. Exhibitions/promotions are to be neat, professional, of a very high standard and worthwhile to the whole centre with the **objective** to bring in and **increase foot traffic**

\*Terms and Conditions apply - available in the Exhibitions Contract.

All prices exclude VAT and is valid from 1 Jan 2014 - 30 June 2014

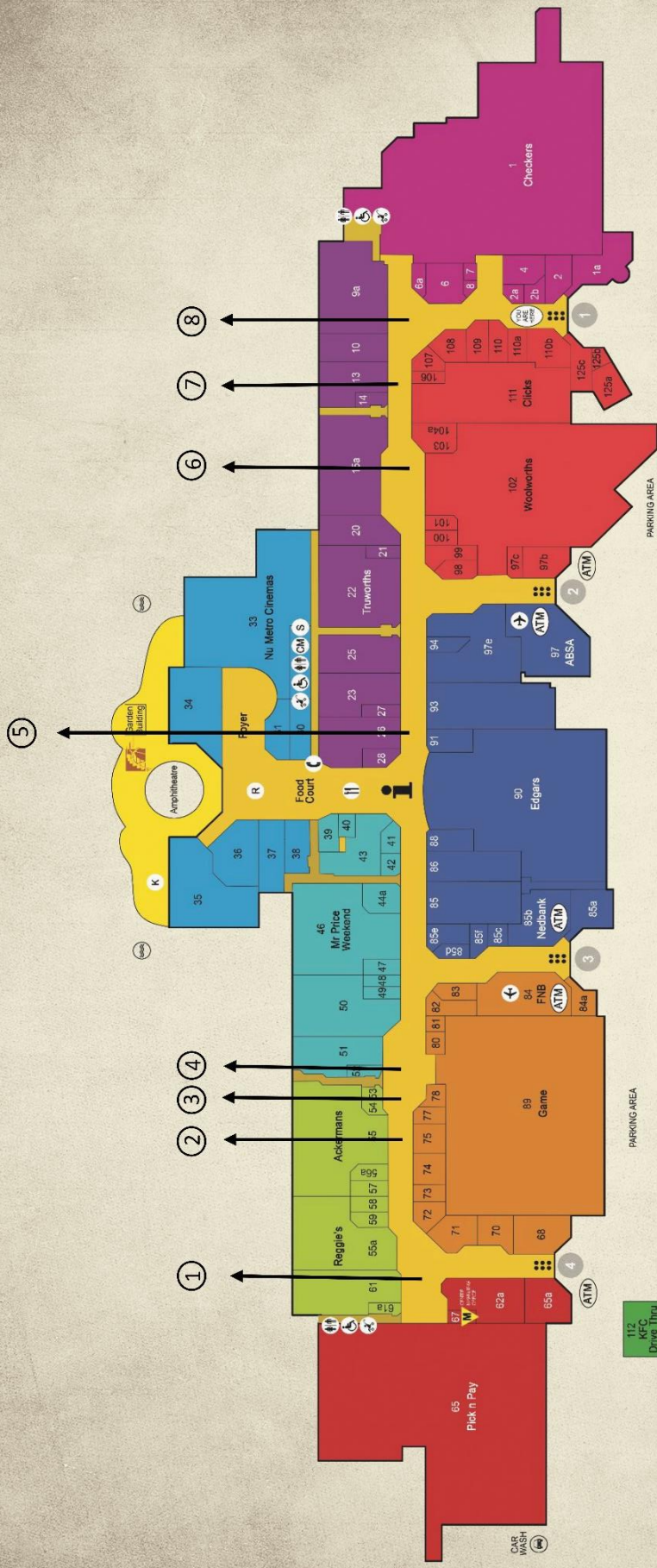
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# MOUNTAIN MILL FLOOR PLAN



## BE SEEN IN ALL THE RIGHT PLACES

1. Pick n Pay Court  
Weekly Rate  
\*R4 000
2. Ackermans Court  
Weekly Rate  
\*R2 000
3. Exquisite Leather Court  
Weekly Rate  
\*R2 000
4. Game Court  
Weekly Rate  
\*R4 000
5. Donna Claire Court  
Weekly Rate  
\*R4 000
6. Woolworths Court  
Weekly Rate  
\*R2 000
7. Signature Court  
Weekly Rate  
\*R2 000
8. Checkers Court  
Weekly Rate  
\*R4 000

## SHOPPING HOURS

- |                   |           |
|-------------------|-----------|
| Monday - Thursday | 9am - 6pm |
| Friday            | 9am - 7pm |
| Saturday          | 9am - 5pm |
| Sunday            | 9am - 3pm |
| Public Holidays   | 9am - 5pm |

\*Terms and Conditions apply - available in the Exhibitions Contract.

All prices exclude VAT



# APPLICANT'S INFORMATION

PLEASE SUPPLY US WITH THE FOLLOWING DETAILS

## CONTACT INFO:

Company name: \_\_\_\_\_

Company reg. number: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_ Code: \_\_\_\_\_

Contact person: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_ Cell: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

## GENERAL INFO:

Core business of exhibitor: \_\_\_\_\_ NGO/PBO nr: \_\_\_\_\_ (if applicable)

Objective of exhibition: \_\_\_\_\_

Preferred exhibition dates (three dates): \_\_\_\_\_

Exhibition Court: \_\_\_\_\_ Size required: \_\_\_\_\_

Plug points required: Yes/No Number of personnel that will be staffing the Exhibition Court: \_\_\_\_\_

**\*Please submit visuals or an artist's impression of the proposed exhibition display**

## INVOICE DETAILS:

Company name: \_\_\_\_\_

VAT Number: \_\_\_\_\_ Method of payment: \_\_\_\_\_

Contact person in the finance department: \_\_\_\_\_

Date: \_\_\_\_\_

Postal address: \_\_\_\_\_

\_\_\_\_\_ Code: \_\_\_\_\_

Applicant's signature: \_\_\_\_\_ Date: \_\_\_\_\_

Marketing Manager: \_\_\_\_\_

Center Manager: \_\_\_\_\_ Date: \_\_\_\_\_

For more information contact  
Elizma Berlyn  
on Tel: 023 347 0415, Fax: 023 347 0435  
or email [elizma@mountainmill.co.za](mailto:elizma@mountainmill.co.za)