

Welcome to Hatfield Plaza...where exhibitions are happening!

Hatfield Plaza is situated in the heart of Hatfield and has a compliment of 70 tenants, secure parking and facilities in an appealing atmosphere.

Boasting with strong anchor tenants that include Pick n Pay and Clicks, Hatfield Plaza welcomes over 120'000 visitors in a week.

The beauty of exhibiting is that it gives customers something other marketing methods lack - AN EXPERIENCE! Visitors have the opportunity to experience your products, services, programmes and personnel first hand. Visitors want to touch, hear, see, taste and smell and at a show they have the opportunity to explore more of these senses than they do with any other form of marketing.

Visitors also have the opportunity to explore your product or services within a tangible environment and the foundations for long lasting sales relationships are formed.

With five exhibition courts, Hatfield Plaza offers exhibitors a good variety for showcasing products or services in a place best suited to their needs.

Below, you'll find more information on how to start your exhibiting experience at Hatfield Plaza...get ready to **EXPOSE YOUR BRAND**.

COURT RATES

Mondays to Sundays

Court	Size	Cost per week excl VAT
Clicks Court	5m x 5m	R4'000.00
Markhams/Cardies Court	3m x 3m	R2'000.00
CNA Court	4.5m x 4.5m	R3'500.00
Pick n Pay Court	4.5m x 4.5m	R3'500.00
Sportscene Court	4.5m x 4.5m	R3'500.00

Please keep in mind that all retail tenants receive a 50% discount.



Hatfield Plaza

where it's happening!



BOOM ADVERTISING

Description	Quantity	Price
Boom Advertising	4 Exit Lanes OR 4 Entry Lanes	R700.00 Excluding VAT
	4 Entry Lanes AND 4 Exit Lanes	R1400.00 Excluding VAT

Daily Bookings

Daily bookings will only be considered in certain circumstances for exhibitions. Please discuss if needed.

BOOKING PROCEDURE

1. On a company letterhead send us a full proposal regarding the promotion. This can be faxed to **086 667 8163**. Ensure that your proposal includes:
 - A floor plan / layout of exhibition.
 - Product description and photos.
 - Photographs of previous exhibitions.
 - A description of activities (if any) done during the exhibition.
2. Complete in FULL the application form attached at the end of this document and fax it back to the Marketing Manager on **086 766 8163**.
3. Once you have confirmed dates we will need a certificate of public liability that covers you outside your normal premises. Dates of cover must be included.
4. Tenants and their suppliers in Hatfield Plaza receive a discount (tenants 25% on exhibitions booked). Suppliers who wish to book a promotional court have to submit a letter from the store that they give permission that the supplier may exhibit on their behalf.
5. Our exhibition court rates are applicable for a week from Monday - Sunday. One day bookings will only be considered under certain circumstances.
6. Exhibitions in Hatfield Plaza must be professional, of a high standard and add value to the centre. No exhibitions will be allowed that aim to take advantage of the customer feet already in the centre.
7. Set up is on the first day of exhibition unless otherwise discussed and approved by Hatfield Plaza Centre Management before 08:30 and dismantling of stands takes place on the last day of exhibition after 13:00
8. No exhibitor will be allowed to set up their stand if full payment for the court and carpet hire is done. Proof of payment for both must be faxed to the Marketing Manager on **086 766 8163** before set up.
9. Carpet hire is compulsory for all possible exhibitors at Hatfield Plaza. Exposure Pursuit is Hatfield Plaza's carpet supplier and can be booked by contacting Jaco Swanepoel directly on 082 469 5080 Email jaco@exposurepursuit.co.za.
10. Please take special note of the guidelines on the next page. Failure to adhere to the set guidelines may result in cancellation of the exhibition.

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 plainly colored, 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. If any permitted cooking demonstrations are to take place, food is to be prepared under conditions laid down by the Health Department.

15. 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.
16. 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.
17. 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.
18. 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.
19. All exhibitions/promotions must comply with ALL Occupational Health and Safety Acts.
20. **PLEASE NOTE: Helium balloons being handed out or used in a display in any way is strictly prohibited.**
21. 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.
22. No storage facilities anywhere in HATFIELD PLAZA will be available to exhibitors.
23. 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.
24. The exhibitor must have a copy of the contract agreement available at all times.
25. Cancellation of bookings after the application form was completed and the invoice issued, will result in the exhibitor paying a cancellation fee of 50% on the amount paid for the exhibition space.
26. Only direct deposits or electronic transfers will be accepted as method of payment and proof of payment must be faxed through to **086 766 8163**.
27. It is the responsibility of all exhibitors/promoters to ensure that their insurance extends their cover to the centre's promotional/exhibition areas.
28. Exhibitors/Promoters take full legal responsibility for all activities and displays in the promotion/exhibitions courts in terms of the Occupational Health and Safety Act or any other act arising out of such promotions/exhibition activities.
29. **All exhibition stands must be set up before 09:00 on the starting day of exhibition. No exceptions will be made and all exhibitions that is not set up by that time will NOT be allowed in the centre and no fees will be returnable.**
30. HATFIELD PLAZA is indemnified against all claims, which any exhibitor/promoter may otherwise have against HATFIELD PLAZA in respect of any loss or damage caused to any property owned by any such exhibitor/promoter; or injury sustained by such person/s howsoever caused while such exhibitor participates in, or is associated with any of the said acts.

APPLICATION FORM



Name:

Signature:

Date:

PLEASE SIGN!

Signing of this application form also confirms that Growthpoint Securitisation Warehouse Trust and Pimedia Lifestyle will not be held liable for any theft, damage, lost or injury during the duration of the exhibition.

CONTACT DETAILS

NAME OF COMPANY / EXHIBITOR:

REGISTRATION NUMBER:

VAT NUMBER:

CONTACT PERSON:

DESIGNATION:

CONTACT NUMBERS: TEL:

CELL:

EMAIL:

INVOICING DETAILS

INVOICE MADE OUT TO:

ADDRESS FOR INVOICE PURPOSES:

PERSON RESPONSIBLE FOR PAYMENT:

DESIGNATION:

CONTACT NUMBERS: TEL:

CELL:

EMAIL:

BOOKING DETAILS

COURT:

DATE OF PROMOTION: FROM:

TO:

ALTERNATIVE COURT:
