



EXHIBITION COURT APPLICATION DOCUMENT

To book one of the Exhibition or Activation Courts at Table Bay Mall kindly complete the following questionnaire document and e-mail to marketing@tablebaymall.co.za. We will send you a receipt confirmation.

Please note the following:

- All the rates published are exclusive of VAT.
- The exhibition courts are booked at a fixed rate. The rate is not linked to the size of the actual space utilized during your activation.
- Only completed Exhibition Court applications will be considered for bookings.
- An Exhibition Court contract will ONLY be sent to you after your promotion has been approved by Table Bay Mall Marketing.
- Payment is required no less than 1 week prior to the activation.
- Set up will NOT be permitted if payment has not been received.
- Payment confirmation must be e-mailed to marketing@tablebaymall.co.za.
- Flooring is not provided, should you wish to lay your own flooring please ensure that a visual of your flooring is included in the proposal.
- No direct sales permitted at exhibition courts / areas.

Exhibition Court applicant details

Product / Service being exhibited:		
Company Responsible for exhibition / activation:		
Website address of product / service being exhibited:		
Contact number:		Fax:
Cell phone number:		
E-mail:		



- If you have a detailed proposal of the proposed exhibition and or special event concept please e-mail the information to marketing@tablebaymall.co.za. Please supply as much detail as you can, including stand designs, photos and activities.
- Alternatively, please complete the following questionnaire and send to the above mentioned contact details for consideration.

Proposed dates

Please note; courts can only be booked in week intervals therefore exhibitions are booked from a Tuesday to a Monday (this may not apply to special launch events). Setup and build of stands will start on a Monday from 19:00pm or Tuesdays from 06:00 and striking/ moving out from the courts must be done before the following Monday at 18:00 (*please refer to the Rules and Regulations in the contract for information pertaining to setup and strike*).

A. Option 1: _____ Tuesday to _____ Monday

B. Option 2: _____ Tuesday to _____ Monday

Proposed Exhibition Court (X)

Court Name		
Captain Court (Main Court)	Court 1	
Portside Court (Pick n Pay Entrance)	Court 2	
Starboard Court (Checkers Entrance)	Court 3	
Anchor Court (Main Court Area - Small)	Court 4	
Stern Court (Main Court Area - H&M / Woolworths)	Court 5	

If you DO NOT have a detailed proposal, please complete the following:

1. What are your overall objectives and/or intention?



2. What are advantages of this promotion/special event for Table Bay Mall's brand, its visitors or tenants etc.?

3. Do you have any prizes, added value or synergies with our brand, our tenants' etc? If so, please elaborate.

4. Will any promotional material be distributed at your stand? If so, please can you email the artwork to us for review:

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5. Please give a brief description of your brand (i.e. brand mantra, slogan)?

6. Who do you want to address with your campaign? (gender, LSM, general profile of your customer etc.)



7. Please supply details about the mechanics of the exhibition and or special event (music, branding, activities)

8. Please supply the following by e-mail or hand deliver to the Table Bay Mall Centre Management offices (Attention, Karla Linder):

- Promotional material being utilized
- Photographs/ visuals from past promotions (*Important*)
- Proposed floor plan

Please email any material to marketing@tablebaymall.co.za.

APPLICATION GUIDELINES FOR THE USE OF THE EXHIBITION COURTS

The guidelines have been set to ensure maximum effectiveness of your desired promotion at Table Bay Mall and to ensure quick feedback from us.

- A written proposal should be submitted detailing:
 1. Overall promotional or special event concept
 2. Overall objectives and or intention
 3. Promotional and visual content
 4. Proposed floor plan
 5. Implementation and mechanics
 6. Advantages to Table Bay Mall tenants and shoppers
- A floor plan of the display must be presented along with your booking request (measurements included).
- Should the proposal be successful, Table Bay Mall marketing will advise provisional confirmation of the booking via a contract and indemnity for authorization and an invoice for payment.
- Final written confirmation is only issued with presentation of invoice
- Invoices have to be paid before the commencement of the promotion or event. Payment is forfeited if the promotion or event is cancelled after payment has been received by Table Bay Mall.



Applications are assessed against the following criteria:

- Interest and value to Table Bay Mall shoppers and the Mall's target market
- Shopper incentive, participation and reward
- Retail orientation and relevance to current tenant mix
- No direct competition with Table Bay Mall tenants
- Visual appeal and aesthetics of the display
- Physical features; noise levels, height, use of display boards
- Size of the promotion
- Product profile
- Publicity potential
- Extent of the advertising

Table Bay Mall reserve the right to reject a proposal if it contravenes or does not meet the above mentioned criteria.

Please disclose any affiliation with organisations, third parties, NGO's, religious movements and or political parties relating to this promotion.

If you need more information, please do not hesitate to contact marketing@tablebaymall.co.za.

I, _____(Print Name and Surname), hereby confirm the information supplied in this application to Table Bay Mall is correct and includes all material information.

I confirm I am authorized to submit this application on behalf of the Applicant.

Signed on: _____ Signature _____

Thank you for your application, we will process for consideration and communicate status as soon as possible.

Kind Regards

Table Bay Mall

marketing@tablebaymall.co.za