



EXHIBITION INFORMATION 2012

Brooklyn Mall is an up-market shopping hub in the cosmopolitan Eastern suburbs of South Africa's Capital City and our shoppers can be described as affluent and frequent. The majority of our clientele are female although our male audience is increasing at a noticeably high rate. Customers are both English and Afrikaans speaking and on average fall into a category higher than LSM 10. Our average foot count is 800 000 per month.

Design Square is situated adjacent to Brooklyn Mall and the two are linked via a walkway on both level 1 and 2. This trendy shopping destination offers a host of Restaurants and Coffee Shops as well as a fine selection of exclusive home interior stores. With safe and convenient covered parking, open air spaces and fresh architecture, the Design Square ensures a pleasurable shopping experience.

Prices and specifications for centre courts as follows:

Brooklyn Mall		
Queenspark Atrium	96m2(8x12)	R15, 000-00/week excluding VAT
Woolworths Court	64m2(8x8)	R14, 000-00/week excluding VAT
Central Court	9m2(3x3)	R7, 000-00/week excluding VAT (max 1 vehicle)(height restriction 1.5m)
Checkers Court	12m2(3x4)	R7, 500-00/week excluding VAT (no vehicles allowed)
Pakwells Court	12m2(3x4)	R6, 500-00/week excluding VAT (no vehicles allowed)
Markhams Court	12m2(3x4)	R4, 000-00/week excluding VAT (no vehicles allowed)
Outside Arena	64m2(8x8)	R4, 000-00/week excluding VAT
Design Square		
Cappucino Lift Court	12m2(3x4)	R3, 000-00/week excluding VAT (no vehicles allowed)
Weylandts Lift Court	12m2(3x4)	R3, 000-00/week excluding VAT
Post Office Court	12m2(3x4)	R2, 500-00/week excluding VAT
Look & Listen Court	12m2(3x4)	R2, 500-00/week excluding VAT (no vehicles allowed)

Please note the following important regulations:

- **Exhibitions are available from 09h00 on a Tuesday to 14h00 on a Sunday.** Set up can take place on Monday after 18h00 or on Tuesday morning before 09h00. Dismantling must take place between Sunday 14h00 and 09h00 on the following Monday. Should you wish to utilise one of these areas for one day only you would still be charged for the entire week.
- **The exhibition area must be carpeted by the exhibitor.** Carpeting must be professionally set up and secured in order to avoid lifting. Carpeting Squares must be used and full carpets are not allowed. This is non negotiable. (This does not apply for the outside arena) Should you wish to utilise other types of flooring i.e wooden laminate or rubber exhibition squares special permission must be obtained. Brooklyn Mall does not own nor hire carpeting for exhibitors.
- **A fifty percent deposit must be paid on booking the court area and exhibition period.** No tentative or any other form of booking will be made without this deposit. The balance of the exhibition court rental must be paid 2 weeks prior to the promotion. Failure to do so will result in the exhibition being cancelled. This too is non-negotiable.
- **Individual stands, screens and partitions above 1.8m tall & 1m wide are not allowed.** Height restriction for Central Court is strictly 1.5m.
- All products, plans and signage to be displayed have to be approved by Brooklyn Mall Management prior to permission being granted for an exhibition. This incorporates the layout and execution of the exhibition. Visuals of exhibition must be submitted with application. We expect all exhibitions that are displayed in the mall to be professional and up market. Management shall be entitled at any time either before or during the promotion to give such additional directions as it may deem fit and / or require the promotion to terminate, in whole or in part, and all such directions shall be promptly carried out. Unless otherwise permitted by Brooklyn Mall Management no product may be promoted in Brooklyn Mall more than twice per annum.
- No exhibition may directly conflict or interfere with a tenant e.g. Noise or blocking of shop windows. Products/services which are similar to or that are in direct competition with Brooklyn Mall tenants, their merchandise and their suppliers may not be promoted in Brooklyn Mall.
- No exhibition or display will be allowed unless a correctly completed and signed indemnity form and layout, plans have been received by the management offices two weeks prior to commencement thereof.
- Fee for hire of Exhibition courts excludes parking. Normal Parking tariffs apply to exhibitors and their staff.
- Exhibition applications will be accepted at the discretion of Brooklyn Mall Management

The trading hours of the centre are as follows:

Monday-Friday:	09h00-18h00
Saturday:	09h00-17h00
Sunday:	09h00-14h00
Public holidays:	09h00-17h00

Should you wish to apply to make a booking please request, complete and return the application form. Photographs or design sketches of the proposed promotion must be submitted with the application form to fax 086 648 9134 or marketingbrooklynmall@growthpoint.co.za

For further information or enquiries please contact Marketing at marketingbrooklynmall@growthpoint.co.za