

EXHIBITION INFO 2023



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

Brooklyn 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 Brooklyn Square ensures a pleasurable shopping experience.

<u>COURT</u>		<u>SURROUNDING STORES</u>	<u>SIZE</u>	<u>AMOUNT EX VAT A WEEK</u>
Main Atrium (Level 2)	⚡	Woolworths Café, American Swiss, Foschini, Edgars, Truworths	108m2 (9mx12m)	R19,500
Woolworths Court (Level 2)	⚡	CottonOn Kids, Country Road, Trenergy, Sunglass Hut	64m2 (8mx8m)	R17,500
Checkers Court (Level 2)		Krispy Kreme, The Perfume Gallery, Browns, Checkers	9m2 (3mx3m)	R8,500
Frasers Court (Level 2)		Pandora, Kays Jewellers, Diesel, Browns	9m2 (3mx3m)	R8,500
Lucky Bread Court (Level 2)		Ster-Kinekor (escalators), Guess, Old Khaki, Tread+Miller, Forever New	12m2 (3mx4m)	R8,500
Country Road Court (Level 2)	⚡	Country Road, Lovisa, Socrati	9m2 (3mx3m)	R8,500
Information Court (Level 2)		Poetry, Cape Union Mart, Totalsport	16m2 (4mx4m)	R8,500
Sunglass Hut Court (Level 2)	⚡	Sunglass Hut, Refinery, Woolworths, Le Creuset	12m2 (3mx4m)	R8,500
Aldo Court (Level 2) <i>Passage Stand</i>		Jolie by Rosella, Contempo, The Space, Aldo	9m2 (3mx3m)	R5,500
Poetry (Level 2) <i>Passage Stand</i>		Keedo, Cape Union Mart, Lovisa, Barclay & Clegg	9m2 (3mx3m)	R7,500

Carrol Boyes (Level 2) <i>Passage Stand</i>	Nicci Boutique, Carrol Boyes, Truworths, Refinery	12m2 (3mx4m)	R7,500
Green Cross Court (Level 1)	Green Cross, Wimpy, Dis-chem	9m2 (3mx3m)	R7,500
Starbucks Escalators (Level 1 Brooklyn Square) <i>OpenAir</i>	Restaurants	16m2 (4mx4m)	R7,500

Please note the following important regulations:

- Exhibitions are available from 09h00 on a Tuesday to 17h00 on a Sunday. Set up can take place on Monday after 19h00 or on Tuesday morning before 08h00. Dismantling must take place between Sunday 17h00 and 08h00 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 unless otherwise approved by Growthpoint Head Office.
- The exhibition area must have **black laminated flooring** installed by the exhibitor. The flooring must be professionally set up and secured in order to avoid lifting. 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 laminated flooring for exhibitors.
- No exhibitor will be allowed to setup without payment.
- No tentative or any other form of booking will be made without this deposit.
- Individual stands, screens and partitions above 1.7m tall & 1m wide are not allowed. Height restriction for Central Court is strictly 1.5m.
- Pull-up banners should be double sided.
- No gazebos and flag banners will be allowed.
- 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.
- No exhibition may directly conflict or interfere with a tenant e.g. Noise or blocking of shop windows. Products / Service 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**. Parking can be arranged at R10 per day per ticket. • Exhibition applications will be accepted at the discretion of Brooklyn Mall Management • Cars will not be allowed to leave or enter the mall during trading hours.

Brooklyn Mall Trading Hours:

The trading hours of the centre are as follows:

Monday-Friday:	09h00-19h00
Saturday:	09h00-17h00
Sunday:	09h00-17h00
Public holidays:	09h00-17h00

Should you wish to apply to make a booking please send photographs/design sketches, size of the court space required (or preferred court) proposes dates for exhibition and a proposal to sheree@bespokemarketing.co.za.

For further information or enquiries please contact Marketing at 012 346 1063.