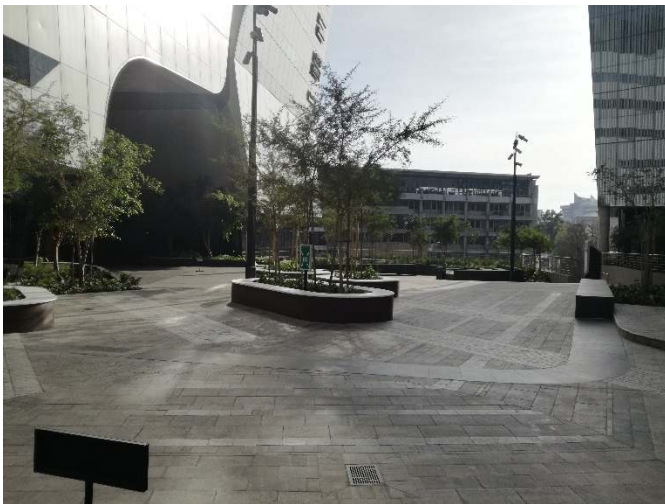


**ALICE LANE PRECINCT
EXHIBITION APPLICATION FORM & CONTRACT**



Piazza Area



Grillhouse/Standard Bank Area



Thank you for your interest in holding a promotion at **ALICE LANE PRECINCT**. Please can you complete the form below with details of your promotion/exhibition.

The attached application form/contract must be signed, completed and returned to **ALICE LANE PRECINCT** for the attention of the National Sales Manager – Trust Masarirambi (071 135 8848), by email trust@pumalls.co.za

EXHIBITOR DETAILS AND PAYMENT CONFIRMATION

OWNER/CLIENT NAME (name in which contract is drawn up):			
Centre Name where the exhibition are taking place:			
Full Trading Name of Company handling the payments:			
Co Reg. No:		Vat Reg No:	
Financial person (to follow up on payments)		Contact Number	
Postal Address (financial person):		Postal Code:	
Physical Address (financial person):		Postal Code:	
E-mail Address (financial person):			
Payment Terms			
Please indicate your preferred method of receiving invoices / statements:		Post	E-Mail

DATE _____

SIGNED BY CLIENT OR HIS AUTHORISED REPRESENTATIVE _____

PLEASE PRINT NAME AND DESIGNATION _____

DECLARATION

I / We, _____, hereby declare and warrant that the information provided above is correct and furthermore acknowledge that Primedia Lifestyle will be relying heavily on the accuracy of this information. I / We furthermore undertake to advise Primedia Lifestyle immediately should any of the information furnished above change.

Signed this _____ day of _____ 20..... in my personal capacity / in my capacity as the duly authorised officer / director / member / trustee.

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EXHIBITION DETAILS

WHAT WOULD YOU LIKE TO EXHIBIT/DISPLAY? _____

TYPE OF EXHIBITION:

- Display
- Product Launch
- Database Build Up
- Product Sampling
- Product/Service Awareness
- Customer Feedback
- Other (specify) :.....

INDICATE THE DURATION & DATES OF EXHIBITION (in table below):

Name of Court/Space	Rate Ex VAT	Tick Preferred Space
Piazza	R5,000.00	
Grillhouse/Standard Bank	R5,000.00	

SPECIAL REQUESTS: (i.e. plug points, specific power requirements – note in some instances charges are applicable to rental of additional equipment and services)

WILL YOU BE ADVERTISING YOUR EVENT? IF YES PLEASE GIVE DETAILS

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In order for your exhibition/promotion to be considered, we require a written proposal on the exact nature of your promotion and its requirements. A sketch, pictorial view or likeness of the exhibition stand to be erected must be provided, with measurements, props and a detailed description thereof, as well as the manner in which the exhibition will be conducted.

PLEASE SUPPLY A DETAILED DESCRIPTION OF YOUR EXHIBITION:

Dimensions (4m x 4m = 16sqm):

EXHIBITIONS CONTRACTUAL TERMS, CONDITIONS AND HOUSE RULES:

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. Commencement Date means
2. Termination Date means.....
3. Exhibition Fee (Ex VAT).....
4. The exhibitor shall pay the exhibition fee prior to commencement date as per clause 1 above, into the stipulated bank account by means of EFT.
5. **NO REFUNDS WILL BE GIVEN FOR ANY REASON**
6. All exhibitors must exercise vigilance and ensure that they and their equipment are safe and protected at all times. It is advised that no large sums of cash be kept on the stand for your safety. Alice Lane Precinct will not be liable for any losses. The exhibitor (...) assumes liability for all eventualities that may occur on site as a result of this event and neither the landlord nor its partners can be held responsible.
7. ALICE LANE PRECINCT **DOES NOT ALLOW THE FOLLOWING:** Street collections and/or raffles; nor the distribution of pamphlets, flyers, brochures or any advertising material in the mall space unless it is from a designated promotional space.
8. ALICE LANE PRECINCT reserves the right to disallow any promotions/exhibitions or the sale of products by any outside companies in direct/possible competition with ALICE LANE PRECINCT tenants.
9. 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.
10. The exhibitor should keep all promotional material within the demarcated exhibition spaces, all excess material should be removed from the mall space.
11. ALICE LANE PRECINCT reserves the right to move/cancel any promotion at least 7 days in advance, should they require the promotion/exhibition areas for their own use. Due to the structural composition of Alice Lane Precinct the weather tends to affect exhibitions directly.
12. All exhibitors are subject to spot checks and inspections by the Management.
13. The erection, dismantling and decoration of the exhibition are the sole responsibility of the exhibitor and must be of a very high standard. We reserve the right to change or remove any items that are not to the malls expectation at any time.
14. No structural material of anything which may damage the centre will be used. The exhibitor will take full responsibility for any damages to the ALICE LANE PRECINCT building/property, or to any person attending the exhibition. Public liability insurance is applicable especially for big exhibitions/events and promotions wherein at least R2 million insurance should be taken out.
15. No part of a display may exceed **1.8m** 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 are 2m high.
16. 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.

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17. All equipment such as tables, chairs, tablecloths etc. is to be provided by the exhibitor. Table cloths must be a plain colour (preferably black), floor length at all sides, clean and ironed.
18. Should complaints for noise levels should be received from tenants and nearby buildings any applicable fines will be paid by the exhibitor – Krunch.
19. The fittings or finishes in ALICE LANE PRECINCT (for example pillars, elevators, pot plants, lamp posts, 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).
20. No surveys may be conducted inside or outside the centre without prior arrangement.
21. 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. **Fine of R2500** is applicable for any transgressions.
22. Trading times must be adhered to, by mall opening all set ups must be finished and manned for the duration of the trading hours unless prior arrangements have been made:
Monday – Saturday 09:00 – 17:00,
Sundays - 09:00 – 14:00 and
Public Holidays – Optional Trade
23. Set up must be completed before 09:00 on all days of exhibition including the first day of exhibition and must be dismantled on the last day after the day’s trading hours. A **fine of R2500**, will be effected for all late set ups.
24. No refreshments/beverages/eating 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.
25. Management does not allow the unauthorised use of PA/sound systems for an exhibition/promotion inside ALICE LANE PRECINCT unless otherwise approved, 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 without compensation**.
26. All exhibitions/promotions must comply with ALL Occupational Health and Safety Acts – proof of compliance must be submitted together with this contract where applicable. Municipal by-laws governing events set up in public venues should be adhered to, if there are structural set ups a certificate of compliance should be submitted to the landlord.
27. 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 as arranged by the Exhibitor.
28. **No storage facilities** anywhere in ALICE LANE PRECINCT will be available to exhibitors.
29. Exhibitors are responsible for providing overnight security for their stands. Guards can be booked through the Centre’s security Company but that will be done through a separate process and arrangement.
30. Alice Lane Precinct reserves the right to amend or add to these terms and conditions at any time.

I / We,, Hereby declare that I/we have read through and agree with the above terms and conditions. Further to this, I/we agree that the above will be adhered to for any and all repeated exhibitions at Alice Lane Precinct going forward.



Signed by the exhibitor this day of
..... 20..... in my personal capacity / in my capacity as the duly authorised director / member.

SIGNATURE

**PLEASE PRINT
NAME AND
DESIGNATION**

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