



GET NOTICED

WHEN YOU PROMOTE
YOUR BUSINESS, BRAND
OR PRODUCTS TO A
HIGH-VOLUME AUDIENCE
WITHIN OUR BUSY RETAIL
ENVIRONMENT!

EXHIBITION COURT SPACE

EXHIBITION INFO PACK

CITYVIEW.CO.ZA  /CITYVIEWSHOPPING




city view
SHOPPING CENTRE

EXPLORE THE CITY OF SHOPPING



WHY PROMOTE YOUR BRAND AT CITY VIEW SHOPPING CENTRE?

City View Shopping Centre, situated on Mathews Meyiwa Avenue (Stamford Hill Road), is just 5 minutes away from Durban's CBD as well as the Berea, Morningside, Durban Beachfront, Durban North suburbs and Moses Mabhida Stadium. City View is also very closely positioned to all major arterial roads and the N2 and N3 freeways in and out of the city, exposing our retail environment to a varied and wide target audience, with footfall at around 10,000 daily and 420,000 per month on average.

SHOPPER PROFILE

DEMOGRAPHICS

 FEMALE 55%  MALE 45%	SHOPPER AGE: 25 - 55 years old	LSM 5 -7 LSM 8 -10 53% 41%
FOOT TRAFFIC AVERAGE 420 000+ SHOPPERS PER MONTH	SPEND PER HEAD APPROXIMATELY R105 PER SHOPPER	CATCHMENT AREA KWAMASHU, DURBAN CENTRAL, MUSGRAVE, INANDA, MORNINGSIDE, GLENWOOD, OVERPORT, PHOENIX, GREYVILLE, UMLAZI, WINDERMERE, BULWER, CHATSWORTH, SPRINGFIELD, ESSENWOOD.

HOW TO APPLY TO PROMOTE AT OUR CENTRE

- Applications must be made in writing at least 3 weeks prior to the actual dates required. You will need to complete this enquiry form and return it to Centre Management.
- A DETAILED DESCRIPTION OF THE PROMOTION, **INCLUDING VISUALS**, AND YOUR OBJECTIVES IS **ESSENTIAL**. No verbal requests or "pencil bookings" will be accepted.
- Confirmation will be sent to you in writing. An invoice will be forwarded to you and payment will be due within 7 days of the invoice date. Should you fail to make payment, your booking will be cancelled.
- City View reserves the right to re-let the space over the period that the applicant booked or cancel the promotion entirely should you not arrive on the booked date. A court is not regarded as paid for until a copy of the proof of payment has been sent to Nomkita Peterson on npeterson@growthpoint.co.za

TRADING HOURS

Monday to Fridays: 9am - 5pm
 Saturdays: 8:30am - 3pm
 Sundays & Public Holidays: 10am - 3pm

CONTACT DETAILS

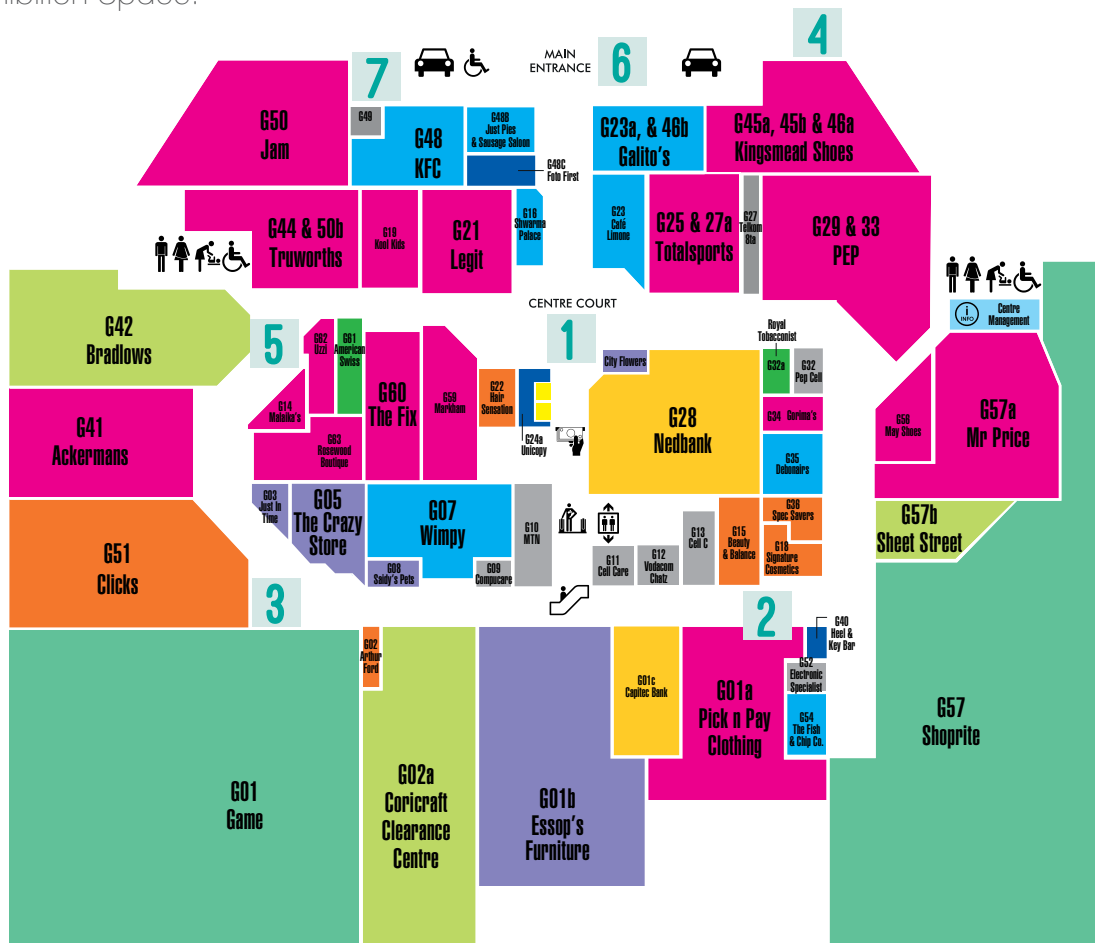
TEL: 031 309 6737
 EMAIL: keitmayer@growthpoint.co.za

THE EXHIBITION AREAS

NO.	COURT SPACE	SIZE	STORE PROXIMITY	PRICE MON-THUR	PRICE FRI-SUN
1	Centre Court	50m ²	Café Limone Nedbank / Legit	R810 per day	R1010 per day
2	Shoprite Court	10m ²	Shoprite/Signature Cosmetics	R660 per day	R760 per day
3	Game Court	15m ²	Game / Clicks The Crazy Store	R505 per day	R605 per day
4	Kingsmead Shoes	6m ²	Outside	R305 per day	R355 per day
5	UZZI	6m ²	Street Image/UZZI	R150 per day	R200 per day
6	Galito's Court	33m ²	Outside	R2020 per day	R3030 per day
7.	Jam Clothing	10m ²	Outside (Near Jam Clothing & Cash Convertors)	R305 per day	R355 per day

- All prices are inclusive of VAT and are subject to change without prior notice.
- Subject to availability and Management's discretion.

Please go to the following link http://www.cityview.co.za/Rates&Regulations_19.ca for a virtual tour of our Exhibition Space.



TERMS & CONDITIONS FOR PROMOTION

- City View promotions take preference over any other, therefore an exhibitor may be asked to move or cancel their promotion at any time.
- Products that compete with City View tenants' main line of business will not be allowed.
- Signage must be professionally designed and printed and may NOT obscure any shop front or their signage. Generally signage should be maximum 2m high.
- It is your responsibility to ensure that your signage and promotional display area is well maintained throughout the duration of your promotion.
- Tables must be covered in a clean crisp tablecloth, should you not have one, a tablecloth can be rented to you for the period of your promotion for R100. NO prestik or pins are to be used on tablecloths. Damaged tablecloths will be charged for in full.
- The display is to be manned at all times by neatly dressed professional staff.
- No consuming of beverages or food at court space areas at all times.
- Your promotion is required to take place during our trading hours and should not be removed before that.
- Centre Court holds a maximum of 5 promoters, 4 promoters per stand are allowed in the Shoprite, Game, Galito's, Kingsmead, Jam and Parking Lot areas, and Uzzi Court offers a maximum of two promoters.
- No music is allowed at court spaces unless otherwise approved by Centre Management.
- The Management and Owners of City View Shopping Centre do not accept any responsibility for loss or damage to any items on display. If you have any items of value please take the necessary precautions.
- No pamphlets may be distributed in the parking lots or the centre's passageways.
- No market research or surveys may be conducted without prior arrangement from Centre Management.
- Gazebos only allowed at Centre Court and outside promotions only.
- Promoters are not allowed to harass customers; they must call on them professionally or wait for them to approach the table.
- Setup time for promotions is at 09:00 and stands must be ready. If you are running late, please inform Centre Management.

VEHICLE DISPLAYS

- Please make sure that the minimum amount of petrol is in the car.
- Arrangement for the entry of the car into the Centre must be organised with Management one week prior to the promotion as security needs to be informed.
- A spare key for each vehicle must be left with Centre Management in case of emergencies.
- Vehicles must enter and be set up before 8:00am on weekdays and 7:30am on Saturdays.
- Strike down / removal of vehicles must be done after trading hours from 5:00pm onwards during the week and 3:00pm on Saturday or Sundays.
- Vehicles not removed, without prior arrangement, after the last paid date of promotion will be liable for payment for the following date.
- A maximum of 2 vehicles will fit into the Centre Court area. 3 vehicles will be considered by request and upon Management approval, following the parking guidelines for the area.
- All vehicle displays must adhere to the correct display agreement, as per the diagram given. Please see diagram of vehicle displays and the approved layout for the display, which will need to be signed and adhered to upon confirmation of your booking.