



# EXHIBITOR GUIDE

DIHLABENG MALL

Dihlabeng Mall is situated within Bethlehem and speaks to a mixed community of Afrikaans, African languages and English speakers. The catchment areas are primarily Bethlehem and Bohlokong, followed by support from Clarens, Ficksburg, Harrismith and Fouriesburg, to name but a few.

The current GLA is 30 696 square metres. Our anchor tenants are Game, Pick n Pay, Checkers and Woolworths. The average foot count is 283409 per month with an average spend per head of R339.20

Dihlabeng Mall offers up to 1700 free parking spaces so visitors can browse and shop at their leisure.

### Trading Hours

|                  |           |
|------------------|-----------|
| Monday – Friday: | 9am – 6pm |
| Saturday:        | 9am – 4pm |
| Sundays:         | 9am – 2pm |
| Public Holidays: | 9am – 2pm |

*(Checkers, Pick n Pay and restaurants stay open longer.)*

### Market Demographics

- Black: 60%
- Other: 40%
- LSM: 5 – 9

Our shoppers have a higher than average spend per head.

Below are estimate costings on the rates per court and also the sizes thereof. Please note that these can all be amended according to your exhibition needs and that with Dihlabeng Mall we are here to assist you in assuring that you get maximum exposure of your business and product.

### **Main Courts – 16sqm (4m x 4m)**

Areas Checkers, GAME & Pick'n Pay

Day Rate: R2 500 p/day Excl VAT  
Weekly Rate: R10 000 p/week Excl VAT  
Monthly Rate: POR

### **Isle Courts – 12sqm (2m x 4m)**

Day Rate: R1 600 p/day Excl VAT  
Weekly Rate: R7 500 p/week Excl VAT  
Monthly Rate: POR

### **Outside Expo – (1-4 Parking Bays)**

This is a flexiable option and will be quotes as per the needs of the exhibitor

Day Rate: R2500 p/day Excl VAT

Semi Permanent Kiosks & 6 Month Deals are also on offer, please make contact with our Exhibitions Co-Ordinator for more information on this offering.

## HOW TO APPLY



**To apply for exhibitions at Dihlabeng Mall, please email [johane.muller@excelleratejhi.com](mailto:johane.muller@excelleratejhi.com) and follow these steps:**

- Send Company FICA documentation or as an individual your ID copy & proof of residence.
- Send us a full proposal with pictures of your products as well as your display & a bullet point list of all items to be sold / services to be advertised.
- Please allow for at least 1 week from application to desired date of exhibition to finalize contracts, opening of your account, processing of invoices and allocation of payment.



## HOUSE RULES



- “NO Pay – NO Display”
- Set up and breakdown will only be allowed before and after the trading hours of the mall. No movement of setup within the mall's trading hours is allowed.
- The height restriction in all exhibition courts is 1.5 meters.
- Final approval of any exhibition or the standard thereof remains at the discretion of the Dihlabeng Mall Management. Please provide your exhibition proposal with all queries regarding exhibitions.
- Exhibitors may not exceed the space booked.
- Pamphlets may only be handed out at your stand.
- Table cloths must touch the ground on all sides of the exhibition table.
- Dihlabeng Mall does not provide carpets or electrical cables.
- All electrical cables must be secured with gaffer tape.
- All exhibitions must be manned by professional personnel that are dressed appropriately.
- Harassment of shoppers, customers and tenants is strictly forbidden.
- You may at no time request any mall staff to watch or attend your exhibition.
- Eating and drinking is not allowed at the exhibition space.
- No plastic tables, plastic tablecloths or plastic/camping/garden chairs will be allowed as part of an exhibition. We recommend office furniture, cocktail tables and chairs.
- Branding and displaying of exhibition area is the sole responsibility of the exhibitor.
- Only professional printed signage should be displayed in the exhibition area at all times, stating the name & contact details of the exhibitor.
- No banners may be placed in the centre without prior arrangement with or consent from the Centre Management.
- No political or religious posters or canvassing is allowed.
- The exhibitor will be held responsible for any damages to Dihlabeng Mall property or equipment resulting from the relevant promotion.
- Exhibitors are not allowed to leave the stand unmanned during mall trading hours. Failure to adhere to trading hours may result in a breach of the exhibition contract.
- Promotional areas must be left neat and tidy at night.
- No pamphlets may be distributed in the centre or surrounding parking.
- Right of admission is reserved.
- No dogs are allowed in the centre with the exception of a guide dog for the blind or approved service dogs.
- No firearms are allowed in the centre.
- No Bicycles are allowed in the building.
- No hawkers are allowed on the premises or in the building.
- No vagrants or loiters are allowed on the premises or in the building.

## HOUSE RULES



- No informal traders or stalls are permitted.
- No drinking of alcohol is permitted in public areas.
- No group demonstrations are permitted without prior written consent from centre management.
- No driving lessons are permitted in the car park.
- No skating or roller blading.
- No tampering with plants or gardens.
- No dumping of rubbish in the building or grounds.
- No washing of vehicles in the parking areas, no mechanical work to be carried out in the building or parking areas.
- No motor vehicles to be left on site overnight without prior written consent from centre management.
- No selling of charity or raffles tickets.
- Where applicable tenants and exhibitor trolleys are to be housed at the dedicated areas and not left unattended to in the common areas of the shopping centre.
- No parking outside the centre's main entrances are allowed, be it a paraplegic or customer bays, unless prior arrangement by centre management.
- The exhibitor shall ensure that all activities on the premises comply in all respects with the Occupational Health and Safety Act No. 85 of 1993 and the regulations found thereunder. The exhibitor confirms that with effect from the beneficial occupation date or commencement date (whichever is the earlier) of this Agreement it has acquired and assumed full control in respect of the use of the premises for purpose of the Act. The exhibitor hereby indemnifies the Landlord or any duly appointed agent against any claims arising from the exhibitor's non-compliance with the provisions of this Act in respect of the premises.
- In particular, the exhibitor, as the user of the electrical installations in the premises, shall be responsible for ensuring compliance with the Electrical Installations Regulations of the Occupational Health and Safety Act, 1993 as amended.
- Centre Management reserves the right to cancel or postpone an exhibition or promotion at short notice, in the event of a breach of this agreement by the exhibitor.

**For more information please feel free to contact me at any time.**

**Marketing Manager**

**Johane Muller**

**058 303 0329**

**[Johane.Muller@excelleratejhi.com](mailto:Johane.Muller@excelleratejhi.com)**