

EXHIBITOR

guide

QUICK FACTS ABOUT 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 31222 square metres. Our anchor tenants are Game, Pick n Pay, Checkers and Woolworths. The average foot count is +-300 000 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

Anchor tenants stay open longer



HOW TO APPLY



To apply for exhibitions at Dihlabeng Mall follow these steps: For all exhibition, activation, or promotional display requirements, please contact Gustav Dreyer (Gustav.Dreyer@ebmgroupp.co.za).

When making contact, please ensure your full activation or exhibition proposal with images of product, services & setup is accompanied by the following FICA documentation:

- ✋ CIPC Registration Document
- ✋ VAT Certificate
- ✋ Identity Document (ID)
- ✋ Proof of Bank Account
- ✋ Proof of Address
- ✋ Public Liability Insurance of R5 million (in the same name as per the CIPC registration)



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.
Exhibitions & Activations
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