



Contact: Esley Du Plessis  
Tel: 021 930 8570  
Fax: 021 930 5137  
Email: esley@evolutionpmc.co.za

## JAN- OCT 2024 EXHIBITIONS AT PAROW CENTRE – EXTERNAL CLIENTS & AGENCIES

<u>Exhibition Courts:</u>	<u>Size of court:</u>	<u>Fees</u>
1. Markham Promotional Court (ground floor)	8m down x6m across (PowerPoint)	R9 000 inc vat
2. Power Fashion Court (ground floor)	3m down x 3m across	R6 000 inc VAT
3. Burger King Court (1 <sup>st</sup> floor)	3m down x 3m across	R3 000 inc VAT
4. Outside Court (Entrance Cash Convertors)		R6 000 inc VAT
5. Ackermans Women Court	2.5m down x 2.5m across	R4 500 inc VAT

**\*Bookings from Monday –Sunday. (Weekly)**

**\*Rates escalate with 10% during Festive Period (November & December).**

### How to Make a Booking:

- Send a written proposal with relevant info about product or service:
  - Requested dates (all courts are booked out either from a Monday to a Sunday)
  - Sizes and dimensions of all collateral on display
  - Description of service or product.
  - The manning hours of the display.
  - Setup and breakdown dates and times
- Only once proposal is approved, sign Confirmation Sheet and indemnity form & *please familiarise yourself with our Rules and Regulations below.*
- Once above is in place, the Marketing Office will issue the client with a tax invoice which must be paid prior to setup.
- Upon receiving proof of payment, the Marketing Office will issue an Exhibition Permit, which must be kept with the promoter at all times for Parow Centre Security purposes. Any promoter onsite who has not been issued with an Exhibition Permit, will be requested to leave Parow Centre

Payment for exhibitions is payable in advance, by a direct deposit into our bank account.  
Bank details:

**Basfour2295(Pty)Ltd**  
**Nedbank**  
**BranchCode:146905**  
**Account Number: 1469170523**

Once payment has been made, please fax proof of payment to the following number:  
**021 930 5137**

***Note that no permit will be issued until proof of payment has been received.***

## Rules and Regulations

1. **Centre Promotions** enjoy preference, and should it be so required, other exhibitions and promotions will be re-scheduled.
  2. **NO Refunds**, once payments are made.
  3. **Tenant exhibitions** enjoy preference over exhibition by non-competitive, outside companies, but once an outside company's exhibition has been confirmed, it will not be cancelled to accommodate a tenant.
  4. **Centre Management and Basfour 2295 (Pty) Ltd** will not be held responsible for any loss or damage occurring for any reason whatsoever, during exhibitions. An indemnity form must be signed before the exhibition can be approved.
1. The **height restriction** is 1, 7 metres throughout the Centre, but no displays are to block tenant shop fronts.
  2. **No Pamphlets or any other promotional material** may be distributed in the centre or in the parking area without permission.
  3. **Fittings and finishes in the centre**, for example pot plants, railings, lampposts, walls, shop fronts, etc, may not be used by exhibitors as display or support structures. The use of screen boards (of maximum height as indicated above) is allowed for this purpose. The exhibitor may not move any standing street furniture (for example dustbins and fixed benches).
  4. In the case of **audio appliances** or equipment that can cause auditory interference, exhibitors are to consider the interests of surrounding tenants and the public, i.e. volume levels are to be kept within reasonable limits. These limits will be set by Centre Management, who reserves the right to restrict or prevent audio broadcasting if it is deemed necessary. The exhibitor will then be called upon to effect relevant improvements. Should the exhibitor fail to do so, the exhibition will be cancelled.
  5. All **exhibition areas are to be cleared** on the last day of the exhibition (Sunday) by no later than 17:00.
  6. Exhibitors need to arrange their own security for activations & exhibitions.
  7. All **storage and packing** material, for example cardboard boxes and bags, must be removed from the exhibition site, or concealed from view.
  8. All exhibitions must comply with Municipal safety regulations as well as those that may be required by Centre Management. Any claims made by the public for loss or injury will be borne by the Exhibitor.
  9. When a **vehicle** is required to be part of an exhibition, prior arrangements must be made with Centre Management and the Security Manager for vehicle access in and out of the centre. The following safety rules apply:
    - Petrol tank to be filled one quarter (1/4) or less
    - Battery to be disconnected
    - Upon entering the centre, vehicle is to be pushed and not driven
    - Vehicle may only enter and exit the centre between 8pm and 8am
    - Fire extinguisher must be placed near the exhibition area
- Please contact the Security Manager at 021-930 8570.
10. **No surveys** may be done inside or outside the centre without prior arrangement with Centre Management.
  11. All exhibitions must be accompanied by **printed or professional quality signage** presented on a stand.
  12. The signage should be done in such a way that there is no doubt as to the current exhibitor's identity or in the case of a tenant exhibition, where the shop is situated in the centre and what it offers. (signage and stand is subject to management approval)
  13. All tables used during exhibitions must be covered with **neat tablecloths** which must reach floor level. If Centre Managements tablecloths are utilised, please do not use prestik on them, should tablecloths be

damaged you will be liable to replace them. Only collapsible tables are allowed, and are to be removed from the exhibition site every night. All exhibitors must supply their **own exhibition material**, for example tables, tablecloths, screen boards etc.

14. All exhibitions are subject to spot checks and inspections.
15. The landlord **reserves the right to cancel** or relocate any exhibition and may ask any exhibitor to change or remove any exhibition material.
- 16. Exhibitors using extension leads must use grey/silver duck tape, if tiles are dirty or damaged a penalty of R500 will be enforced. Exhibitors who leave any tables after their exhibition or any other items not pre-arranged with Centre Management will also be liable for a penalty of R500.**
- 17. The exhibition will only be confirmed once the full payment has been made and a signed indemnity form and rules and regulations form has been received by Parow Centre Marketing.**
20. Exhibitors have an option to carpet tile their allocated area - you may use your own neat & professional carpeting alternatively you may hire this from "Brand aid – 021 931 2202 / or Oasys Tel. 021 526 3200.  
**Carpeting is for the exhibitors own expense.**
21. Lift & escalator branding need to be done after or before trading hours. Clients must remove branding immediately after booking dates have expired & need to ensure the lifts or escalators are clean & neat once branding is removed.
22. Please review the attached POPI act policy, sign and send back along with page 4 & 5 of this document if you make a booking.



## PROVISIONAL CONFIRMATION MEMO

I herewith confirm that I have read and accepted the Exhibition/Branding Rules & Regulations of Parow Centre. I will only receive a Parow Centre permit when the contract is signed and once payment has been received. This permit provides confirmation to security and management that official booking procedures have been followed.

**Clients are urged to keep these permits at the point of exhibition and produce this on request to Parow Centre Personnel. If the exhibition is found unsatisfactory, the exhibitor will be called upon to make the necessary changes. Should the exhibitor fail to do so the exhibition will be cancelled.**

Please sign below as to finally secure your booking.

**REGISTERED COMPANY NAME** :.....  
**TRADING AS** :.....  
**COMPANY ADDRESS** :.....  
:.....  
:.....  
**VAT NUMBER** :.....  
**CONTACT PERSON** :.....  
**CELL NUMBER** :.....  
**TELEPHONE NUMBER** :.....  
**FAX NUMBER** :.....  
**EMAIL ADDRESS** :.....  
**DATE OF EXHIBITION/BRANDING** :.....  
**EXHIBITION/BRANDING LOCATION** :.....

Please fax back to Esley on (fax) 021 930 5137 OR (email) [esley@evolutionpmc.co.za](mailto:esley@evolutionpmc.co.za)

\_\_\_\_\_  
**MARKETING DEPARTMENT  
PAROW CENTRE  
021 930 8570**

\_\_\_\_\_  
**DATE**



**INDEMNITY IN RESPECT OF PROMOTIONS**

I/We, the undersigned

.....

.....  
(Name and registration no - if legal person / full names, surname and ID No - if natural person)

hereby indemnify and hold harmless Basfour 2295 (Pty) Ltd and Centre Management including their holding and subsidiary companies) against all or any liability, loss, costs (including legal costs as between attorney-and-own client), damage or injury, to property or person, that may be incurred or sustained by any person whomsoever and howsoever arising, including but not limited to acts of negligence, and also against any actions, legal proceedings and claims of whatsoever nature which may be instituted or made, arising out of, or in any way connected with any intra- or extra mural exhibition, demonstration, performance or other promotion either held by or organised by me/us at Parow Centre.

Company Name .....

at ..... on .....  
Place Date

Name .....

Designation .....

Signed: ..... (Attach resolution if company or c.c.)

Witnesses:

1. ....

2. ....