



LONGBEACH

Exhibitions Fact Sheet

Nestled between the fynbos-scented Silvermine Mountains and famed Long Beach, Longbeach Mall is a must stop for any visitor travelling on the Ou Kaapse Weg or historic Chapman's Peak Drive. The mall is situated in one of the most picturesque areas in the Cape, an oasis of leafy lanes and meadows just 30 minutes from the City Centre.

Longbeach Mall lies at the heart of what is known as the Far South, an area that is best-known for the Cape Point Nature Reserve. The Far South is unusually relaxed. Life moves to the ebb and flow of the tide as both the chilly Atlantic and the warmer Indian Ocean are a ten-minute drive from each other.

The centre epitomizes this relaxed and caring approach to life. It offers visitors an unforgettable shopping experience with more than 80 stores, all on one level. Longbeach Mall is in it's 20th year of retail success and a firm favourite within the community.

Longbeach Mall has 24 hour security, undercover parking, baby friendly facilities and facilities for the disabled. All in all, it's a fine place to drop anchor offering 31,874m² of retail therapy in the Far South.



MALL MAP & RATE CARD



EXHIBITION COURTS & RATES

Court Name	Court size	Location	Daily Rate (excl. VAT)
Pick n Pay Court	16m ²	In front of Pick n Pay	R1000
Mr Price Court	10m ²	In front of Mr Price	R900
Centre Court	36m ²	Centre of Mall	R1100
Parking	Various	Parking bays outside mall	R1 000
Parking	Various	Film shoots	R5 000

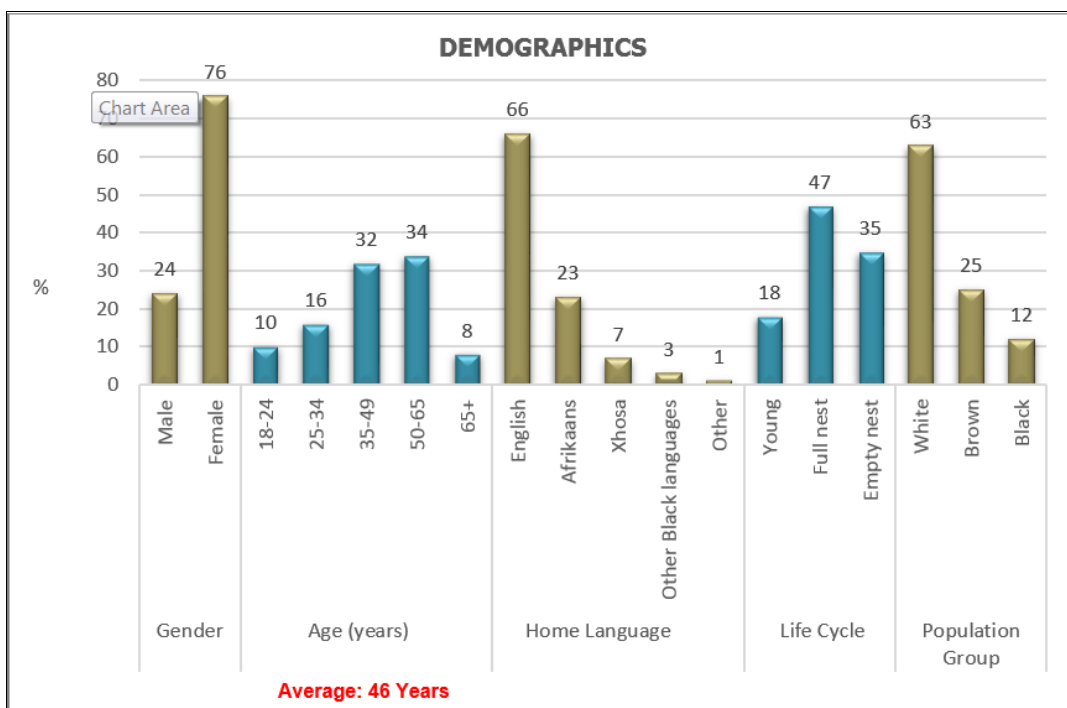
MALL TRADING HOURS



Monday – Friday:	09h00 – 18h00
Saturday:	08h30 – 17h00
Sunday:	09h00 – 14h00
Public Holidays:	09h00 – 14h00
Holiday Season:	As above



CUSTOMER DEMOGRAPHIC



- the majority of the shoppers are female;
- the average age is 46 years
- 66% are English speaking, followed by Afrikaans at 23%;
- 63% are white, followed by brown and black shoppers.

MONTHLY FOOT TRAFFIC

- Average: feet per month (As at Dec 2021 35)



CURRENT TENANTS

Anchor Tenants	Pick n Pay, Woolworths and Food Lover's Market
Banks	FNB, Standard Bank, Nedbank, ABSA and Capitec Bank, African Bank
Eateries	Tong Lok, Michigan Spur, Mugg & Bean, Wimpy and King Pie, Food Lover's Market, Pizza Man
Other Nationals	Ackermans, Mr Price Weekend, Mr Price Home, Pick n Pay Clothing, Clicks/Clicks Pharmacy, Tekkie Town, Wordsworth Books, Pep Stores, Pep Home, American Swiss, Foschini, Sports Scene, Truworths, Markham, Spec Savers, Vodacom, MTN, Cell C, Picardi Rebel, The Vetshop, The Crazy Store, Shoe City, Carlton Hair, Verimark, Peacock Tea & Coffee, Cash Crusaders, Whitehouse, Refinery, Miladys, H2O and Absolute Pets



RULES AND REGULATIONS APPLICABLE TO EXHIBITIONS

A. GENERAL

1. A booking is regarded as confirmed once:
 - 1.1. the Agreement has been signed, and the Applicant has returned a signed copy thereof to the Shopping Centre Marketing Manager; and
 - 1.2. the Shopping Centre Marketing Manager has received proof of payment.
2. No Exhibitor will be permitted to set up if the court hire has not been paid for in full.
3. A floor plan detailing the layout of the event must be submitted with the booking form, for approval, no less than fourteen (14) days prior to the Exhibition. The Exhibition must be of a high standard and which, in the opinion of the Shopping Centre Marketing Manager, must be in line with the image of the Shopping Centre.
4. No part of the Exhibition is to exceed 1.5m (one comma five meters) in height, unless agreed under special condition and approved by landlord insurers.
5. The use of audio visual equipment must be approved by the Shopping Centre Marketing Manager prior to its use. Noise levels must be kept to a minimum at all times. Should the noise levels become problematic and cause unnecessary nuisance to the patrons and/or other tenants, then the Shopping Centre Marketing Manager in his/ her sole discretion has the right to terminate power supply to the audio-visual equipment.
6. The Shopping Centre's maintenance assistants will not assist the Exhibitor in setting up or breaking down the Exhibition.
7. Set-up is on the first day of the Exhibition unless otherwise agreed to in writing. Set-up must be completed half an hour before shopping or trading commences and dismantling / removal to be done after shopping centre trading unless otherwise agreed to in special conditions.



8. The Exhibition must be manned at all relevant times during business hours (including holiday or extended trading hours) as follows:

Monday – Friday:	09h00 – 18h00
Saturday:	08h30 – 17h00
Sunday:	09h00 – 14h00
Public Holidays:	09h00 – 14h00
Holiday Season:	As above

9. The agents/employees/representatives of the Exhibitor manning the Exhibition are not permitted to walk around or roam the Exhibition Area, and/or approach shoppers or any member of the public. Shoppers need to approach the stand out of their own accord.
10. Exhibitors may not distribute pamphlets or flyers in the Shopping Centre or in the car park areas.
11. No surveys by Exhibitors may be conducted inside or outside the Shopping Centre unless prior arrangements have been made with the Shopping Centre Marketing Manager.
12. Vehicles, Bikes or Quad Bike Displays
- 12.1. Vehicles are displayed at the Exhibitor's own risk.
- 12.2. Vehicles must enter and exit early morning before 8h00, or at night after all shops have closed.
- 12.3. Security for the vehicles must be arranged with an external security company, prior to the commencing of the Exhibition.
- 12.4. All windows of the vehicle must be closed at all times, and all vehicle alarms must be deactivated during the trading hours of the Shopping Centre.
- 12.5. Vehicles must contain a maximum of five (5) litres of fuel while being exhibited.
- 12.6. No revving of engines is allowed at any time.
- 12.7. Should a vehicle be sold in the Exhibition Area, that vehicle may only be removed before or after trading hours, without exceptions.
- 12.8. The Exhibitor must ensure that a suitably sized fire extinguisher is supplied for each vehicle, whilst on display.
13. No sub-letting of the Exhibition Area is permitted.



14. It is the Exhibitor's responsibility to keep the Exhibition and Exhibition Area clean at all times.

B. AESTHETICS

15. Should an Exhibitor not comply with their original proposal and required standards are not met, the Shopping Centre Marketing Manager reserves the right to cancel the promotion with immediate effect and with no refund of payment made.
16. No decor of the Shopping Centre (including but not limited to pot plants and benches) may be used for the Exhibition.
17. All excess material and personal belongings of Exhibitors must be removed from the Exhibition Area or concealed from view. The Shopping Centre does not provide any storage facilities.
18. Any staff manning the Exhibition must be properly attired and trained in customer care.
19. No Exhibition material displayed shall obscure in any way any shop fronts or signage unless authorised in writing by the Shopping Centre Marketing Manager.
20. All Exhibition marketing material including tables and chairs are to be approved by the Shopping Centre Marketing Manager prior to the commencement date of the Exhibition.
21. Eating is not permitted in the Exhibition area at any time.
22. No banners or display material shall be permitted on any pillars or balustrades. All signage must be professionally printed, no hand-written signs shall be permitted. All signage must be approved by the Shopping Centre's Marketing Manager.
23. A detailed merchandise/service list is to be approved by the Shopping Centre Marketing Manager prior to the Exhibition.



24. All table coverings and flooring to be approved by the Shopping Centre Marketing Manager.



C. COMPLIANCE

25. In the event of any fundraising Exhibitions, the Exhibitor must provide a fundraising number to the Shopping Centre Marketing Manager, prior to the Exhibition.
26. The Shopping Centre Marketing Manager reserves the right to cancel the Exhibition if any agent/employee/representative of the Exhibitor contravenes any of these Rules and Regulations.
27. If any cooking demonstrations are to take place, food is to be prepared under conditions as specified by the Department of Health. Prior written permission must be obtained from the Shopping Centre Marketing Manager.
28. No counterfeit/illegal goods may be sold by the Exhibitor.
29. All electricity connections must be approved by the Shopping Centre Operations/Facilities Manager before commencing of the Exhibition. No electrical cables may be exposed to the public in any hazardous manner. All electrical cables must be taped down at all times. It is the Exhibitor's responsibility to make sure that an extension cord, if needed, is supplied and maintained at all times.
30. The Exhibition shall be signed off in accordance with the applicable Fire Regulations as well as Safety Regulations.



FOR FURTHER INFORMATION

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