



**EXHIBITION / PROMOTION BOOKING FORM**

**PARTICULARS OF THE PROMOTION**

1. Name / Description of Event : \_\_\_\_\_
2. Location of event : \_\_\_\_\_
3. Date / dates of the event : \_\_\_\_\_
4. Set-up date & time : \_\_\_\_\_
5. Breakdown date & time : \_\_\_\_\_
6. Charges Exclusive of VAT : \_\_\_\_\_
7. **TOTAL CHARGES INCLUSIVE OF VAT:** \_\_\_\_\_

8. Please note that **FULL PAYMENT** shall need to be made within a minimum of 7 WORKING DAYS prior to the exhibition space being reserved.

9. Payments once made are **NOT** refundable

**COMPANY INVOICING DETAILS** – invoice to be addressed and sent to:

- KRA PIN : \_\_\_\_\_
- Company name : \_\_\_\_\_
- Contact person : \_\_\_\_\_
- Email address : \_\_\_\_\_
- Mobile number : \_\_\_\_\_
- Postal Address : \_\_\_\_\_
- Signature & stamp : \_\_\_\_\_

**NOTE: All cheque payments should be made out to KNIGHT FRANK CEDAR MALL**

This was done and signed at Knight Frank Kenya, Cedar mall management office

**Signature:** \_\_\_\_\_

**Date received:** \_\_\_\_\_



### **EXHIBITION / PROMOTION RULES & REGULATIONS**

1. We require a detailed plan or written synopsis on the exact nature of your promotion and its requirements. Promotions that conflict with Tenant businesses at CEDAR MALL shall not be allowed, unless with prior agreement with the centre management. Third parties and / or co-sponsors participating in a promotion must be declared at the onset. A sketch or likeness of the promotion stand to be erected must be provided, with measurements, props and a detailed description thereof, as well as the manner in which the promotion will be conducted.

#### **APPLICABLE TO THE ATRIUM, ENTRANCE AND PARKING LOT SPACES:**

*No advertisement, signage, branding, promotion desks, tents or structures should be erected on the property without the required City Council Licences. In addition, a copy of the license will need to be presented to the management office prior to confirmation of space. A copy should be kept by the exhibitor on site and a copy should be kept in the Management office. Furthermore, all promotional material for distribution i.e. leaflets, fliers, pamphlets, catalogues, brochures etc and persons wearing branded apparel should all have a valid City Council stamp. CEDAR MALL management and KNIGHT FRANK KENYA LTD are indemnified against all claims which any exhibitor may otherwise have in respect of any promotional or trading Licences that may be required by the N.C.C or any other government body.*

2. **CAUTION:** All exhibitors are subject to spot checks and inspections by the Mall Management. The management reserves the right to halt and remove exhibitors' stands / set ups if any are found not abiding by the rules & regulations. Please note that once such action is taken, **no refunds** shall be made.

3. **SECURITY:** Exhibitors are responsible for providing their own overnight security for their stands and any highly sensitive items.

4. **PAYMENT:** Please note that **FULL PAYMENT** shall need to be made prior to the activation space being reserved for any exhibition / promotion.

5. **INSURANCE:** It is the responsibility of all exhibitors (*including tenants*) to ensure that their insurance extends their cover to the centre's promotional areas and covers any third party claims.

6. **NOTE:** Any brochures, fliers, leaflets and promotional material will be distributed from the exhibitor's designated area only. Exhibitors may not approach passing trade / shoppers or walk / move through the mall distributing the above mentioned materials.

7. **NOTE:** No shop window display, entrance or walkway will be obstructed in any way and sufficient flow of foot traffic must be allowed for at all times. No large tents, partitioning, panels and/or stands that hinder visibility to stores will be permitted in the atrium area. The maximum height of panels/display units should not exceed 3 feet in height and 3 feet in width. The only acceptable mode of branding is roll up banners measuring 4 feet in height.

8. **NOTE:** All exhibitors must supply their own exhibition material, e.g. **Tents, Tables, chairs, tablecloths, 20 meter extension cable** etc as the centre does not have any of these items.

9. **Unless you are a sponsor, no bookings will be made during the in mall Valentines, Easter, Mother's day, Father's day and Christmas promotions.**

10. All signage / branding should be professionally and tastefully designed and free-standing. No hand-written or stencilled signs will be permitted. Centre Management will not provide easels or free-standing poster frames to exhibitors. Exhibitors are responsible for any signage license fees payable to the local authorities.



**11. The Mall Management does not allow the use of PA/Sound Systems** for a promotion inside the Centre, without prior arrangement with the Centre Management. Music and announcements from the stand will be restricted to very short periods which will be agreed upon with management and may not be unduly disturbing or intrusive to both surrounding tenants and shoppers. **Any promotion not meeting this requirement may be cancelled.**

**12.** Exhibitors are not permitted to drill any holes or do any intrusive works to the common area spaces that shall damage the integrity and structural make up of the mall. Exhibitors shall be liable to pay for any damages of this nature and the supplier / contractor of choice, to do the repair / reconstruction works, shall be at the management's discretion.

**13.** All exhibition set ups must be done by **9.00a.m** on the first day of the promotion and dismantled before **8.00p.m** on the last day of the promotion unless alternative arrangements have been made with centre management.

**14.** The exhibition stand or outlet shall be manned, managed and stocked to **suitable capacity**. Trading times should be adhered to; these are, **Monday to Sunday 9.00am - 8.00pm**. All storage or packing material must be removed from the exhibition site or concealed from view.

**15.** Cooking of foods inside the mall is not permitted. All exhibitors are required to come with the foods already prepared.

**16.** Fittings and finishes of the Mall e.g. Pot plants, benches, walls, pillars, dustbins, etc. may not be used by exhibitors as display structures or support. It is also not permitted to use these as resting areas for staff that man the exhibition. Exhibitors will be held liable for any damages that may arise to any of the fittings and finishes of the centre while conducting their exhibition.

**17.** Exhibitors are not permitted to block book an exhibition area for more than **7 days** per quarter of the year.

**18.** Please note that the management will not permit 3<sup>rd</sup> parties to come and exhibit products or services similar to those of the existing tenant as this would be conflict of interest. Also note we shall not permit any 3<sup>rd</sup> party from other competing shopping malls to exhibit at CEDAR MALL as this will also be a conflict of interest.

**19.** Also note that management will not allow two competing brands to exhibit at the mall on the same day as it would be ethically unprofessional.

**20. The Mall Management does not allow political / religious activities, promotions or gatherings of any kind on the premises and reserves the right to disallow any promotional activity at any time should promoters not meet with the required standards.**

**21.** Exhibitors take full legal responsibility for all activities and displays in the promotional areas. The Centre Management are indemnified against all claims which any exhibitor may otherwise have against CEDAR MALL Management or KNIGHT FRANK KENYA in respect of any loss or damage caused to any property owned by any such exhibitor; or injury sustained by such person/s howsoever caused while such exhibitor participates in, or is associated with any of the said activities.

#### **RULES APPLICABLE TO VEHICLE DISPLAYS AT CEDAR MALL**

**1.** Vehicles are only to be brought into the Centre between **9.30am and 5.00pm** and only with CEDAR MALL management staff and / or Security representatives acting as pedestrian guides.

**2.** Only a maximum of **TWO** vehicles can be displayed in the allocated space.

**3.** Carpeting should be supplied by exhibitors to ensure that car tyres do not damage the floor tiling in the



designated exhibition areas.

- 4. Vehicles that are not manned should be kept locked at all times. Convertible vehicles should be closed and locked outside promotion hours.
- 5. Car alarms should be deactivated where possible.
- 6. It is the responsibility of the promoters to keep their vehicles on display clean and neat at all times.
- 7. The Management will not be held liable for any loss of or damage to vehicles exhibited at the mall.

**Please complete the form below in full to confirm your acceptance of all the rules & regulations herewith and fax or e-mailed it back to CEDAR MALL to [Elizabeth.Nyambura@ke.knightfrank.com](mailto:Elizabeth.Nyambura@ke.knightfrank.com)**

**NAME :** .....

**YOUR TITLE / POST:** .....

**COMPANY NAME:** .....

**E-MAIL ADDRESS:** .....

**TELEPHONE / MOBILE NO.:** .....

**Name of Promotion / Activation:** .....

**No. of days of Promotion:** .....

**SIGNATURE:** ..... **DATE:** .....

**A written synopsis on the exact nature of your promotion,** sketch or likeness of the promotion stand to be erected, with measurements, props and a detailed description thereof, as well as the manner in which the promotion will be conducted.

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**FOR CEDAR MALL MANAGEMENT USE ONLY:**

TICK Approved:  YES  NO

TICK Paid:  YES  NO

**KNIGHT FRANK KENYA OFFICIAL STAMP:**