

THE CRESCENT PROMOTIONS COURT APPLICATION FORM

1. CONTACT DETAILS

Name of Tenant/company/exhibitor: _____

Contact person: _____

Position/Designation: _____

Contact Numbers:

Tel: _____

Cell: _____

Fax: _____

Email: _____

2. INVOICING DETAILS

Invoice to be made out to: _____

VAT registration number: _____

Postal address for invoice purposes: _____

Postal code: _____

Person responsible for payment: _____

Position/Designation: _____

Contact Numbers:

Tel: _____

Cell: _____

Fax: _____

Email: _____

3. BOOKING DETAILS

Court interested in: _____

Dates: _____

If court is unavailable, please specify a second option: _____

Area required: _____

No of tables required: _____

No of chairs required: _____

4. SECURITY ARRANGEMENTS

By Exhibitor: _____

5. LAYOUT

Plan to be provided by promoter for approval by Centre Management.

6. PROMOTIONS POLICY

The following will apply to ALL promotions held at The Crescent Shopping Centre:

- All requests require a full written proposal
- A promotion will only be confirmed once proof of payment has been received.
- A three (3) week written cancellation period applies to all bookings made. Cancellations made without the aforesaid notice, will still be liable for a **cancellation fee of 25%** on the amount for the exhibition space.
- A mandatory **25% securing deposit** will be charged for all exhibitions and is payable two weeks prior to the booking.
- The balance of the payment for exhibitions is payable two weeks prior to the exhibition as a direct deposit in the Centre's promotions account – **absolutely no cash will be accepted**
- Centre Management reserves the right of admission
- No promotion or exhibition may be in conflict with any of our Tenants' products and/or services
- No amplified music may be played without prior consent from the Centre Management
- All promotional material i.e. posters, stickers, signs, etc. to be approved by Centre Management.
- Tables and chairs to be arranged by the exhibitor and will be for exhibitor's expense. (Negotiable depending on quantity required.)
- Any promotions relating to fundraising events, the promoters must provide a fundraising number prior to the event
- The height restriction is 1.5 m throughout the Centre.

The following will NOT be permitted:

- Street collections or raffles
- The promotion or sale of any product which does not suit the image and brand of the Centre
- Distribution of pamphlets, flyers, brochures or any advertising material within the Centre or in the parking areas
- No hawkers, vendors and pets are permitted in the Centre or in the parking areas

Rules for approved promoters:

- No promotions will disturb the normal trading of any The Crescent Shopping Centre Tenants by means of loud music, performances or announcements
- No promotional material should be attached to permanent fixtures in the Centre, i.e. walls, pillars, windows, shop-fronts, doors, etc.
- Absolutely **NO** handwritten posters will be permitted
- No banners may be placed in the centre without prior arrangement with or consent from the Centre Management
- The Crescent Shopping Centre will not be held liable for any damage or loss incurred to promotional material and/equipment
- The promoter will be held responsible for any damages to The Crescent property or equipment resulting from the relevant promotion
- Setup must be complete before 08h00 on the day of the promotion
- The promotion should be up and running during official trading hours of the Centre and may not finish or close before 17h00
- Promotional area must be left neat and tidy at night
- On completion of the promotion, all promotional material should be removed after 17h00 on the last day of the promotion
- Centre Management reserves the right to cancel or postpone an exhibition or promotion at short notice, in the event of any breach of this agreement by the Exhibitor. All monies paid by the exhibitor will be forfeited to The Crescent in this event.

Rules applicable to vehicles in the Centre:

- Vehicles may only be brought into the Centre after 21h00 or before 08h00 and **must** be accompanied by Centre Security representatives
- Any display vehicles must have full petrol tanks
- A key to each vehicle must be left in a sealed envelope at the Security Control Room for the duration of the promotion
- Vehicles that are not manned must be locked at all times
- Car alarms must be deactivated
- It is the promoter's responsibility to keep display vehicles neat and clean

7. CHARGES PAYABLE BY EXHIBITOR

The total cost of the promotion is _____ *per exhibition* Inc VAT
(invoice no. _____) payable by promoter.

7.1. Public Liability Insurance:

(Name and registration number - if legal person | full names, surname and ID – if natural person

Hereby irrevocably indemnifies and hold harmless **The Crescent Shopping Centre** and its Managing Agent, **JHI Property Management**, their successors in title or assigns, their employees and Tenants against all or any liability, regarding any promotional operation, or any damage to the building, equipment or utilities during the promotional act / erection of or performance of such (including legal cost as between attorney and own client) damage or injury, to property or person including that may be incurred or sustained by any person whomsoever and howsoever arising, including but not limited to act of negligence, and also against any action, 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 or other promotion either held by or organised by the owner or company of the specific tenant that requested the function.

Thus done and signed on this _____, the _____ day of _____ 20 _____
on behalf of the promoter.

Name: _____

Signature: _____

PROMOTER

THE CRESCENT PROMOTIONAL QUESTIONNAIRE

1. Name of promotion/product: _____

2. Kindly supply a detailed description of the promotion/exhibition. If you have compiled a proposal, please email this to vanessafrasersa@gmail.com

3. What are your overall objectives and/or intentions?

4. What are the advantages of this promotion/exhibition for The Crescent brand, its Customers and/or Tenants etc? Do you have any prize, added value or synergies with our brand or that of our Tenants' etc?

5. Will any promotional material be distributed at The Crescent? **Y / N** (please circle). If so, kindly submit a sample of this promotional material to the Marketing Manager.

6. Please give a brief description of your brand (i.e. brand mantra, slogan, etc)?

7. Who do you want to address with your campaign? (gender, LSM, general profile of your Customer etc.)

8. Please supply the following by either email/fax or hand-delivery:

- Promotional material being utilised
- Photographs/visuals from past promotions
- Proposed floor plan

Kindly hand-deliver any material to Vanessa Fraser at Centre Management or fax to 086 590 5438, or email to vanessa.fraser@purpleplumm.co.za for approval. For more information regarding promotion court bookings, please contact Vanessa Fraser on 031 566 3563 or email vanessa.fraser@purpleplumm.co.za

By signing this application form, I hereby agree to abide by The Crescent promotions rules and regulations.

Signature

Name (please print)

Date

Kind regards,

PURPLE PLUMM BRAND COMMUNICATIONS @ THE CRESCENT

Tel: 031 566 3563

Fax: _____

Email: vanessa.fraser@purpleplumm.co.za