

WESTGATE MALL

EXHIBITION RATE CARD

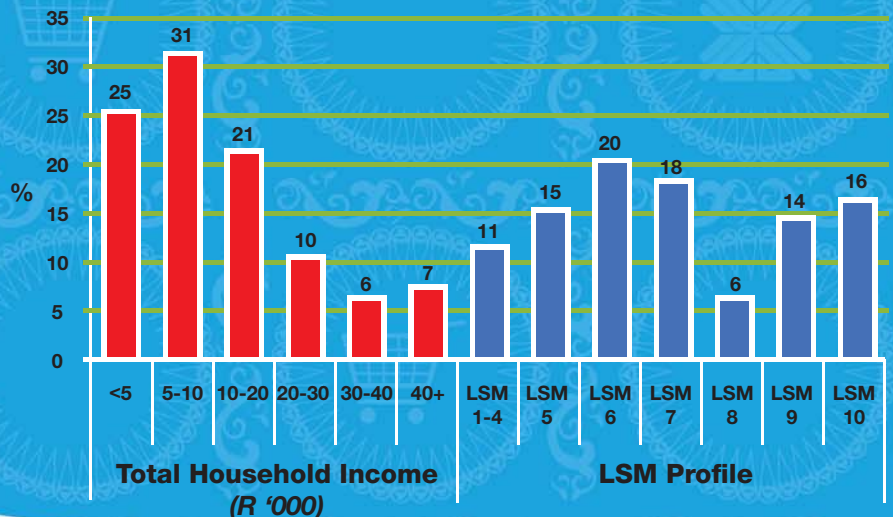


DEAR PROMOTER,

Thank you for your interest in Westgate Shopping Centre. With 25 years of successful trading to its name, Westgate is renowned as the shopping Mecca of the West Rand. More than 15 million people per annum stream through the doors of this bustling complex, which boasts an exciting range of over 180 stores.

Westgate is 108 000m² in size and a much sought-after venue for high profile events, product launches and competitions. This demand, together with our own promotions, means that we are, unfortunately unable to accommodate all of the promotional applications that we receive. Applications are therefore, evaluated on the basis of their merit.

Socio-Economic Profile



Westgate

REGIONAL SHOPPING CENTRE

Tel 011 768 0616 www.westgate.co.za

Normal Court Rates

Court	Size	Cost	Festive Season up 15% Nov - Dec
Game Court	80 m ²	R 14,000.00	R 16,100.00
Flight Centre	20 m ²	R 6,500.00	R 7,475.00
Steers Court	10 m ²	R 5,500.00	R 6,325.00
Jewellery Design Co.	10 m ²	R 6,000.00	R 6,900.00
Mr Price (ex Stuttafords)	10 m ²	R 5,400.00	R 6,210.00
Banking Mall	40 m ²	R 5,500.00	R 6,325.00
Edgars	16 m ²	R 6,500.00	R 7,475.00
Woolworths	16 m ²	R 6,000.00	R 6,900.00
Info. Kiosk	12 m ²	R 5,500.00	R 6,325.00
Lower Hyperama	12 m ²	R 3,600.00	R 4,140.00
Geen & Richards	50 m ²	R 3,000.00	R 3,450.00
Lower Hi-Fi	16 m ²	R 3,600.00	R 4,140.00
Super CD	10 m ²	R 4,500.00	R 5,175.00
KFC	10 m ²	R 4,500.00	R 5,175.00
Trumps	40 m ²	R 7,000.00	R 8,050.00

- Rates are applicable for a period of 1 week and are subject to change without notification.
- The costs listed above do not include VAT.
- Set up must be completed before 9am on set up day and breakdown on the last day of exhibition after 6pm
- Rates increase by 15% during the festive season (November – December)
- Carpeting is compulsory for all exhibitions and comes at an extra charge unless exhibitor can provide their own
- No set up will be allowed without a signed agreement, and full payment received
- Any parking costs incurred will be for the exhibitor's account
- Court hiring periods are Tuesdays to Mondays and daily rates are not applicable unless negotiated with Management

Passage Rates

Court	Size	Cost
Passage average rate	12 m ²	R 4,000.00

Combo - Packages

Upper level and Lower level court booked jointly

Court	Size	Cost	Lower Level Price	Combo Price	Combo Discount Saving
Game Court	80 m ²	R 14,000.00	R 1,800.00	R 15,800.00	R 1,800.00
Flight Centre	20 m ²	R 6,500.00	R 1,800.00	R 8,300.00	R 1,800.00
Steers Court	10 m ²	R 5,500.00	R 1,800.00	R 7,300.00	R 1,800.00
Jewellery Design Co.	10 m ²	R 6,000.00	R 1,800.00	R 7,800.00	R 1,800.00
Mr Price (ex Stuttafords)	10 m ²	R 5,400.00	R 1,800.00	R 7,200.00	R 1,800.00
Banking Mall	40 m ²	R 5,500.00	R 1,800.00	R 7,300.00	R 1,800.00
Edgars	16 m ²	R 6,500.00	R 1,800.00	R 8,300.00	R 1,800.00
Woolworths	16 m ²	R 6,000.00	R 1,800.00	R 7,800.00	R 1,800.00
Info. Kiosk	12 m ²	R 5,500.00	R 1,800.00	R 7,300.00	R 1,800.00
Lower Hyperama	12 m ²	R 3,600.00	R 1,800.00	R 5,400.00	R 1,800.00
Geen & Richards	50 m ²	R 3,000.00	R 1,800.00	R 4,800.00	R 1,800.00
Lower Hi-Fi	16 m ²	R 3,600.00	R 1,800.00	R 5,400.00	R 1,800.00
Super CD	10 m ²	R 4,500.00	R 1,800.00	R 6,300.00	R 1,800.00
KFC	10 m ²	R 4,500.00	R 1,800.00	R 6,300.00	R 1,800.00
Trumps	40 m ²	R 7,000.00	R 1,800.00	R 8,800.00	R 1,800.00

Event Venues

Court	Weekly Rate
Two parking bays	R 3,080.00

Court	Weekly Rate
College Grounds	R 5,000.00

Westgate Rooftop

Floor Size: 2000m² – Area to be divided into 2 rental sections of approximately 1000m² each, without any fixed seats.

Cleaning: Compulsory, **Security:** Compulsory, **Weight:** All Centre restrictions to be adhered to

Storage: To be arranged with the Sales and Exhibitions Manager at your own risk @ **R500** per week.

Public Liability: Compulsory and a minimum of R5 million for the duration of the event, or agreed amount dependant on size of event.

Catchment Areas

- Roodepoort
- Krugersdorp
- Northern Soweto Suburbs
- Kagiso
- Ruimsig
- Northcliff



Who is the current Westgate Shopper?

- Broadbase LSM 4 – 10
- Weekly and monthly shoppers
- Middle income to high income shoppers
- Race – 51% black, 40% white and 9% other
- Mixed market – young audience to older and more mature shoppers
- Language: Afrikaans, English, Zulu and other
- Gender:- 60% Female, 40% male



Trading Hours

Exhibitions must be manned at all times during the Centre's trading hours.

Mon - Thurs:	09:00 - 18:00
Fri:	09:00 - 19:00
Sat:	09:00 - 17:00
Sun:	09:00 - 17:00
Public Holidays:	09:00 – 17:00

NB: Centre Management reserves the right to change trading hours.

Contact Details

Sales and Exhibitions Manager
Trust Masarirambi

Tel: 011 768 0616, Fax: 086 693 5133

Email: trust@primelife.co.za

Centre Management Offices

Entrance 6, Next to Pick n Pay



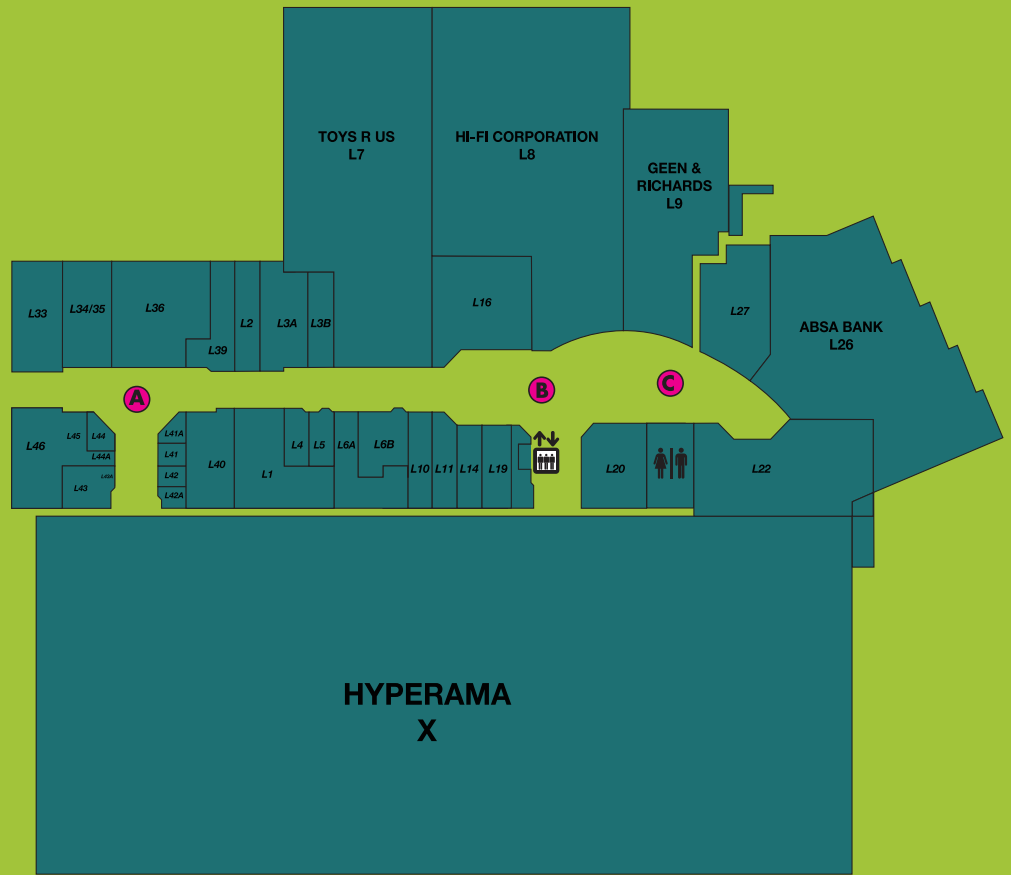
Westgate

REGIONAL SHOPPING CENTRE

Tel 011 768 0616 www.westgate.co.za

LOWER LEVEL

ENTRANCE 5



Exhibitions Courts

Court	Size
A. Lower Hyperama	12 m ²
B. Lower Hi-Fi	16 m ²
C. Geen & Richards	50 m ²

- Court
- Passage



Westgate

REGIONAL SHOPPING CENTRE

Tel 011 768 0616 www.westgate.co.za