



# Willowbridge Exhibitions

## Court Rates and General information



# INDEX

1. About Willowbridge Centre
2. Demographics
3. Exhibition Court Rates



## About Willowbridge Centre

Willowbridge Centre is managed by Attfund Retail Property Investment Fund and the Shopping Centre is marketed by the company Word for Word Marketing PTY Ltd. We believe that the expertise and experience we offer will give you the exposure you require to market your brand successfully.



We accommodate approximately 400 000 visitors in the LSM group of 10, on a monthly basis from our Primary catchment areas as indicated below. Our foot traffic is growing on a monthly basis.



WILLOWBRIDGE

# Willowbridge Centre demographics

Classification	: Lifestyle Centre
Gender split	: Female 74% - Male 26%
Age	: 25 - 49
Language	: Afrikaans 71% - English 25%
LSM profile	: 10
Monthly foot count	: Average on a monthly basis – 400 000
Reasons for visit	: Convenience
Anchor Tenants	: Dis-Chem Pharmacy, Pick n Pay, Woolworths, Checkers
Race Split	: 66% White, 21% Coloured and 13% African.



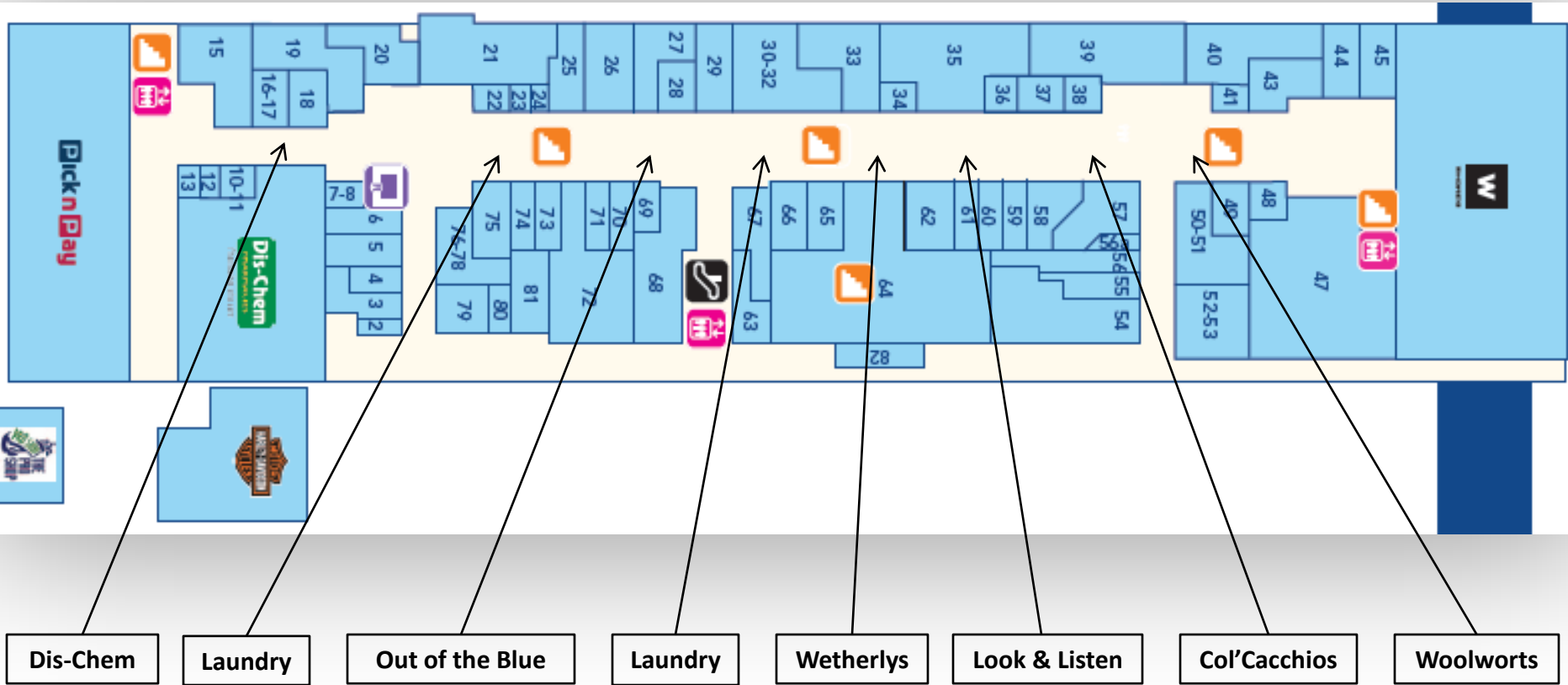
WILLOWBRIDGE

# Exhibition Court Rates

COURT	LEVEL	SIZE	PRICE
Woolworths	Ground	16m <sup>2</sup>	R4 500.00
Col'Cacchio	Ground	25m <sup>2</sup>	R4 500.00
Look & Listen	Ground	66m <sup>2</sup>	R6 000.00
Truworthis	Ground	20m <sup>2</sup>	R3 500.00
Wetherlys	Ground	20m <sup>2</sup>	R3 500.00
Out of the Blue	Ground	20m <sup>2</sup>	R3 500.00
Laundry	Ground	30m <sup>2</sup>	R5 000.00
Dis-chem	Ground	12m <sup>2</sup>	R4 000.00



# Exhibition Court Locations



# Important Exhibition / Advertising Requirements

- No free standing pin boards, and mini fold out tables.
- No trestle tables, but professionally manufactured display stands will be allowed, unless approved by Centre Management.
- If tables are used, only aluminium and glass cocktail tables and matching high-chairs will be allowed.
- **Flooring under your stand is compulsory.**
- The stand must be manned for the total trading time of the mall.
- Set-up and striking of exhibition displays must be done **after or before trading hours**.
- If electrical cords are used for power, these must be taped neatly to the floor with black duct tape.
- No handwritten signs may be used and only professionally designed and printed.
- No eating or drinking will be allowed at the stand.
- No tenant trolleys may be used for the carting of exhibition goods.
- When a customer is approached, the approach needs to be professional and non intrusive, no 'aggressive marketing' tactic will be allowed at Willowbridge.



# Important Exhibition Requirements

- No free standing pin boards, and mini fold out tables.
- No trestle tables, but professionally manufactured display stands will be allowed, unless approved by Centre Management.
- If tables are used, only aluminium and glass cocktail tables and matching high-chairs will be allowed.
- **Flooring under your stand is compulsory.**
- The stand must be manned for the total trading time of the mall.
- Set-up and striking of exhibition displays must be done **after or before trading hours**.
- If electrical cords are used for power, these must be taped neatly to the floor with black duct tape.
- No handwritten signs may be used and only professionally designed and printed.
- No eating or drinking will be allowed at the stand.
- No tenant trolleys may be used for the carting of exhibition goods.
- When a customer is approached, the approach needs to be professional and non intrusive, no 'aggressive marketing' tactic will be allowed at Willowbridge.



WILLOWBRIDGE