

EXHIBITIONS

WILLOWBRIDGE



COURT RATES AND
GENERAL INFORMATION



EXHIBITION RATES

WOULD YOU LIKE TO EXPOSE YOUR BRAND TO OVER 350 000 VISITORS PER MONTH?

Nestled on the edge of picturesque river parkland in the heart of Cape Town's Northern Suburbs is Willowbridge, an elegant piazza which caters to the most discerning shopper. Willowbridge has all the anchor stores you can expect but offers the ultimate lifestyle centre experience with its open air and modern design. Willowbridge Centre offers the perfect platform to engage with our affluent, LSM 9 – 10 demographic.

WILLOWBRIDGE CENTRE DEMOGRAPHICS

Classification:	Lifestyle Centre
Primary Catchment Area:	Bellville, Welgemoed, Durbanville
Gender Split:	Female 75% Male 25%
Age:	25 – 55
Language:	Afrikaans 73% English 25% Other 2%
LSM Profile:	9 – 10
Monthly Foot Count:	Average 350 000
Reasons For Visit:	Convenience, Lifestyle
Anchor Tenants:	Woolworths, Pick 'n Pay, Dis-Chem, @Home
Entertainment:	The Bron Theatre
Speciality Stores:	The First Yuppiechef Physical Store, Harley Davidson, Biggest Little Beer Shop and more
USP'S:	Picturesque setting, kids free play areas, Slow Market, Restaurant offering, at least 500 runners gather at Willowbridge every Saturday

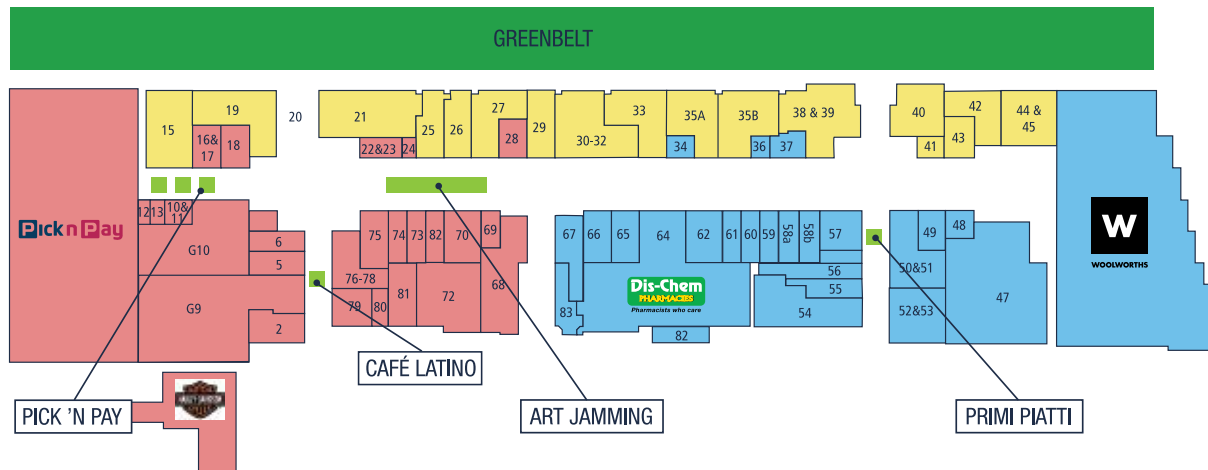
EXHIBITION COURT RATES

Court	Cover	Size	Price
PnP Court 1	Covered	12m2	R 4280.00
PnP Court 2	Covered	12m2	R 4280.00
Café Latino Court	Covered	12m2	R 5000.00
Primi Piatti Court	Covered	12m2	R 4280.00
Art Jamming Court	Covered	12m2	R 4280.00
The Greenbelt	Not Covered	8000m2	Price on Request

Rates are quoted for a full week Tuesday – Monday and exclude VAT
Rates include flooring, but exclude hiring and décor



REQUIREMENTS



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 use, only aluminium and glass cocktail tables and matching high-chairs will be allowed
- Flooring under your stand, will be provided by Centre Management and 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, it is compulsory that these cords must be neatly covered with rubber conduit which can be supplied by Centre Management.
- 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 approaching, the approach needs to be professional and not intrusive, no aggressive marketing tactics will be allowed at Willowbridge
- Exhibitors must adhere to all the terms & conditions listed in the Exhibition contract

