

EXHIBITIONS



Hatfield Plaza
where it's happening!



A B O U T U S

Welcome to Hatfield Plaza...where exhibitions are happening!

Hatfield Plaza is situated in the heart of Hatfield and has a compliment of 62 tenants, secure parking and facilities in an appealing atmosphere.

Boasting with strong anchor tenants that include Pick n Pay and Clicks, Hatfield Plaza welcomes over 120'000 visitors in a week.

The beauty of exhibiting is that it gives customers something other marketing methods lack – AN EXPERIENCE!! Visitors have an opportunity to experience your products, services, programmes and personnel first hand. Visitors want to touch, hear, see, taste and smell and at a show they have the opportunity to explore more of these senses than they do with any other form of marketing.

Visitors also have the opportunity to explore your product or service within a tangible environment and the foundations for long lasting sales relationships are formed.

With five exhibitions courts, Hatfield Plaza offers exhibitors a good variety for showcasing products or services in a place best suited to their needs.



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COURTS

Clicks Court	5m ²	R5'000 excl VAT	R5'700 incl VAT
Pick n Pay Court	4,5m ²	R4'500 excl VAT	R5'130 incl VAT
Red Square Court	4,5m ²	R4'500 excl VAT	R5'130 incl VAT
CNA Court	4,5m ²	R4'500 excl VAT	R5'130 incl VAT
Cardies Court	3m ²	R3'000 excl VAT	R3240 incl VAT

The cost for promotional court excludes carpeting, which is compulsory.

One parking ticket per day will be free during the duration of the booking.

Exhibitors need to provide their own tables and black table cloths

For bookings, please contact:

Deirdre Botha
(t) 012 362 5842
(f) 086 676 4296



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PROCEDURE

1. On a company letterhead send us a full proposal regarding the promotion. This can be faxed to 086 676 4296.

Ensure that your proposal includes:

- A floor plan / layout of exhibition
- Product description
- The aim of the promotion
- Advertising in support of the promotion (if applicable)
- Photographs of previous exhibitions (if applicable)
- What activities will be on the stand

2. Complete in FULL the Application Form and fax it back to the Marketing Manager on 086 676 4296.
3. Once you have confirmed dates we will need a certificate of public liability that covers you outside your normal premises. Dates of cover must be included.
4. Tenants and their suppliers in Hatfield Plaza receive a discount (tenants 25% on exhibitions booked). Suppliers who wish to book a promotional court have to submit a letter from the store that they give permission that the supplier may exhibit on their behalf.
5. Our Exhibition Court rates are applicable for a week from Monday – Sunday. There is no reduction on the rate for weekend or one-day exhibitions.
6. Exhibitions in Hatfield Plaza must be professional, of a high standard and add value to the centre. No exhibitions will be allowed that aim to take advantage of the customer feet already in the centre.
7. Set up is on the first day of exhibition unless otherwise discussed and approved by Hatfield Plaza Centre Management before 09:00 and dismantling of stands takes place on the last day of exhibition after 13:00.
8. No exhibitor will be allowed to set up their stand if full payment for the court and carpet hire is done. Proof of payment for both court and carpet hire must be faxed to the Marketing Manager on 086 676 4296 before set-up.
9. Carpet hire is compulsory for all possible exhibitors at Hatfield Plaza. Exposure Pursuit is Hatfield Plaza's carpet supplier, costing of the carpets is R25 per m2 and can be booked at Jaco Swanepoel directly on 082 469 5080.
10. Please take special note of the guidelines on the next page. Failure to adhere to the set guidelines may result in cancellation of the exhibition.



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GUIDELINES

- Set up is on a Monday before 09:00 and dismantling of stands take place on a Sunday after 13:00.
- Trading hours for exhibitors are strictly
 - Mondays - Fridays 09:00 – 17:30
 - Saturdays 09:00 – 15:00
 - Sundays & Public Holidays 09:00 – 13:00
- Professionally printed signage should be displayed in the exhibition area at all times, stating the name and contact details for the exhibitor.
- A promotion is only confirmed on receipt of a 50% non-refundable deposit and signed contract. The balance must be paid 14 days prior to the commencement date.
- A court is only regarded as paid for once the exhibitor provides proof of payment. Deposit slips etc can be faxed to 086 676 4296.
- All courts in the Centre have a height restriction of 1.5 meters and the exhibition stand must comply within the prescribed lease line.
- No sound equipment may be used during a promotion in the Centre.

Failure to adhere to these guidelines will result in the cancellation of the exhibition / promotion.



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