

# east rand mall

ENERGY. EXPRESSION. EXCITEMENT.



MARKETING PROSPECTUS AND RATES



# CENTRE INFORMATION

East Rand Mall is an iconic shopping centre in the Boksburg region. It was recently revamped and voted Ekurhuleni's best shopping centre in the 2015/2016 Ekurhuleni Best of Awards.

The mall has an incredible variety of stores including major national retailers such as Cotton On, Edgars, Foschini, H&M, Mr Price, Truworths and Woolworths. Shoppers can get everything they need here: essential items, household goods, fashion, electronics and more. For eating and entertainment, the mall offers a variety of restaurants as well as a seven-theatre Ster Kinekor cinema complex.

Exceptional shopping convenience, a fresh new look and ideal location close to major routes are among the reasons why East Rand Mall is voted most popular centre in the region.

# MARKETING OPPORTUNITIES

East Rand Mall offers a variety of prime exhibition areas, situated at high-traffic locations that provide optimum exposure for your brand. This is an ideal platform to showcase your products and services to the 35 000+ shoppers visiting the mall daily. There are also various indoor and outdoor media sites throughout the mall, which have been ideally positioned to capture the attention of shoppers. Special fashion media packages are also available, speak to the marketing team for details.

# FAST FACTS

TOTAL TENANTS	183
PATRONS	LSM 7-10
ANNUAL FOOT COUNT	12 million
EXHIBITION SITES	5
INDOOR MEDIA SITES	8
OUTDOOR MEDIA SITES	7



## EXHIBITION SPACES

### 1. OVAL COURT: 120m<sup>2</sup>

**R17 500 + VAT per week**

Situated at the food court between entrance 3 and 4, can accommodate six to eight vehicles.

### 2. ENTRANCE 1: 12m<sup>2</sup>

**R7 000 + VAT per week**

A high-traffic location situated at the mall's main entrance.

### 3. ENTRANCE 4: 12m<sup>2</sup>

**R7 000 + VAT per week**

Situated at entrance 4, a main thoroughfare entering the mall, can accommodate one vehicle.

### 4. BANKING COURT: 60m<sup>2</sup>

**R6 000 + VAT per week**

Situated at the banking hall, near to Ster Kinekor, can accommodate up to three vehicles.

### 5. CLICKS COURT: 40m<sup>2</sup>

**R14 000 + VAT per week**

Situated on the central spine of the mall near to Clicks, can accommodate one standard vehicle.

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## INDOOR MEDIA SITES

### 1. ELEVATORS:

**R15 000 + VAT per month**

Elevators situated at entrance 4 and entrance 2, high-traffic access points for the popular Toy Kingdom store and iJump.

### 2. ESCALATORS:

**R15 000 + VAT per month**

Escalators situated at entrance 4 and entrance 2, high-traffic access points for the popular Toy Kingdom store and iJump.

### 3. BATHROOMS:

**R5 750 + VAT per month**

Includes posters inside the toilet cubicles and mirror decals.

### 4. GLASS DISPLAY BOXES:

**R2 000 + VAT per month**

Located in the mall's undercover parking.

Box 1: L 3 886m, H 1 234m, B 1 234m

Box 2: L 3 930m, H 2 634m, B 1 533m

### 5. WOOLWORTHS FASHION PACKAGE:

**R48 600 + VAT per month**

A variety of advertising platforms in the Woolworths Court.

### 6. JET FASHION PACKAGE:

**R48 600 + VAT per month**

A variety of advertising platforms in the Jet Court.

### 7. CLICKS FASHION PACKAGE:

**R48 600 + VAT per month**

A variety of advertising platforms in the Clicks Court.

### 8. MTN PACKAGE:

**R30 000 + VAT per month**

Production available, please enquire

Includes two escalators and one billboard, situated at the MTN store by entrance 2.

GO TO PAGES 5, 6 AND FOR EXAMPLES

## OUTDOOR MEDIA SITES

### 1. ENTRANCE PARKING WRAP:

**R80 000 + VAT per month**

**Production available, please enquire**

A 3m x 20m wrap situated at the entrance of the mall's undercover parking.

### 2. BUILDING FAÇADE WRAP:

**R60 000 + VAT per month**

Located on Bental Road.

### 3. TAXI RANK BILLBOARD:

**R60 000 + VAT per month**

**Production available, please enquire**

This impactful 5m x 16m billboard is visible from the road and the mall.

### 4. TAXI RANK PALISADE WRAP:

**R60 000 + VAT per month**

Large format wrap alongside the palisade surrounding the taxi rank.

### 5. BENTAL ROAD PACKAGE:

**R50 000 + VAT per month**

**Production available, please enquire**

Includes two wall sites of 6m x 5m each, overlooking Bental Road.

### 6. PARKING LOT TOWERS:

**R40 000 + VAT per month**

**Production available, please enquire**

Includes two wrapped towers/cubes, situated in the mall's parking lot.

### 7. EXTERIOR PARKING BILLBOARD:

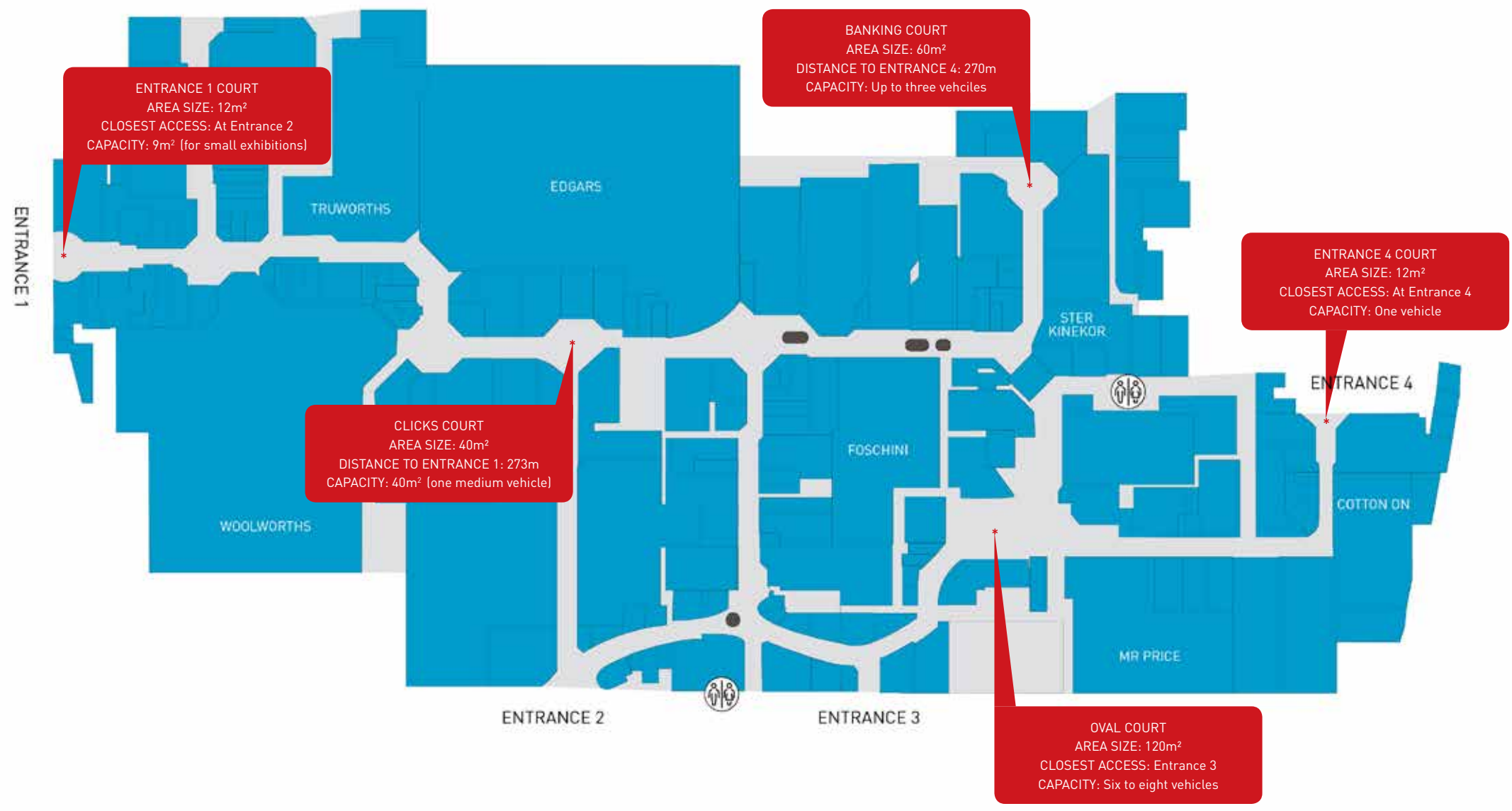
**R35 000 + VAT per month**

**Production available, please enquire**

A 3.6m x 15.6m billboard overlooking the mall's outside parking area.

GO TO PAGES 5, 6 AND FOR EXAMPLES

# MALL MAP



TAXI RANK BILLBOARD



ENTRANCE PARKING WRAP



MTN PACKAGE



EXTERIOR PARKING BILLBOARD



BENTAL AVENUE PACKAGE



### JET FASHION PACKAGE



### CLICKS FASHION PACKAGE



### WOOLWORTHS FASHION PACKAGE



## PARKING LOT TOWERS



## PARKING LOT TOWER PACKAGE



# EXHIBITION BOOKING REQUEST

## EXHIBITOR DETAILS

Exhibition name	Exhibition dates
Company	Contact person
Contact number (1)	Contact number (2)
Email address	
Company physical address	
Company registration	VAT number

## FINANCE DETAILS FOR BILLING REFERENCES

Billing address	
Person responsible for payment	
Contact number	Email address

## EXHIBITION COURT RENTAL

Area to be used for exhibition	
Start date	End date
Rental amount	Power supply
Vehicle requirements	

## EXHIBITION COURT DAILY CHECKLIST

Exhibitor	Exhibition period
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## NOTE THE FOLLOWING:

### GENERAL

- Obey house rules, as stated in the contract.
- Understand the evacuation procedures and comply in case of an emergency or drill.
- Comply with the Occupational Health and Safety Act 85 of 1993.
- All relevant permission, rights and/or licenses must be acquired.
- Comply with the daily exhibition start and end times, as stated in contract.
- Comply with the court's height restrictions, unless special arrangements have been made.
- Keep the exhibition within courts boundaries.
- No materials will be used that are flammable, toxic, potentially injurious or that presents a safety and health hazard.
- No cables, fittings, or electrical points are exposed and accessible to the public. Black or silver duct tape is used to secure all cables.
- Table cloths will be provided by East Rand Mall per request in the contract.
- No material may be fixed to permanent structures.
- Ensure that exhibition stand is always manned.
- Ensure shoppers and tenants aren't disturbed.
- No eating or drinking in the area.
- Keep the area cleaned and neat.
- The use of flooring is compulsory for all exhibitors with the exception of vehicle displays.






### VEHICLES (DURING THE EXHIBITION)

- Number of vehicles on display is within the court's limit.
- Vehicles contain a minimum level of fuel (R50 or 5l, whichever is less).
- Vehicles must be locked outside of exhibition hours.
- Vehicle alarms to be deactivated at all times.
- Displays taking place are to be manned within mall trading hours.
- Cars are to be cleaned on a regular basis and must be showroom-ready.
- Vehicles must exit and enter only through the entrance designated.
- Upon entry of vehicle into East Rand Mall, the car tyres must be cleaned and polished.
- A key to each vehicle needs to be left at the security control room.
- Keep all convertible vehicles closed and locked outside of exhibition hours.
- A senior sales person should be on-site at the exhibition at all times.
- The sales person should ensure that vehicle gears are in neutral at all times.
- No vehicles are to be started while on display, except for entry and exit.
- All vehicle batteries must be removed from the vehicles.

NAME \_\_\_\_\_ SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

COMPLETED AND SIGNED BOOKING FORM TO BE SENT TO FRADENE AT FRADENE.SMITH@JHI.CO.ZA

**EAST RAND MALL**  
Bental Road  
Boksburg

 [www.eastrandmall.co.za](http://www.eastrandmall.co.za)  
 East Rand Mall  
 @EastRandMall  
 East Rand Mall  
 East Rand Mall

### ENQUIRIES AND BOOKINGS

For more information about our exhibition and media sites as well as other marketing opportunities, please contact:

**Fradene Smith, Events and Exhibitions Coordinator**

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