



MARKETING PROSPECTUS AND RATES





CENTRE INFORMATION

Golden Walk is situated in the Germiston CBD in Gauteng's East Rand. It's a centrally-located and popular commuter mall, conveniently located in close proximity to the taxi rank and train station. The easy-to-navigate shopping space is situated on one level, making it an easy, convenient stop for daily commuters.

The popular centre houses most of the leading national and independent retailers across all key categories, including anchor tenants Shoprite, Pick n Pay, Edgars, Woolworths and Mr Price. Golden Walk also houses all the major banks, a wide range of affordable fashion and home stores, several mobile and technology stores and many favourite fast-food outlets. Golden Walk is renowned in the region as the mall with everything you need.

MARKETING OPPORTUNITIES

Golden Walk has a wide selection of exhibition areas in varying sizes to suit your needs and budget plus two large centre-court spaces that can be used for high-impact events. This is an ideal platform to showcase your products and services to the 1,2 million shoppers visiting the mall every month. In addition, the mall's parking and entrances areas can be configured to your requirements for larger events and roadshows. There are also several indoor digital screens with a variety of broadcast packages to suit your needs.

FAST FACTS

TOTAL TENANTS	114
PATRONS	LSM 5-6
ANNUAL FOOT COUNT	14,4 million
EXHIBITION SITES	16
INDOOR MEDIA SITES	40
OUTDOOR MEDIA SITES	4

EXHIBITION SPACES

1. FULL CENTRE COURT: 18m²

R5 500 + VAT per week

R2 200 + VAT per day

Situated in the centre of the mall surrounded by major fashion houses.

2. FULL SHOPRITE COURT: 18m²

R5 500 + VAT per week

R2 200 + VAT per day

Situated near the entrance to Shoprite.

3. CENTRE COURT 1: 8m²

R2 500 + VAT per week

R750 + VAT per day

Situated at the centre of the mall near Legit.

4. CENTRE COURT 2: 8m²

R2 500 + VAT per week

R750 + VAT per day

Situated at the centre of the mall near Markham.

5. CENTRE COURT 3: 8m²

R2 500 + VAT per week

R750 + VAT per day

Situated at the centre of the mall near Orkini.

6. CENTRE COURT 4: 8m²

R2 500 + VAT per week

R750 + VAT per day

Situated at the centre of the mall near Rage.

7. SHOPRITE COURT 1: 8m²

R2 500 + VAT per week

R750 + VAT per day

Situated near main Shoprite entrance and Truworthis.

8. SHOPRITE COURT 2: 8m²

R2 500 + VAT per week

R750 + VAT per day

Situated near main Shoprite entrance and Sterns.

9. SHOPRITE COURT 3: 8m²

R2 500 + VAT per week

R750 + VAT per day

Situated near main Shoprite entrance and Foschini.

10. ENTRANCE 1: 8m²

R2 500 + VAT per week

R750 + VAT per day

Exhibition site situated at the mall's main entrance near Cash Crusaders.

11. ENTRANCE 3: 8m²

R2 500 + VAT per week, R750 + VAT per day

Exhibition site situated at entrance 3 near Truworthis.

12. ENTRANCE 4: 8m²

R2 500 + VAT per week

R750 + VAT per day

Exhibition site situated at entrance 4 near the banking section.

13. ENTRANCE 5: 8m²

R2 500 + VAT per week

R750 + VAT per day

Exhibition site situated at entrance 5 near Perfume Garden.

14. PICK N PAY 1: 8m²

R2 500 + VAT per week

R750 + VAT per day

Situated near Pick n Pay, Sheet Street and Webbers.

15. PICK N PAY 2: 8m²

R2 500 + VAT per week

R750 + VAT per day

Situated near Pick n Pay and Clicks.

16. SHEET STREET: 8m²

R2 500 + VAT per week

R750 + VAT per day

Pillar site situated next to Sheet Street.

GO TO PAGE 4 FOR AN ILLUSTRATED FLOOR PLAN

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INDOOR MEDIA SITES

1. DIGITAL SCREENS:

R22 100 + VAT for 30 10-second flightings per month

R29 835 + VAT for 30 15-second flightings per month

R35 360 + VAT for 30 20-second flightings per month

R53 040 + VAT for 30 30-second flightings per month

There are 40 digital screens situated at key points throughout the mall, various packages available.

OUTDOOR MEDIA SITES

1. PARKING AREA:

R1 000 + VAT per day

The mall's parking area can be configured to your requirements for larger events and roadshows.

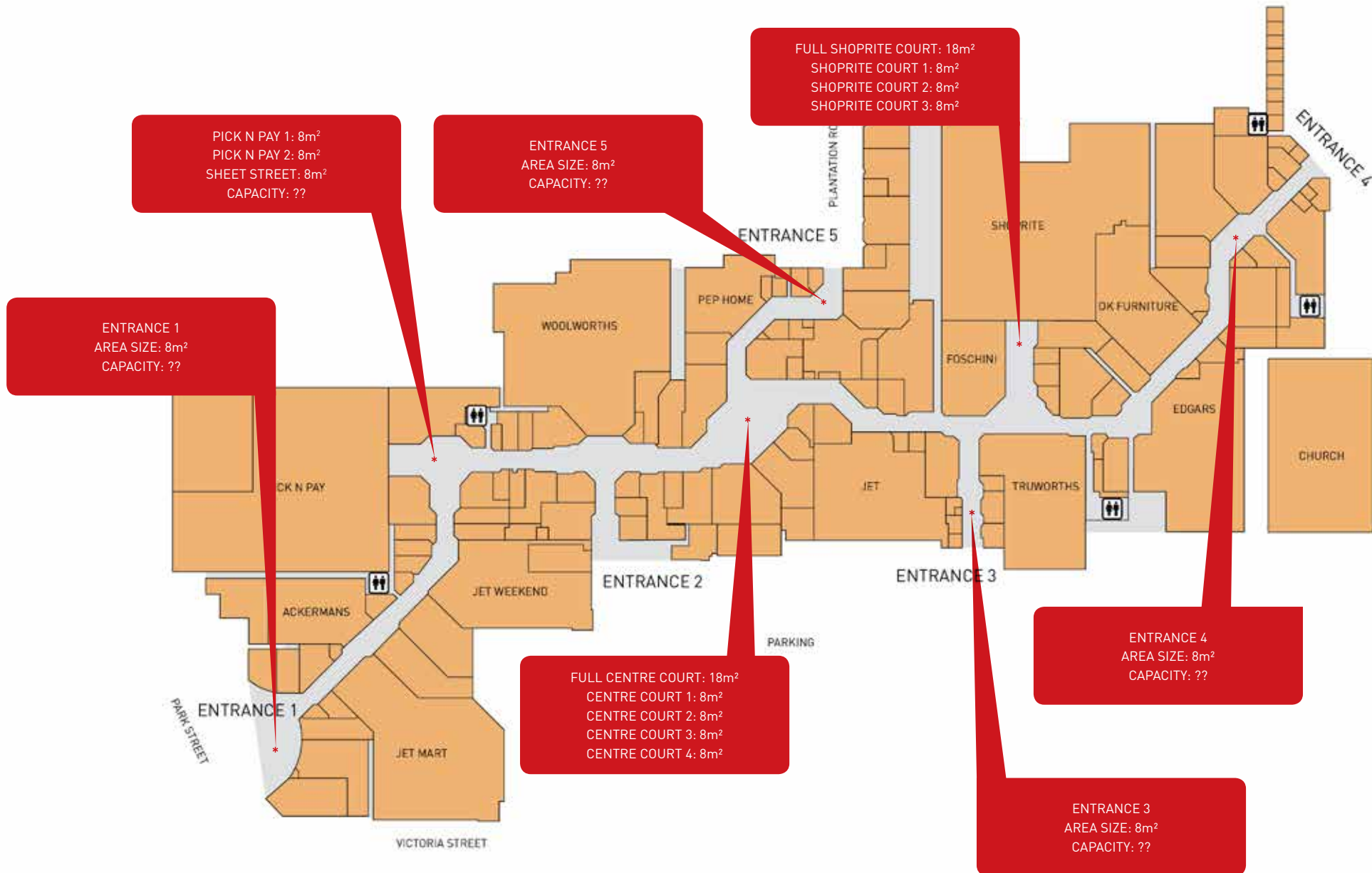
2. OUTDOOR ENTRANCE AREAS:

R1 000 + VAT per site per day

Some of the outside areas at the mall's various entrances can be used for special activations or events.

GO TO PAGE 5 FOR EXAMPLES

FLOOR PLAN



CENTRE COURT



CENTRE COURT



CENTRE COURT



CENTRE COURT



PARKING AREA



EXHIBITION BOOKING REQUEST

THANK YOU FOR YOUR INTEREST IN HOLDING A PROMOTION AT GOLDEN WALK SHOPPING CENTRE.
PLEASE PRINT, COMPLETE AND SIGN THIS FORM AND EMAIL TO PAULAL@REDEFINE.CO.ZA

EXHIBITOR DETAILS

Company name	Contact person
Tel number	Fax number
Cell number	Email address
Company address	

EXHIBITION DETAILS

What would you like to exhibit?

Type of exhibition Display Product launch Database build-up Product sampling
 Product/service awareness Customer feedback Other

If other, please describe

COURT REQUESTED

Court required	
Commencement date	Completion date
Rate ex VAT	Court size
Power availability	

SPECIAL REQUESTS

WILL YOU BE ADVERTISING YOUR EVENT? IF YES PLEASE GIVE DETAILS

MANNING OF THE EVENT

The event must be fully operational during the minimum trading hours of the centre during the period of the exhibition. Trading hours for Golden Walk Shopping Centre are:

Monday–Friday 09:00–17:00

Saturday 09:00–16:00



Sundays/public holidays 09:00–14:00

PLEASE SUPPLY A DETAILED DESCRIPTION OF YOUR EXHIBITION, INCLUDING DIMENSIONS

SIGNATURE _____

DATE _____

**GOLDEN WALK
SHOPPING CENTRE**
141 Victoria Street
Germiston

 www.goldenwalkcentre.co.za
 Golden Walk Shopping

ENQUIRIES AND BOOKINGS

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

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