

## IN MALL ADVERTISING / BRANDING BOOKING FORM

### PARTICULARS FOR IN MALL ADVERTISING / BRANDING:

1. Company / Brand name advertising: \_\_\_\_\_
2. Location of the advert : \_\_\_\_\_
3. Start date : \_\_\_\_\_
4. End date : \_\_\_\_\_
5. Hire charges : \_\_\_\_\_ **PLUS VAT**
6. **TOTAL AMOUNT TO BE PAID INCLUSIVE VAT:** \_\_\_\_\_
7. **Please note that FULL PAYMENT for the duration indicate above shall need to be made prior to the printing and mounting the artwork.**
8. **Payments once made are NOT refundable**

### INVOICING DETAILS – invoice to be addressed and sent to:

Company : \_\_\_\_\_

Attention : \_\_\_\_\_

Email address : \_\_\_\_\_

Telephone : \_\_\_\_\_

Fax : \_\_\_\_\_

Physical Address : \_\_\_\_\_

Postal Address : \_\_\_\_\_

**NOTE: All cheque payments should be made out to KNIGHT FRANK RIDGEWAYS MALL CFC STANBIC ACCOUNT**

\_\_\_\_\_  
(For and on behalf of Advertiser)

\_\_\_\_\_  
(For and on behalf of Centre Management)

## IN MALL ADVERTISING / BRANDING RULES & REGULATIONS

1. We require a signed report (by both Ridgeways mall management and The Advertiser) on the state of the Branding Site prior to branding and upon removal of the branding.
2. Ridgeways mall management **WILL NOT** be held liable for any CITY COUNCIL FEES resulting from the placing of Exterior advertisement on the fascia of the building. These fees will be borne exclusive by the Advertiser.
3. Ridgeways mall management will source for and select the supplier who will fabricate and install the infrastructure for the branding to be mounted. Note, this job will be done at the advertiser's cost which will need to be settled prior to commencement of the fabrication and installation.
4. All artworks, printing and mounting / branding / labour will be done at the cost of the advertiser which is separate from the cost of hiring the advertising space.
5. The advertiser will be required to submit their final artwork to Ridgeways mall management for review prior to production and mounting of the branding to ensure the visual pictures and message are not in any way impertinent or ambiguous to the public.
6. **CAUTION:** All Branding is subject to spot checks and inspections by the Centre Management. The management reserves the right to halt and remove advertisements if any are found not abiding by the rules & regulations. Please note that once such action is taken, **no refunds** shall be made and any cost associated with the removal of the advertisement shall be paid by the advertiser.
7. **PAYMENT:** Please note that **FULL PAYMENT** shall need to be made prior to mounting / lighting an advertisement
8. **INSURANCE:** It is the responsibility of all advertisers to ensure that their insurance extends to their partners or hired staff, materials, equipment and printed branding and covers any third party claims.
9. **PHOTOGRAPHY:** Advertisers can only take pictures of their advertisement / branding for P.R or reference purposes. They should not use the pictures for commercial or advertising.
10. All signage / branding should be professionally and tastefully designed and free-standing. No hand-written or stencilled signs will be permitted. Centre Management will not provide easels or free-standing poster frames to exhibitors. Exhibitors are responsible for any signage license fees payable to the local authorities i.e. City Council.
11. Advertisers are not permitted to drill any holes or do any intrusive works to the common area spaces that shall damage the integrity and structural make up of the mall without Ridgeways mall management's permission. Advertisers shall be liable to pay for any damages of this nature and the supplier / contractor of choice, to do the repair / reconstruction works, shall be at the management's discretion.
12. **NOTE:** The timings for lighting / mounting any branding are **Morning before 8.00a.m** or **Evening after 9.00p.m.**
13. Please note that the management will not permit 3<sup>rd</sup> parties to come and advertise products or services similar to those of the existing tenants as this would be conflict of interest.
14. **Ridgeways mall Management does not allow political / religious advertising / branding of any kind on the premises and reserves the right to disallow any promotional activity at any time should promoters not meet with the required standards.**
15. The Advertiser takes full legal responsibility for all branding / advertisement. The Centre Management is indemnified against all claims which any advertiser may otherwise have against Ridgeways mall and Centre

# Ridgeways Mall

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Management in respect of any loss or damage caused to any branding owned by any such advertiser; or injury sustained by such person/s howsoever caused while such advertiser participates in, or is associated with any of the said activities.

16. On Expiry of the advertisement, the advertiser is responsible for the removal of the advertisement and should the advertisement not be removed on the removal date as indicated in the booking form the Centre management shall have the advertisement removed and the advertiser shall be responsible for payment of any costs associated with the removal of the advertisement/ branding.

**Please complete the form below in full to confirm your acceptance of all the rules & regulations herewith and e-mail it back to Ridgeways mall management-[Ruth.Kisaka@ke.knightfrank.com](mailto:Ruth.Kisaka@ke.knightfrank.com)**

NAME : .....

YOUR TITLE / POST: .....

COMPANY NAME: .....

E-MAIL ADDRESS: .....

TELEPHONE / MOBILE NO.: .....

HIRE DURATION FOR IN MALL BRANDING: .....

SIGNATURE: ..... DATE: .....

## **FOR MANAGEMENT USE ONLY:**

Approved:  YES  NO

Paid:  YES  NO

Approval by Ridgeways mall management

NAME: \_\_\_\_\_

SIGNATURE: \_\_\_\_\_

DATE: \_\_\_\_\_

KFK OFFICIAL APPROVAL STAMP: