



**EXHIBITION / ACTIVATION BOOKING FORM**

**PARTICULARS OF THE EXHIBITION / ACTIVATION:**

- 1. Name / Type of Exhibition/Event : \_\_\_\_\_
- 2. Location of Exhibition : \_\_\_\_\_
- 3. Date / dates of Exhibition : \_\_\_\_\_
- 4. Set-up date & time : \_\_\_\_\_
- 5. Breakdown date & time : \_\_\_\_\_
- 6. Total charges for Table & Chair hire Excluding Vat : \_\_\_\_\_
- 7. Total charges for Exhibition space hire Excluding Vat : \_\_\_\_\_

**8. GRAND TOTAL INCLUSIVE OF VAT: \_\_\_\_\_**

**9. Please note that FULL PAYMENT will have to be made within a minimum of 7 WORKING DAYS prior to the exhibition / activation space being reserved.**

**10. Payments can only be made via CHEQUE DIRECT BANK DEPOSIT or to MPESA PAYBILL 850308.**

**11. NOTE: All cheque payments should be made out to KNIGHT FRANK RIDGEWAYS MALL**

**12. Payments once made are NOT refundable.**

**COMPANY INVOICING DETAILS – invoice to be addressed and sent to:**

- KRA PIN: \_\_\_\_\_
- Company name: \_\_\_\_\_
- Contact person: \_\_\_\_\_
- Email address: \_\_\_\_\_
- Mobile number: \_\_\_\_\_
- Physical Address: \_\_\_\_\_
- Postal Address: \_\_\_\_\_
- Signature & stamp: \_\_\_\_\_

**This was done and signed at Knight Frank Kenya, Ridgeways mall management office :-**

**Signature: \_\_\_\_\_**

**Date: \_\_\_\_\_**



## **EXHIBITION / ACTIVATION RULES & REGULATIONS**

1. **We require a detailed plan or written synopsis on the exact nature of your promotion and its requirements.** Promotions that conflict with Tenant businesses at RIDGEWAYS MALL shall not be allowed, unless with prior agreement with the RIDGEWAYS MALL management. Third parties and / or co-sponsors participating in a promotion must be declared at the onset. A sketch or likeness of the promotion stand to be erected must be provided, with measurements, props and a detailed description thereof, as well as the manner in which the promotion will be conducted.

### **APPLICABLE TO THE ENTRANCE, PARKING LOT SPACES AND FLIER DISTRIBUTION:**

*No advertisement, signage, branding, promotion desks, tents or structures should be erected on the property without the required City Council Licenses. In addition, a copy of the City County license will need to be presented to the management office prior to confirmation of space. A copy should be kept by the exhibitor on site and a copy should be kept in the Management office. Furthermore, all promotional material for distribution i.e. leaflets, fliers, pamphlets, catalogues, brochures etc and persons wearing branded apparel should all have a valid City County stamp. RIDGEWAYS MALL management and KNIGHT FRANK KENYA LTD are indemnified against all claims which any exhibitor may otherwise have in respect of any promotional or trading Licences that may be required by the City County, NEMA and / or any other government body.*

2. **MANDATORY:** All exhibitors are required to provide their own exhibition materials i.e. **Tents, Tables, Chairs**, and professionally and presentably dress their table with clean tablecloth that covers it, top to bottom. Ridgeways Mall does not provide extension cables. You are therefore advised to bring your own, at least **20 Meter long**, extension cable.
3. **CAUTION:** All exhibitors are subject to spot checks and inspections by the RIDGEWAYS MALL Management. The management reserves the right to halt and remove exhibitors' stands / set ups if any are found not abiding by the rules & regulations. Please note that once such action is taken, **no refunds** shall be made.
4. **RELOCATION:** Kindly note, Ridgeways mall management by issuance of a seven (7) days' notice, can request an Exhibitor to relocate to a different site within the building at the cost of the Exhibitor. Should both parties be unable to agree on such relocation, either party may terminate this Exhibition agreement.
5. **CANCELLATION POLICY:** Kindly note, either party may terminate this agreement by giving the other party, in advance, a written notice **of five (5) working days or five (5) days exhibitor fee in lieu of the same.**
6. **POSTPONEMENT:** Exhibitors who postpone their paid booking should plan to rebook **within 3 months** of the postponement.
7. **SECURITY:** Exhibitors are responsible for providing **their own overnight security** for their stands, branding materials, equipment and any highly sensitive items. Guards can be booked through the mall's security company at an additional cost per guard, per shift, should exhibitors require. For large events, one guard is required for every 50 guests. No storage space or facilities anywhere in the mall will be available to exhibitors.
8. **PAYMENT:** Please note that **FULL PAYMENT** will have to be made **7 days** prior to the activation space being reserved for any exhibition / promotion.
9. **INSURANCE:** It is the responsibility of all exhibitors (**including tenants**) to ensure that their insurance extends their cover to the RIDGEWAYS MALL's promotional areas and covers any third-party claims.
10. **PHOTOGRAPHY & VIDEOGRAPHY:** Exhibitors can only take pictures and footage of their exhibition space, activities and staff for PR or reference purposes. Exhibitors will not be allowed to take pictures or footage for commercial or advertising. **Photography** and **Videography** anywhere other than the designated exhibition area is prohibited without the written approval from the management office. No **filming and / or photos** are to be posted without the express written approval of the person/s (*for children below the age of 18 years, their parent / guardian*) photographed or filmed.

**11. NOTE:** Any brochures, fliers, leaflets and promotional material will be distributed from the exhibitor's designated area only. Exhibitors are not permitted to approach passing trade / shoppers or walk / move through the mall or parking lot distributing the above-mentioned materials.

**12. NOTE:** No shop window display, entrance or walkway will be obstructed in any way and sufficient flow of foot traffic must be always allowed for. No large tents, partitioning, panels and/or stands that hinder visibility to stores will be permitted in the atrium area. The maximum height of panels/display units should not exceed 3 feet in height and 3 feet in width. All exhibitors' branding materials must be inspected and approved by Ridgeways mall management prior to setting up and will be placed adjacent to the exhibition or as advised by the management office.

**13.** Event bookings during the following campaign periods will be prioritized for mall-related promotions. However, non-conflicting events may be considered at the mall's discretion. Sponsorship arrangements may override these restrictions.

- **Valentine's Promotion: 1<sup>st</sup> – 14<sup>th</sup> February**
- **Easter Promotion: 16<sup>th</sup> March – 5<sup>th</sup> April**
- **Mother's Day Promotion: 27<sup>th</sup> April – 17<sup>th</sup> May**
- **Father's Day Promotion: 1<sup>st</sup> – 21<sup>st</sup> June**
- **Christmas Promotion: 1<sup>st</sup> November – 15<sup>th</sup> January**

For inquiries regarding event bookings during these periods, please contact the mall management.

**14.** All signage / branding should be professionally and tastefully designed and free-standing. No hand-written or stencilled signs will be permitted. RIDGEWAYS MALL 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.

**15. RIDGEWAYS MALL Management does not allow the use of PA/Sound Systems** for a promotion inside the RIDGEWAYS MALL, without prior arrangement with the RIDGEWAYS MALL Management. Music and announcements from the stand will be restricted to very short periods which will be agreed upon with management and may not be unduly disturbing or intrusive to both surrounding tenants and shoppers. **Any promotion not meeting this requirement may be cancelled.**

**16.** Exhibitors 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. Exhibitors 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. Damages will be awarded to a contractor deemed suitable by the management office, at a competitive price, without reference to the exhibitor. Damages will be paid in the course of the exhibition. The exhibitor shall not vacate the area without settling the full sum in cash or cash deposited into the Ridgeways mall management account.

**17.** All exhibitions' set ups must be done the day before from **7.30pm** and by **8.00a.m** on the first day of the promotion and dismantled before **8.00p.m** on the last day of the promotion unless alternative arrangements have been made with RIDGEWAYS MALL management.

**18.** Cooking of foods inside the mall is not permitted. All exhibitors are required to come with the foods already prepared.

**19.** Flier distribution should be done from the allocated exhibition areas, within the mall, **by not more than three people.**

**20.** The exhibition stand or outlet shall be manned, managed and stocked to **suitable capacity**. Trading times should be adhered to; these are, **Monday to Sunday 9.00am - 7.00pm**. All storage or packing material must be removed from the exhibition site or concealed from view.

**21.** Fittings and finishes of the RIDGEWAYS MALL e.g. Pot plants, benches, walls, pillars, dustbins, etc. may not be used by exhibitors as display structures or support. It is also not permitted to use these as resting areas for staff that man the exhibition. Exhibitors will be held liable for any damages that may arise to any of the fittings and finishes of the RIDGEWAYS MALL while conducting their exhibition.

**22.** Exhibitors are not permitted to block book an exhibition area for more than **7 days** per quarter of the year.



23. Exhibitors are not allowed to sell their products or services at the exhibition areas without prior written consent of the management office. They can only do displays and sampling exercises.

24. Please note that the management will not permit 3<sup>rd</sup> parties to come and exhibit products and / or services similar or in direct competition to those sold by the existing Ridgeways mall tenant, as this would be conflict of interest. Also note we shall not permit any 3<sup>rd</sup> party from other competing shopping malls to exhibit at Ridgeways mall as this will also be a conflict of interest.

25. The management will not allow **two competing companies / brands** to exhibit at the mall on the same day as it would be ethically unprofessional.

26. Ridgeways Mall management **does not allow political / religious activities, promotions or gatherings** 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.

27. Exhibitors take full legal responsibility for all activities and displays in the promotional areas. The RIDGEWAYS MALL Management are indemnified against all claims which any exhibitor may otherwise have against RIDGEWAYS MALL Management or KNIGHT FRANK KENYA LTD in respect of:-

- *Any legal claims against loss and / or damage caused to any property owned by any such exhibitor and affiliated partners; or injury sustained by such person/s howsoever caused while such exhibitor participates in, or is associated with any of the said activities conducted by the exhibitor.*
- *Any legal claims against injury, loss and / or damage caused to any shopper, tenant and / or supplier person/s and/ or property associated with any of the said activities conducted by the exhibitor.*
- *Any legal claims against a 3<sup>rd</sup> party exhibitor, tenant and / or partner in regard to filming and / or photography content on our premises and posting on Digital platforms, PR and / or marketing channels.*

#### **RULES APPLICABLE TO VEHICLE DISPLAYS AT RIDGEWAYS MALL**

1. Vehicles are only to be brought into the RIDGEWAYS MALL after **5.00p.m** or before **9.00a.m** and only with RIDGEWAYS MALL management staff and / or security representatives on duty to oversee the set up.

2. Only a maximum of **ONE** vehicle can be displayed in the allocated space.

3. Carpeting should be supplied by exhibitors to ensure that car tyres do not damage the floor tiling in the designated exhibition areas.

4. Vehicles that are not manned should be kept locked at all times. Convertible vehicles should be closed and locked outside promotion hours.

5. Car alarms should be deactivated where possible.

6. It is the responsibility of the exhibitors to always keep their vehicles on display clean and neat at all times.

7. The Management and / or security will not allow storage of car keys on behalf of exhibitors.

8. The Management nor Knight Frank Kenya will not be held liable for any loss of or damage to vehicles exhibited at the mall.



**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 to [Lucia.Mutoko@ke.knightfrank.com](mailto:Lucia.Mutoko@ke.knightfrank.com)**

**NAME :** .....

**YOUR TITLE / POST:** .....

**COMPANY NAME:** .....

**E-MAIL ADDRESS:** .....

**TELEPHONE / MOBILE NO.:** .....

**Name of Promotion / Activation:** .....

**No. of days of Promotion:** .....

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

**A written synopsis on the exact nature of your promotion, sketch or likeness of the promotion stand to be erected, with measurements, props and a detailed description thereof, as well as the manner in which the promotion will be conducted.**

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**FOR RIDGEWAYS MALL MANAGEMENT USE ONLY:**

Full payment received: YES  NO

Approved by management: YES  NO

**OFFICIAL STAMP:**