

**APPLICATION PROCEDURE FOR PROMOTIONS AT THE  
MOSES MABHIDA STADIUM RETAIL CENTRE**

1. Please read the guidelines carefully.
2. Send us a full proposal regarding the promotion. This may be faxed to Kwanda Zondi on 0313129464  
Or emailed to [kwandaz@mmsdurban.co.za](mailto:kwandaz@mmsdurban.co.za)

Your proposal must include:

- i. a floor plan
  - ii. product description
  - iii. photos of previous exhibitions
  - iv. what activities will take place at the stand
3. Complete the Application booking form **in full**.
4. Once your application has been processed, you will receive a letter informing you of the outcome of your application. **Please do not begin any preparations without written confirmation.**
5. A promotion is only confirmed on receipt of the full payment required, as well as the signed and completed promotions application form
6. The promotional court will only be regarded as paid for once the exhibitor provides proof of payment, which must be faxed to Kwanda Zondi on 0313129464
7. Please note that The Moses Mabhida Stadium will not be obligated to refund clients should they cancel. A cancellation fee shall apply to exhibitions cancelled two weeks prior to the scheduled date.

**If The Moses Mabhida Stadium management are not satisfied with the setting of your promotion at any stage, we reserves the right to inform you to reconstruct it, failing which to cancel the promotion without payment being reimbursed.**

**Moses Mabhida Stadium promotions enjoy preference - other exhibitions will be re-scheduled, should it be required.**

**Please note the promotion vehicle requirements on page 7.  
Please bring your own tools to disconnect batteries etc.**

### USEFUL GUIDELINES

1. Verbal requests or 'pencil bookings' will not be entertained and no provisional bookings will be confirmed.
2. Stadium promotions & events enjoy a preference - other promotions & activations will be re-scheduled; should it be required.
3. Applications should be submitted well in advance due to demand for the areas.
4. A photograph/drawing of the activation has to be submitted for approval, together with a promoter and product profile. Should a promoter not comply with their original proposal, Moses Mabhida Stadium reserves the right to cancel the activation with no reimbursement.
5. No promotion of product or service will be permitted if it is in opposition to existing tenants in the Moses Mabhida Retail Centre, unless approval from the applicable tenant(s) has been received in writing.
6. No surveys or photography may be done at the promotion area without prior arrangement with Centre Management.
7. All promotions must comply with the Occupational Health and Safety Act and regulations as well as those that may be required by Stadium Management. All claims by the public for loss or injury will have to be borne by the promoter. Therefore a Public Liability Certificate is required for all exhibitions/promotions.

8. The fittings or furnishings of the Retail Centre, e.g. pillars, lampposts, walls, shop fronts etc., may not be used by promoters as display or support structures.  
Banners, posters, bunting etc may only be erected in the specified areas. No point of sale material may be placed on the pillars
9. In the case of Audio appliances or equipment that cause auditory interference, promoters must consider the interests of surrounding tenants and the public, i.e. volume levels are to be kept within reasonable limits. These limits will be set by the Stadium Management who reserves the right to restrict or prevent audio broadcasting if it considers this necessary. The promoter will be called upon to effect certain improvements, should the promoter fail to do so the promotions/display will be cancelled.
10. The Moses Mabhida Retail Centre shall not be responsible for any loss, theft or damage sustained by the exhibitor while on the premises.
11. To uphold the image of the Moses Mabhida Retail Centre, displays and promotions are required to be of a high standard. If we feel that our standards have not been met, the display will be removed without reimbursement.
12. The Moses Mabhida Stadium Management reserves the right to terminate or relocate any exhibition or promotion and to change or remove any exhibition material at its entire discretion.
13. All promotions are subject to spot checks and inspections. If a promotion is found not to meet the standards of the Retail Centre, and cannot be improved, it will be terminated immediately and removed from the premises.
14. All promoters are responsible for any parking costs incurred during the duration of the promotion. The Moses Mabhida Stadium management will not be responsible for any costs therein.
15. The promoter must ensure that their display is set up by 09h00, and removed at 18h00 to avoid any inconvenience to tenants and shoppers. The promotion should be manned during the Retail centre's normal trading hours (09h00 – 18h00)
16. All storage or packing material for example cardboard boxes, must be removed from the exhibition site, or concealed from view.
17. Promoters are not allowed to approach our shoppers in a direct manner (not physically, nor verbally). If shoppers are being approached or shouted at, the promotion will be discontinued immediately.

18. Promoters placed in the Retail Centre must be professional. They must be well-groomed, friendly, courteous and well spoken.
19. No smoking, drinking or eating on stands is allowed.
20. It is the Promoter's responsibility to ensure that the display adheres to all fire regulations.
21. Handwritten signage will not be allowed. Any signage used in the Retail Centre must be professionally printed and approved by Management beforehand. Banners and posters must be on stands and may not block shop windows. No signage is allowed to be stuck on the floor, against walls or pillars in the Retail Centre.
22. No outside security company can be used by exhibitors. Security can be arranged with the Centre Security contractors, Bidvest Magnum Shield, at a nominal charge. Bookings must be made at least 7 days in advance. Please contact the Security Manager, Mduduzi Masikane on 031-5828222/0791410005. The hiring of extra security is for the account of the promoter.
23. Gazebos may not be used on the concrete or grass areas.
24. An exhibitor may hire out a court for a maximum of 2 weeks.
25. No pamphlets or any other promotional material may be distributed in the centre or parking lots. Only tenants of Moses Mabhida stadium are allowed to leave pamphlets at the Visitors' Centre
26. If there is damage to any of the promotion areas resulting from your promotion, you will be held responsible for the costs. The courts are thoroughly checked before and after promotions to ensure that no damage has been caused.
27. Promoters may be required to attend a meeting to discuss their application
28. All tables used during exhibitions must be covered with neat tablecloths which must reach floor level. Tablecloths must be provided by the exhibitor.
29. ALL CAR DEALERSHIPS ARE TO ENSURE THE FOLLOWING IS ADHERED TO WHEN SETTING UP VEHICLE PROMOTIONS:
  - a) Vehicles must arrive promptly at 08h00 at The Moses Mabhida stadium on the day of the promotion and exit at the same time on the last day of the promotion.
  - b) The speed limit inside the Retail centre is 20km/hr
  - c) Once the vehicle is parked, the battery must be disconnected
  - d) The fuel level of each vehicle must be on reserve

**MOSES MABHIDA STADIUM**  **DURBAN**

- e) A fire extinguisher must be provided per vehicle
- f) Please do not move any fixtures/ structures without getting prior permission from Stadium management.

I hereby agree to adhere to all the rules and regulations as stated above.

Signed at \_\_\_\_\_ this \_\_\_\_\_ day of  
\_\_\_\_\_ 200 \_\_\_\_\_

\_\_\_\_\_  
*PRINT NAME*                      *DESIGNATION*                      *SIGNATURE*  
\_\_\_\_\_



**APPLICATION**

**COMPANY :**

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**POSTAL ADDRESS :**

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**COMPANY VAT # :**

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**CONTACT PERSON :**

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**TELEPHONE NUMBER :**

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**CELL NUMBER :**

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**FAX NUMBER :**

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**EMAIL :**

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**PREFERRED DATES :**

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**ALTERNATIVE DATES :**

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**REQUESTED AREA :**

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**DATE** **OF** **APPLICATION:**

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**For office use only**

Approved	
Full Payment Due date	
Invoice Done	
Full payment received	

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**PROMOTIONAL AREAS & RATES**

AREA	WHERE	SIZE	COST
1	Amphitheatre		R10 000-00
2	Virgin Active Classic		R15 000-00
3	Fountains		R6 000-00

**Notes:**

- ◆ **All rates quoted are per week, Tuesday till Monday at 07:00**
- ◆ All rates are exclusive of VAT

(General overview – purpose, products. etc.)

**DETAILS OF PROMOTION**

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**DETAILS AND DURATION OF ANY ACTIVITIES**

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**OUTSIDE COMPANIES PARTICIPATING IN THE PROMOTION**

(Any organisations that conflict with Moses Mabhida Retail tenants will not be permitted to participate in any promotion.)

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**PROMOTION OBJECTIVES**

(In respect of added sales and turnover and related foot traffic).

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**DISPLAY AND POINT OF SALE**

(A detailed sketch of the layout of the promotion must accompany the application. Any application received without the sketch cannot be processed)

The three areas have different restrictions in terms of height, space, etc. Please complete this section accurately to avoid any potential problems at a later stage. You only need complete the details of the items you will be using.

**MEASUREMENTS & QUANTITY**

Display boards/flags & signage/banners

**Quantity:** \_\_\_\_\_

**Height:** \_\_\_\_\_

**Width:** \_\_\_\_\_

**Depth:** \_\_\_\_\_

**Size:** \_\_\_\_\_

**Banners:** \_\_\_\_\_

A limited number of banners may be hung up and only in specified positions. Branding must be confined to the display area.

**The keys must be left at the Security Control Room.**

**Make:** \_\_\_\_\_

**Length:** \_\_\_\_\_

**Width:** \_\_\_\_\_

**Quantity:** \_\_\_\_\_

**VEHICLE  
PROMOTIONS**