

## MALL COMMERCIALISATION IN MAHON POINT SHOPPING CENTRE

# IF YOU'RE LOOKING TO ENGAGE WITH A MUNSTER AUDIENCE, YOU NEED TO BE PROMOTING AT MAHON POINT

Advertise | Short & Long Term Exhibition Stands |  
Sample | Promote | Roadshows | Car Promotions |  
Product Launches | Awareness Campaigns...



- Average of 115,000 visitors per week
- 340,000 square feet of shopping and entertainment excellence
- Anchor Stores - Debenhams, Tesco and a 13 screen Omniplex

# INTRODUCTION

Mahon Point Shopping Centre represents the largest quality retailing destination in Cork and Munster.

## QUICK FACTS

- Average of 115,000 visitors per week
- Average of 160,000 visitors per week during peak periods
- 340,000 square feet of shopping and entertainment excellence
- 2,000 free car park spaces
- Every Thursday from 10.00am to 3.00p.m. the Western Entrance accommodates Mahon Point's award winning Farmers Market. The market is "Cork's largest Farmers Market" and has won an array of prestigious awards including the Good Food Ireland "Best Farmers Market Award" and the Bridgestone "Best in Ireland" Award

## WHO SHOPS IN MAHON POINT

- ABC1 - 46% (higher than the all-Ireland average)
- 75:25 Female: Male
- Age Profile is dominated by high spending 25 - 44 year olds (49% of visitors)



DEBENHAMS

OMNIPLEX  
CINEMAS

TESCO





# GREAT RATES / GREAT LOCATION

## Mall Rates

We have designated prime promotion locations throughout the centre that can cater for all forms of promotional activity. Promotion space on our mall is the ideal opportunity for you to increase brand awareness and to engage directly with your customer.

Promotion space can be booked for as little as a day, for a number of weeks at a time or on an annual basis, depending on your requirements. Preferential rates are available for repeat bookings, longer term bookings or for particularly innovative promotions which add value to the mall.

### Mahon Point Mall Promotion Rates

	Normal	Peak
Monday to Wednesday	€150 + VAT	€200 + VAT
Thursday (Farmers Market Day)	€350 + VAT	€400 + VAT
Friday	€300 + VAT	€350 + VAT
Saturday + Sunday + Bank Holidays	€400 + VAT	€500 + VAT

Rates are exclusive of VAT at the appropriate rate

	Normal	Peak
<b>Avail of our discounted multiple day booking rates</b>		
Thursday to Sunday	€1300 + Vat	€1500 + VAT
Saturday and Sunday	€750 + Vat	€900 + VAT
Full Week	€1500 + Vat	€2000 + VAT

Preferential rates are available for repeat bookings, longer term bookings or for particularly innovative promotions which add value to the mall.

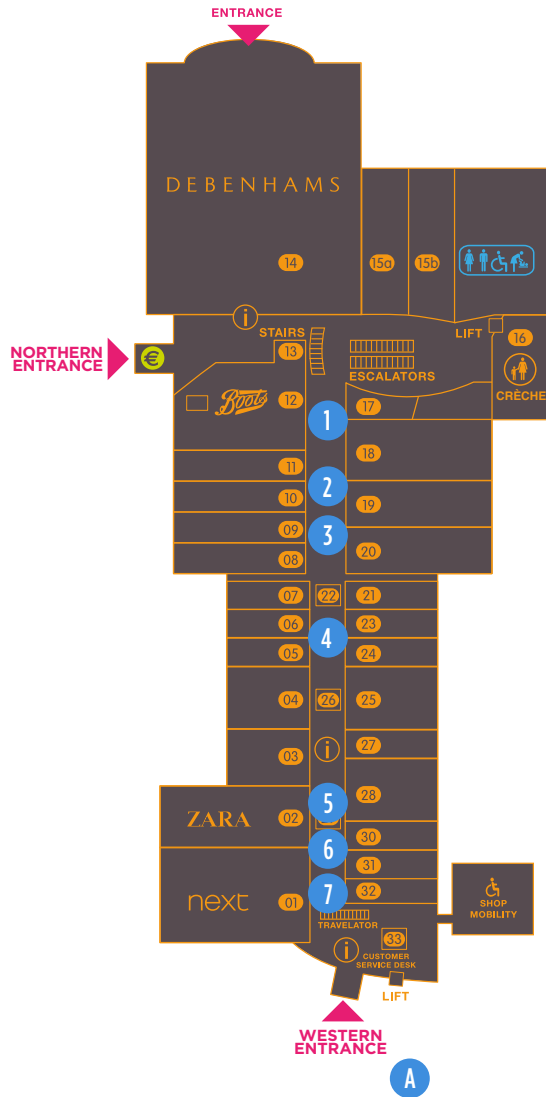
*\*Peak Periods are defined as Bank Holidays / Christmas holidays or periods where the centre has organised special events which would lead to an increase in footfall figures.*

### Contact our dedicated in-house commercialisation team:

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## LOWER MALL MAP



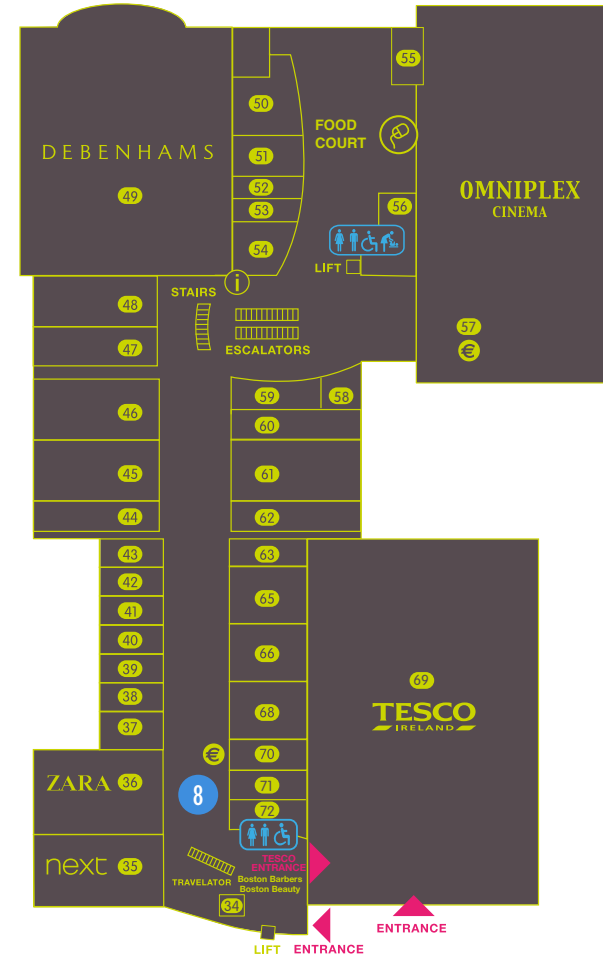
## LOCATIONS

● Power available

	Width	Height	Length
<b>Lower level</b>			
1. Boots/Eason	2.5m	x 2m	x 4m
2. Champion/Clarks	2.5m	x 2m	x 3m
3. Monsoon/Tommy Hilfiger	2.5m	x 2m	x 3m
4. Pavers/Stradivarius	2.5m	x 2m	x 3m
5. Zara/Bershka	2.5m	x 2m	x 3m
6. Zara/Tiger	2.5m	x 2m	x 3m
7. Next/Perfume Direct	2.5m	x 2m	x 3m
<b>Upper level</b>			
8. Zara/Inglot	4m	x 2m	x 5m
<b>Outdoor</b>			
A.	Western Entrance		

NB. From time to time we may be able to accommodate larger sized stands at some of the locations. Please speak directly to our dedicated onsite commercialisation manager to discuss your requirements in more detail.

## UPPER MALL MAP





## BOOKING REQUIREMENTS

- An exact description of the proposed activity must be provided along with accurate dimensions and visuals for approval.
- Any exhibition stand forming part of the promotion including any signage, decorations & promotional materials must be of the highest standard and must be approved prior to the commencement of your promotion.
- Promoters must supply evidence from their insurance brokers that they have Public/Products Liability Insurance of €6.5 million and Employers Liability Insurance of €13 million along with confirmation that this cover extends to cover the proposed activity within the centre.
- A mall licence must be signed by an authorised signature (owner/director).
- Full payment as per the issued invoice including VAT must be received in advance of set up.
- Stands must be manned at all times by a promotion staff member and for the full centre trading hours listed below.

## CANCELLATION POLICY

In the event of cancellation of a confirmed booking, the following scale of charges will apply:

- Within 1 month of the scheduled event 25% of the amount invoiced
- Within 3 weeks of the scheduled event 50% of the amount invoiced
- Within 2 weeks of the scheduled event 75% of the amount invoiced
- Within 1 week of the scheduled event 100% of the amount invoiced

## STANDARD OPENING HOURS

Monday to Wednesday	9.30 am to 7.00 pm
Thursday and Friday	9.30 am to 9.00 pm
Saturday	9.30 am to 7.00 pm
Sunday   Bank Holidays	11.00 am to 6.00 pm



## MALL PROMOTION REGULATIONS

1. Centre Management reserves the right to delay, suspend or cancel any activity at any time should they not meet the required standards as outlined during the booking process or if any activity carried out is different to that outlined at the time of booking.

2. All aspects of any promotion display must be pre-approved by Centre Management. Display stands, signage and branding must be professionally designed and freestanding. All promotion material must be of the highest possible standard.

3. Preferred promotion locations can be requested but we cannot guarantee locations.

4. In centre promotions must adhere to the promotion dimensions specified at the time of booking. Display stands must not cause obstruction or obscure the visibility of shop fronts in any way.

5. Any brochures/promotional material shall be distributed from the designated promotion area only. Exhibitors should not approach passing trade and may not move through the malls/car parks distributing promotional material.

6. Direct sales from stands must have the express permission of Centre Management.

7. All stands must be set-up and open for business before the mall opens for trading each day and can only dismantle after the centre is closed. Late set ups/early dismantling will not be allowed under any circumstances.

8. Centre trading times must be adhered to. These will be issued to you at the time of booking. Stands MUST be manned by a promotion staff member at ALL times during centre trading hours.

9. You must provide staff and the tools to carry, set up and stock promotional displays- no centre staff will be available to provide assistance.

10. Exhibitors are responsible for providing security for their stands during the course of the promotion and overnight if necessary. Centre staff are NOT responsible for the security of any stand.

11. Stands must be stocked at all times to a suitable capacity. Stocking of stands must take place outside of centre trading hours.

12. Stands must be kept neat and tidy at all times.

13. Staff must not eat or drink in the exhibition area.

14. All boxes, cartons, inventory and personal belongings must be stored out of sight at all times or removed from the exhibition area entirely.

15. Promotional staff should be attired to a professional standard, wearing uniforms and name badges at all times.

16. Fittings and finishes of the mall e.g. columns, escalators, windows, benches etc may not be used as display structures or support. It is also not permitted to use these structures as resting areas for staff that man the stand.

