



PROMOTING YOUR BRAND AT CAPEGATE

I would like to make use of this opportunity to invite your company to promote your brand in the Northern Suburbs by means of an Exhibition at CapeGate Shopping Centre. This premiere shopping destination is a one of a kind experience and will definitely appeal to the trendiest of Brands.

CapeGate is set to become one of Cape Town's premiere shopping destinations and offers the exhibitor and client so much more than your average shopping centre.

WHY EXHIBIT?

The beauty of exhibiting is that it gives customers something other marketing methods lack – **AN EXPERIENCE!!** Exhibitions enable you to:

Meet your customer face to face.

Retail to an audience who are ready to spend.

Demonstrate your products and services.

Sample your products to a targeted audience in a non-threatening environment.

Launch new products and test the market.

Extend your current advertising and marketing campaigns through a live and cost effective advertising medium.

Research your customer preferences and attitudes.

Build a brand new customer base.

Maintain your competitive presence in the market place with the added advantage of increasing market share.

Maximise your sales and close the deal.

Visitors have an opportunity to experience your products, services, programs and personnel first hand. Visitors want to touch, hear, see, taste and smell and at a show they have the opportunity to explore more of these senses than they do with any other form of marketing. Visitors also have the opportunity to explore your product or service within a tangible environment and the foundations for long lasting sales relationships are formed.

“It is evident by statistics shown in the table below that exhibitions have been proven a more successful method of reaching objectives than other marketing tools”. Barry Siskind – The power of Exhibit Marketing

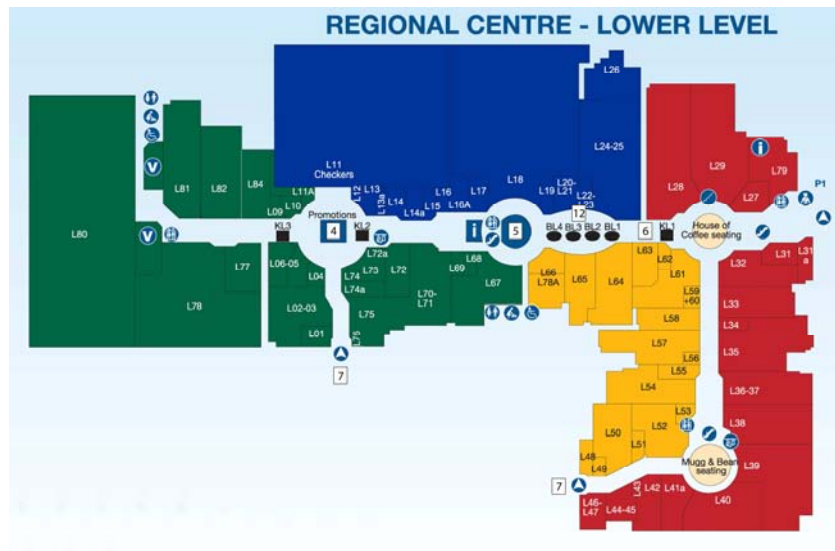
	Exhibitions	Advertising	Direct mail	Public Relations
Generate Sales leads	39%	27%	20%	13%
Taking orders	12%	5%	8%	8%
Introduce new products	42%	24%	28%	14%
Promote brand image	42%	43%	19%	19%
Promote company awareness	33%	32%	22%	24%
Enter new markets	28%	25%	24%	15%

Source: CEIR, Power of Exhibitions II,

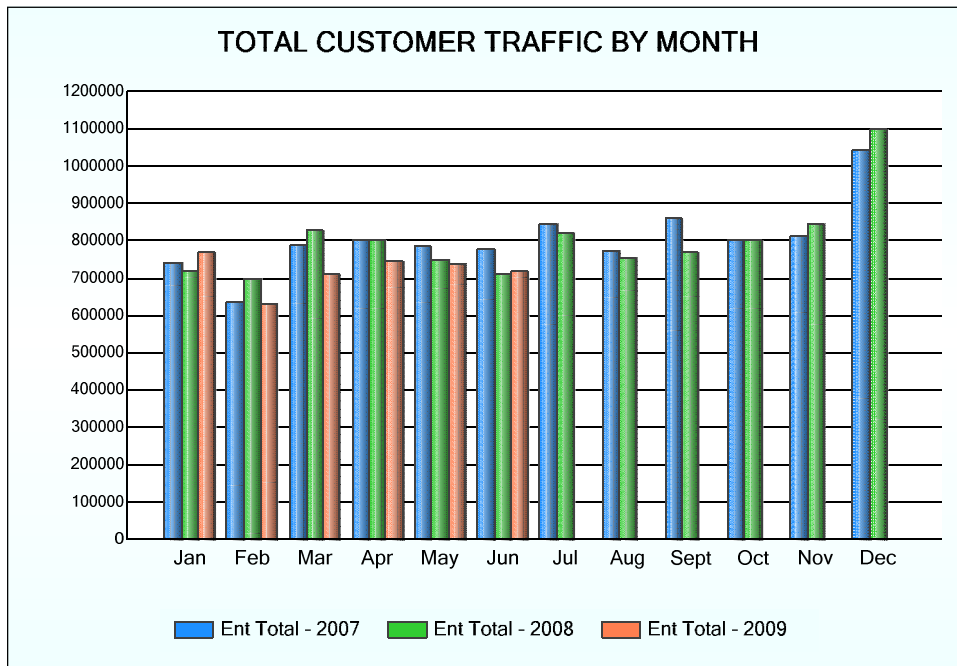
Deloitte & Touche Consulting Group

Our exhibition areas differ in size and location. Please take a look at the below table and see what diversity CapeGate has to offer:

	Exhibition court	Size m²	R (Excl. VAT)
1	A Circle	12	3 780
2	B Circle	12	3 780
3	C Circle	12	3 780
4	Checkers	80	12 830
5	Centre court	81	16 000
6	Coffee court	15	5 400
7	Entrances – 4 (Outside)	35	4 320
8	Edgars	32	13 930
9	McDonalds	21	7 560
10	Pick 'n Pay	100	12 830
11	Temptations	15	
*	Corridor Space	TBC	On request



Also, have a look at our Footcount and Shopper LSM.



Demographic profile of shoppers



Typical shopper

Gender
Female

Age
39 yrs

Size of household
4

Home language
Afrikaans

Household income
R16,500

Number of earners
2

Living Standards
LSM 10

Shopper profile

Gender
Female 67%|Male 33%

Age

18-24	15%
25-34	23%
35-49	37%
50-65	21%
65+	4%

Home language

Afrikaans	71%
English	25%
African	4%
Asian	1%

Population group

White	54%
Black	5%
Asian	1%
Coloured	40%

Socio-economic profile

Monthly household income

<R5000	9%
R5-10 000	21%
R10-20 000	30%
R20-30 000	17%
R30-40 000	11%
R40 000+	12%

Living Standard Measurement

LSM 4	5%
LSM 5	4%
LSM 6	11%
LSM 7	10%
LSM 8	16%
LSM 9	14%
LSM 10	40%

Kind Regards,

Carla Barnard

Sales Manager, CapeGate Regional Shopping Centre

carlab@capegatecentre.co.za

082 682 6980