



# EXHIBITIONS

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## CIRCLE

MALL

Convenient Community Shopping Centre | [www.circlemall.ng](http://www.circlemall.ng)

# About Circle Mall

Circle Mall is Lekki's premium convenient shopping destination located in Osapa Lekki by what was formerly known as the Jakande Roundabout, on approximately 32 000m<sup>2</sup> of land. The Mall is conveniently located at the center of the Lekki-Epe expressway, which attracts high traffic volumes in terms of consumers.

## CM PROFILE

**Property Owner:** RMB Westport & Paragon Group

**Managing Agent:** Broll Nigeria

**GLA:** 32,000m<sup>2</sup>

**Classification:** Community Centre

**ATM:** Gt Bank, Heritage Bank, EcoBank

**Stores:** 40

**Parking Bays:** 450 (Inclusive of Office parking bays). | 2 hours free parking

**Footfall:** 540,000 average per month

**Anchor tenants:** Shoprite

**Entertainment:** Maxtivity, Xcite

**Restaurants:** Rhapsody's, Genesis, Ying Yang, KFC, Inomie Cafe, The Place, Bukkahut, Spices



# PATRON PROFILE

## DEMOGRAPHICS (2019 SURVEY):

Age 20-55

Male (49 %) Female (51%)

Single (44%) Married (56%)

Most families have 2-3 children

Average Dwell Time; One Hour & Thirty Minutes

## PRIMARY CATCHMENT AREA

Jakande/Osapa, Agungi, Ikate, Ajah

## SECONDARY CATCHMENT AREA

Lekki 1 & 2, Victoria Island, Ikoyi

## TRADING HOURS

Weekdays 9am – 9pm

Weekends 9am – 9pm

Public Holidays 9am – 9pm





## ACTIVATIONS CARRIED OUT IN CM LAST YEAR



## ACTIVATION AT THE CAR PARK



## ACTIVATION AT COURT TWO



## ACTIVATION AT COURT TWO AND THREE

# BOOKING EXHIBITION SPACE IN CM

### RULES AND REGULATIONS

1. Circle Mall Promotions will have preference, above third Party Promotions and should it be so required, other exhibitions and promotions will be re-scheduled.
2. Tenant Exhibitions will have preference over exhibitions by non-competitive external exhibitors. Once an outside company's exhibition has been confirmed it will not be cancelled to accommodate a tenant.
3. It is the sole responsibility of the Promoter to make the necessary security arrangements.
4. A conceptual image or likeness of the exhibition stand to be erected with measurements, props and a detailed description thereof, as well as the manner in which the exhibition will be conducted must be provided.
5. Flooring of the exhibition area is compulsory as all exhibitions have to be placed on floor covering.
6. All tables used during the exhibition must be covered with adequate and neat cloths and skirting which must reach floor level. Tables are to be used exclusively, and are to be removed from the exhibition site overnight. All exhibitors must supply their own material, for example screen boards, leads etc.
7. Payment for exhibitions is payable in advance via direct deposits into our bank account or by Certified Bank Drafts.  
Bank: Stanbic IBTC  
Account Name: Osapa-Lekki SPV Limited  
Account no. Naira: 0011167256
8. The height restriction is 1.8m from the floor at Court 1,2 and Three. Should a Promoter not adhere to this rule; Circle Mall reserves the right to ask the exhibitor to remove or adjust the display to meet with the required height restriction.

9. Any brochures and promotional materials will be distributed from the stand only. Exhibitors are not allowed to distribute pamphlets or any other promotional material in the mall or in the parking area unless otherwise stated. Exhibitors may not approach passing shoppers and may not move through the centre distributing materials.
10. Shoppers may under no circumstances be stopped, harassed or cajoled in any way.
11. The fittings or finishes of the mall, for example pot plants, lampposts, walls, shop fronts may be used by exhibitors as display structures or support upon written permission to do so.
12. In the case of audio appliances or equipment that cause auditory interference, exhibitors are to consider the interests of surrounding tenants and the public i.e. volume levels are to be kept within reasonable limits.
13. All storage or packing material for example cardboard boxes must be removed from the exhibition site, or concealed from view.
14. On closing the exhibition at the end of every day, any stock or other items open to theft, loss or damage, shall be removed to a secure place by the exhibitor.
15. No surveys may be done inside or outside the mall without prior notification and approval from Centre Management.
16. All exhibitions must be accompanied by printed or professional quality signage presented on a stand.
16. All signage and stands is subject to management approval.
17. All exhibitions are subject to spot checks and inspections.
18. The landlord reserves the right to cancel or relocate any exhibition and may ask any exhibitor to change or remove any exhibition material.
19. The exhibition will only be confirmed once the signed indemnity form, rules and regulations and the full payment has been received by Centre Management.
20. No promotions will be considered without any written application.
21. Promotions are to be neat, professional, of a very high standard and worthwhile to the whole mall with the objective to bring in and increase foot traffic as well as enhance the shoppers' experience.
22. Promotions must be set up before 9:00 am on the first day and removed after trading hours on the expiry date unless otherwise stipulated.
23. All exhibition areas are to be cleared on the last day by 9:00 pm.
24. The promoter agrees that Circle Mall, the owners of Circle Mall, the management of Circle Mall or any of the employees of the aforementioned shall not be held liable for any damages incurred by any third party due to any or omission by the promoter, its employees or agents and in particular shall not be liable for any loss or damage occasioned by negligent use or agents and in particular shall not be liable for any loss or damage occasioned by negligent use or positioning of the promoters equipment, stock and accessories.
25. Display items may not block any shop fronts or signage.
26. Banners, posters, bunting etc may only be erected in specified areas.



27. The production should be manned during centre hours (including late night trading).

28. Applications should be submitted at least 3 days in advance due to demand for areas. Should a promoter not comply with their original proposal, Circle Mall reserves the right to cancel the promotion should it not meet with the required standards.

29. Promoters may be required to attend a meeting to discuss their application.

30. Visual material of the final product of your exhibition needs to be emailed or submitted to the aforementioned. Circle Mall reserves the right to decline your exhibition should the exhibition not be on standard. No confirmation of bookings will be made unless visual material has been approved.

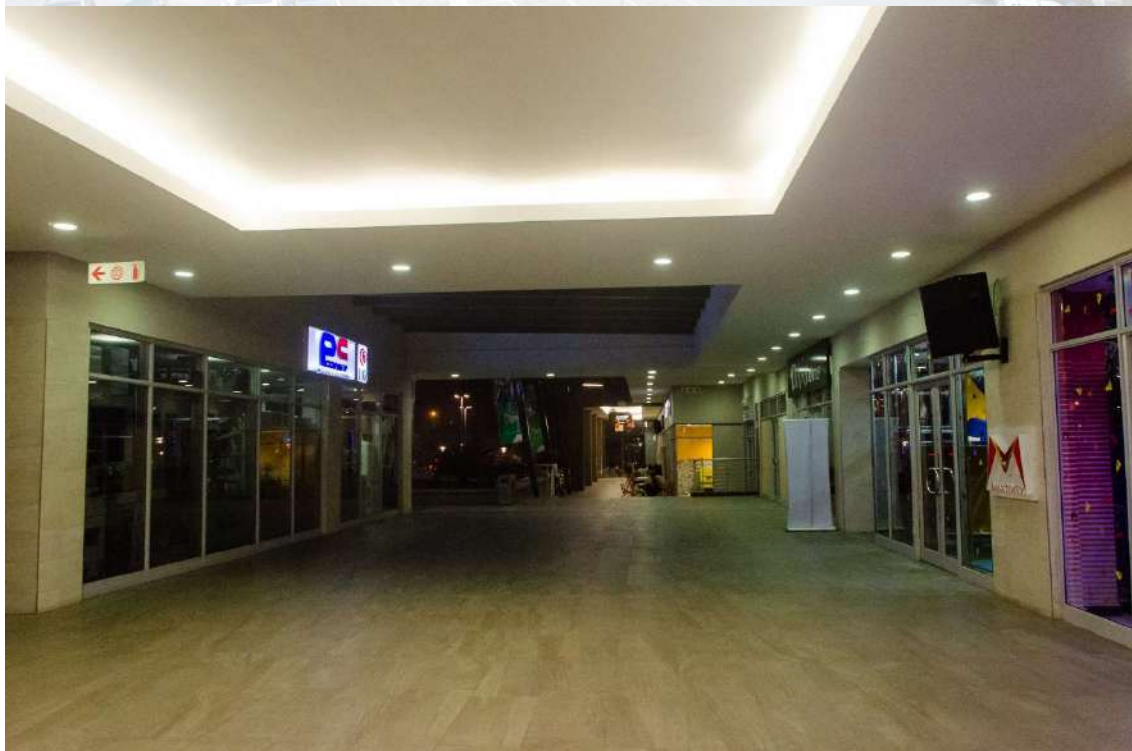
31. The total cost will include free parking for one vehicle only. Any additional parking will have to be paid for.

32. Payments made are NON REFUNDABLE and request for rescheduling of activation date at the exhibitor's behest outside the agreed exhibition dates will not be approved.

# OPPORTUNITIES AT CM

## EXHIBITION SPACE

Court One



**Description:**

CourtOne is located between the ATM Gallery and Maxtivity.

**Cost:**

₦70,000 per day (Monday to Thursday)

₦100,000 per day (Friday to Sunday)

₦120,000 per day (Public holidays including all observances)



COURT TWO & THREE



**Description:**

Court two and three is located in front of the entrance of Shoprite.

**Space:** 28m2

**Cost:**

₱100,000 per day (Monday to Thursday)

₱150,000 per day (Friday to Sunday)

₱200,000 per day (Public holidays including all observances)

## IN-MALL LAMP POST ADS



**Description:**

All across the entire car park

**Cost:**

₦40,000 per lamp post (33 lamp posts in total).



**Description:**

The car park

**Cost:**

₦500,000 per day (Monday to Thursday)

₦700,000 per day (Friday to Sunday)

₦800,000 per day (Public holidays, entire month in December)



# CIRCLE

## MALL

### CONTACTS

Michael Wilson | Marketing Manager | [mwilson@circlecorner.co.za](mailto:mwilson@circlecorner.co.za)

**Bunmi Ositelu** | Marketing Manager  
[bositelu@dandi.com.ng](mailto:bositelu@dandi.com.ng)

**Festus Adinoyi**  
[fadinoyi@dandi.com.ng](mailto:fadinoyi@dandi.com.ng)

**Chinedu Uwakwe** | Marketing Executive  
[cuwakwe@dandi.com.ng](mailto:cuwakwe@dandi.com.ng)

Centre Management Office | Circle Mall | Osapa Lekki

Mobile: +23480 60 293 821

Mobile: +23470 62 481 305 |



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