



# Exhibitions & Advertising Ratecard



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# Introduction

Baía Mall is the largest and most modern shopping center in Mozambique. Located in the Capital city of Maputo, a city with over a 134 years of history. We are well located, on the city's beachfront, with a view of the beautiful Maputo Bay.

We are about 8 km away from the CBD (Central Business District), having multiple accesses to this area. Baía Mall opened its doors to the public on November 16, 2017 and was officially opened on June 7, 2018 by the President of the Republic, Filipe Jacinto Nyusi.

The development of the area where we are located is surrounded by new and modern residential apartments, four private schools, namely; Portuguese, American, French and the Acácia College, the building of the United States Embassy, Maritime Club, our famous fish market and other initiatives that contribute to making this a well surrounded and a preferential area for most residents.

The Baía Mall logo is inspired by the Maputo bay, the Sun that characterizes the colours of Africa, the Indian Ocean at our doorstep and the sea coast of Maputo.

The building of the shopping center is welcoming, safe and comfortable. The mall which was built from scratch in approximately 3 years, now houses more than 100 stores, with a diverse range of products and services to serve all the needs of our customers and visitors.

Since its opening Baía Mall has experienced notable growth. The entire surroundings of this commercial structure has been observing quality development, including many service companies, hotels and residential areas as it is located in the city's prime area of expansion. The movement and involvement of residents who use this area for all purposes, from leisure to commerce, arouses the interest and preference of all residents in Maputo.

Within the scope of social responsibility, Baía Mall has developed several activities either in support of a sustainable economy or in direct support to social actions with local and national impact. In the long term, Baía Mall has been participating in the planting of Casuarinas on the beach, creating the area's sustainability and contributing to the reduction of coastal erosion. Initiatives to support the population involved in major calamities are constant in our social program. Additionally, we always move towards the future through localized activities, celebrating important dates of the year in collaboration with our tenants, creating a true ' 'people-centred' ' community.

Because we were born and grew up in a time of global communication, Baía Mall bets on social networks as a channel for proximity to customers, visitors, institutions and other partners, shortening distances and responding to the expectations of the entire population that interacts with this space. Our digital channels on Facebook, Instagram and WhatsApp are waiting for your visit.



# Why Exhibit & Advertise At Baía Mall

Exhibitions are valuable because they allow face-to-face communication and provide opportunities for product or campaign specificity.

**Exhibitions allow you to meet the people who matter to your business in one location, including existing customers and new prospects. By displaying, shoppers can see, taste, touch and experience your product on their own. Nothing beats the impact of a live demo.**

We must identify those interested in our space, present them with a fair price list that is advantageous for the customer and generates returns, and maintain a good relationship, understanding and analysis of the business, always at the same level.

**By exhibiting and publicizing at Baía Mall, you will have the opportunity to do the following:**

- Introduce a new product to the market.
- Make new connections and build on your database.
- Strengthen the image and presence of your brands in the sector.
- Increase sales and turnover.

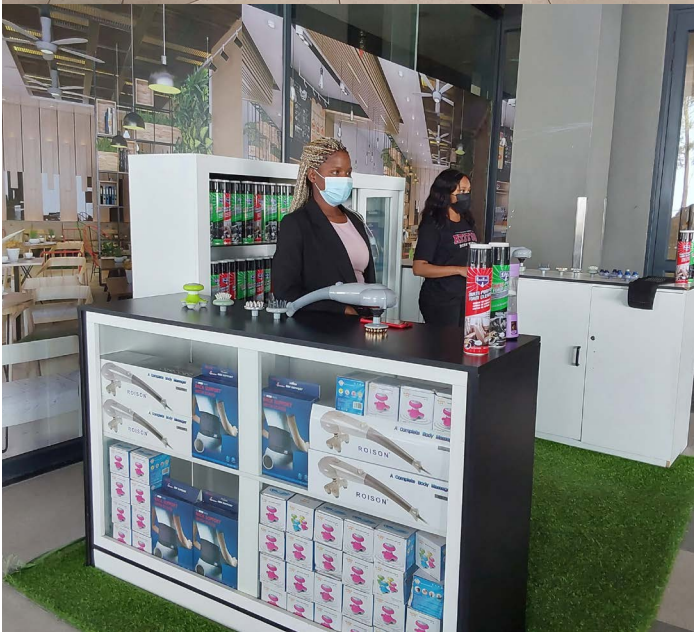
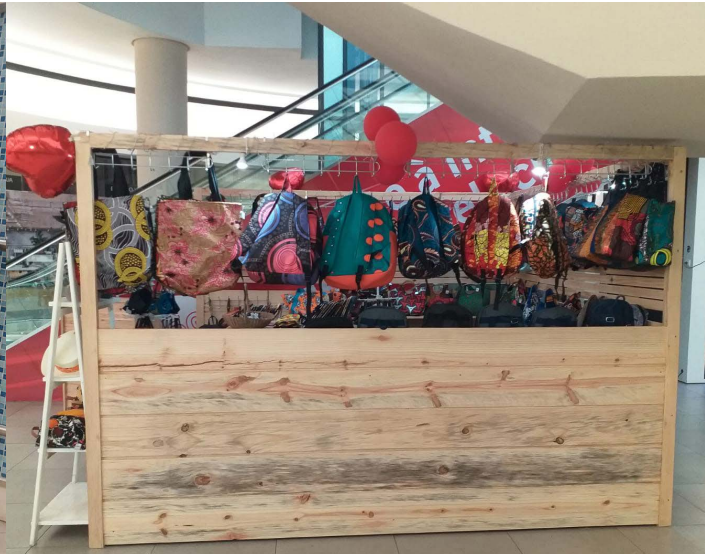
## Demographics: 300 000 Average monthly shoppers





# EXHIBITION SPACES

See attached mall layout





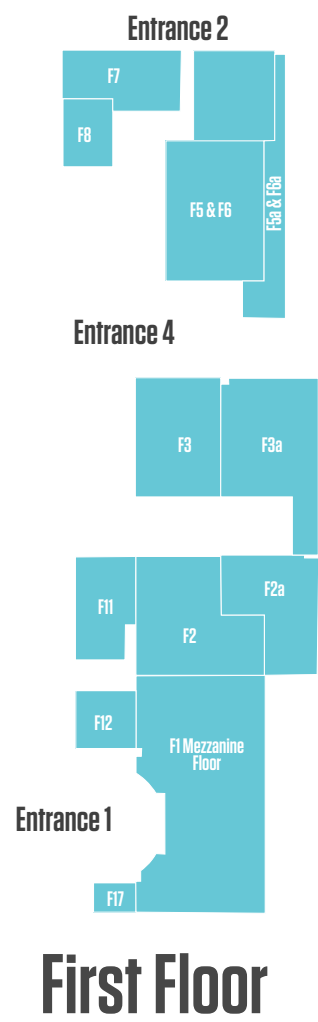
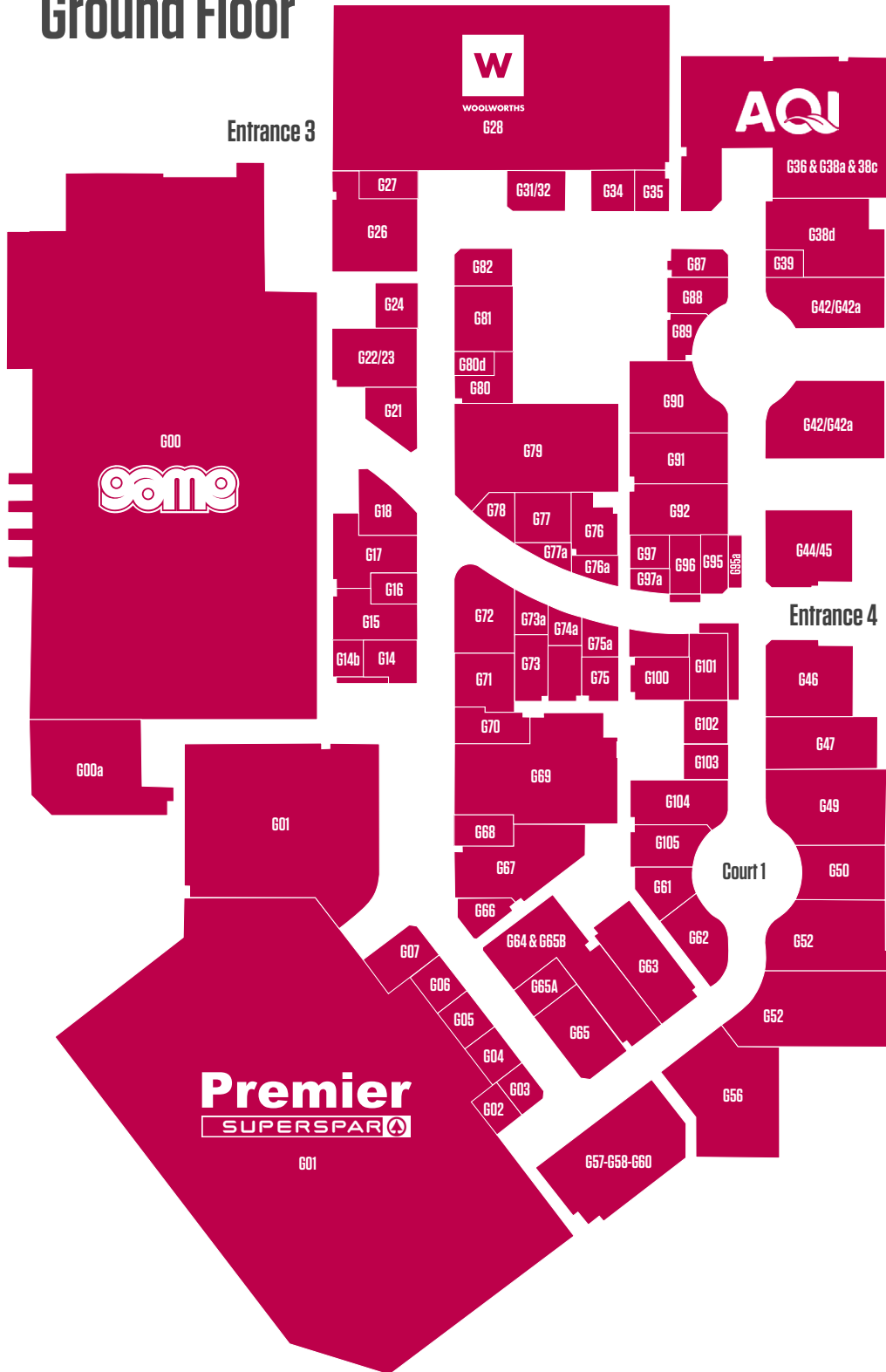
# EXHIBITION SPACES

See attached mall layout



# MALL LAYOUT

## Ground Floor



# Exhibition Rates

Baía Mall had to reuse some possible spaces for temporary rentals for short periods and with contracts not exceeding 3 months, but renewable. The buildings did not include these spaces for kiosks, but with the frequent demand, and the need to maximize the space in the shopping center as much as possible, the suggestion of using some spaces became possible. Basically, we have the following spaces for rent:

- Entrance 4, Court 1 and 2 next to the stairs and the elevator.
- Outside Entrance 4, left and right.
- We use the floor to glue branded vinyl
- We use empty stores to rent for events or contracts for a maximum of 3 months.

## EXHIBITION / ACTIVATION RATES

Exhibition Court	Size	Rate Per Day (Exc.vat)	Rate Per Week (Exc.vat)	Rate Per Month (Exc.vat)
Entrance 4 - E4	16m <sup>2</sup>	7500mzm / \$116	31500mzm / \$488	90000mzm / \$1400
Kiosk K9 & K6	9m <sup>2</sup>	3000mzm / \$46	15000mzm / \$232	50000mzm / \$775
Court 1 & 2	9m <sup>2</sup>	3000mzm / \$46	15000mzm / \$232	50000mzm / \$775
Kiosk K10, K12 & K5	5m <sup>2</sup>	3000mzm / \$46	10000mzm / \$232	25000mzm / \$387
Kiosk Space Kf	3m <sup>2</sup>	5000mzm / \$77	17500mzm / \$271	50000mzm / \$775
Entrance 4 - Outside	3m <sup>2</sup>	5000mzm / \$77	17500mzm / \$271	50000mzm / \$775
Rent Empty Store	48-200m <sup>2</sup>	20000mzm / \$310	50000mzm / \$775	100000mzm / \$1551

\*Measurements listed for these mediums are estimated. It is the advertiser's responsibility to ensure that the company printing on your behalf comes to site to take accurate measurements. Baía Mall will not be held liable for reprints due to incorrect sizing. As well as the assembly and disassembly of the material is on behalf of the company.

Exhibition Court	Size	Rate Per Weekend (Exc.vat)
Empty Store All Fair	200m <sup>2</sup>	25000mzm / \$387
Product Sales Table	2m <sup>2</sup>	1111mzm / \$17

## INDOOR ADVERTISING RATES

In addition to the spaces for kiosks, we also have spaces for printed and pasted advertising in structures and spaces, vertical or horizontal, such as: Advertising in elevators, Advertising on exhibitors, Advertising on the floor; - Outdoor advertising, in the car park.

Indoor Advertising Rates	Size	Rate Per Month (Exc.vat)
Advertising In 5 Elevators	A2 - 420x594mm	5000mzm / \$76
Advertising On Exhibitors	42m <sup>2</sup>	50000mzm / \$775
Floor Stickers (100 Stickers 20cm)	200m <sup>2</sup>	50000mzm / \$775



# Terms, Conditions, Rules & Regulations

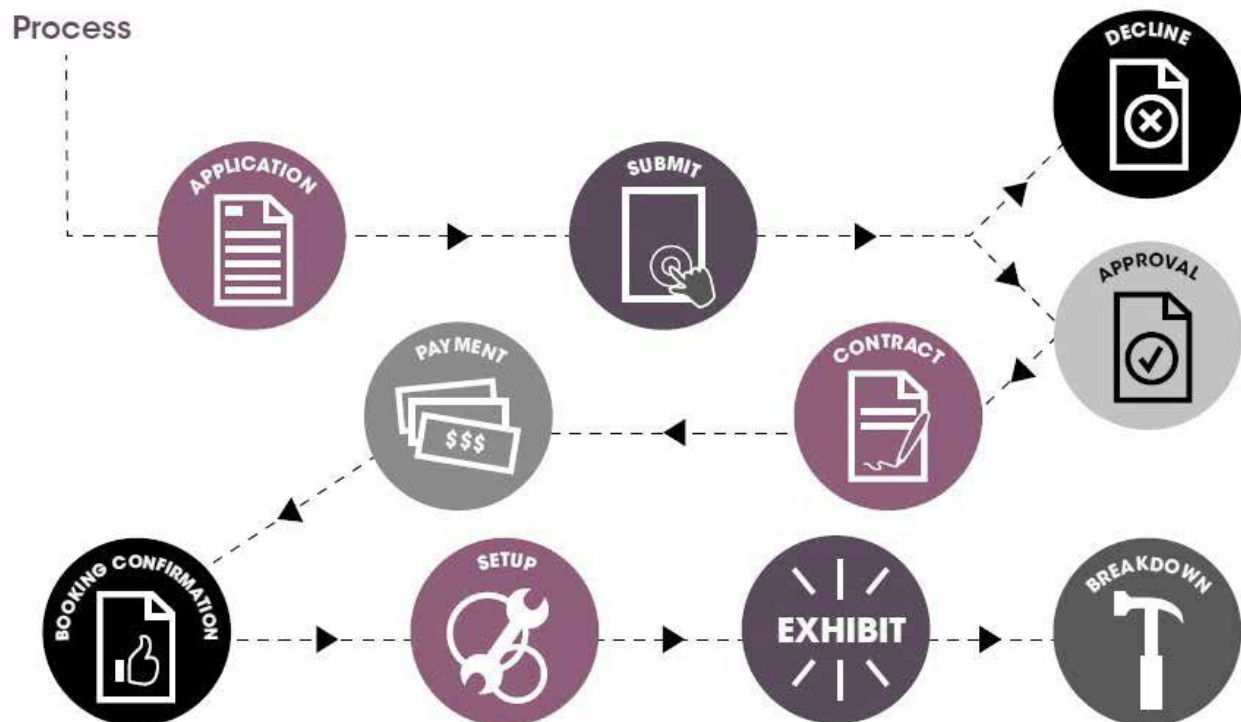
To apply for exhibition/advertising space in Baía Mall, the full application process must be followed. The following documents must be sent to the Exhibitions Coordinator for consideration and approval by Baía Mall Centre Management:

- Proposal for the exhibition/advertisement, with information on your brand
- Visuals of the proposed display/advertising artwork
- FICA documentation
- VAT clearance certificate
- Legal documents of company: Permit, NUIT, Commercial Activity.

Should your application be approved, you will receive an Exhibitions/Advertising Contract to sign and complete. The contract contains rules and regulations with which all exhibitors must comply. Your booking is only complete once full payment and proof thereof has been received by the Exhibitions Coordinator and the contract signed by all parties. Baía Mall Centre Management reserves the right to cancel or relocate any exhibition/advertisement without notice.

## Contact BAÍA MALL Exhibitions Coordinator:

Lisie Champier (C: 84 6305896 | Lchampier@broll.com)



## TRADING HOURS

Monday-Saturday: 9am-8pm

Sunday & Public Holiday: 9am -5pm

All exhibitions must be open and trading during the abovementioned trading hours. Please note that Festive Season trading hours are different and will be communicated by the Exhibitions Coordinator.

## MANAGEMENT OF ADVERTISING SPACE BY JCDECAUX:

JCDECAUX manages some advertising spaces inside the Baía Mall, they make use of an aluminum structure, exposed in the elevators, walls and stairs. For more information, contact the Exhibition coordinator.