



**REQUEST FOR SPACE FORM**

Please send completed form to:  
The Cadillac Fairview Corporation Limited,  
National Promotions and Strategic Partnerships  
Email: nationalpromotions@cadillacfairview.com

*Date of application:*

MTH      DAY      YEAR

**Promotional Activity Information** (please print)

Company (Full Legal Name):

Address:

Key Contact:

Telephone:

Email Address:

If Agency, State Client:

Is Program Approved to Proceed?    Yes      No

Brand or Product Involved:

General Description of Program:

Purpose of Program:

Description of Hand-Out Material:

Description of Samples:

Additional Comments:

Date Preferences:

Length of Promotion:

Target Audience:

Height of Display (not to exceed 6ft):

Size of Space:    10 X 10      10 X 20      20 X 20

Flooring or Stage Type (required):  
(Pending approval)

Other (please specify):

External Advertising:    Yes      No

Electrical & Telephone Requirements:  
(Required dedicated amps)

Internet:    Yes      No  
(Activation at tenant's sole cost)

Photos or Rendering of Display Attached (mandatory):

***Please Select the Properties and enter the Dates for your Promotion:***

**Ontario Portfolio**

- Toronto Eaton Centre, Toronto
- Fairview Mall, Toronto
- Fairview Park, Kitchener
- Lime Ridge Mall, Hamilton
- Markville Shopping Centre, Markham
- Masonville Place, London
- Sherway Gardens, Etobicoke
- Shops at Don Mills, Toronto
- The Promenade, Toronto
- Rideau Centre, Ottawa

**Eastern Canada Portfolio**

- Champlain Place, Moncton
- Fairview Pointe Claire, Montreal
- Le Carrefour Laval, Montreal
- Les Galeries d'Anjou, Montreal
- Les Promenades St. Bruno, Montreal

**Western Portfolio**

- Polo Park, Winnipeg
- Market Mall, Calgary
- Chinook Centre, Calgary
- Pacific Centre, Vancouver
- Waterfront, Vancouver
- Richmond Centre, Vancouver

Signature:

Rate: per week per property



## REQUEST FOR SPACE FORM – PROMOTION GUIDELINES

### **General Guidelines**

- All clients/agencies must submit a preliminary rendering that includes: overall concepts, a key plan showing floor plans, dimensions, elevations, sections, flooring and signage details, colour renderings of signage and a list of materials being used within a ten (10) business day time frame.
- The Landlord will review the preliminary submission and provide directives and comments to the client/agency.
- Under no circumstances shall the final approved drawings be altered in any way, unless written approval is obtained from the Landlord. Any unapproved alterations to the drawings will result in termination of the contract.
- Promotional staff may not solicit; all customers must approach your booth. No exceptions.
- All Promotional staff is to remain within the booth area, no roaming or soliciting is permitted.
- A signed lease is required with full rent and proof of insurance provided to the National Promotions Manager within 2 weeks of signing the lease and before first property visit.

### **Move In / Out Procedures**

- Tenant (promotion) will contact the Shopping Centre's Specialty Leasing (SL) representative 10 business days prior to promotion with respect to Move
- Site visit is required within ten (10) business days from the date of the promotion. In/Move Out details.
- Directions to the location and specific contact information will be sent by the SL Department prior to set-up.
- If storage is required, this must be indicated on the request form. If storage is available, a separate agreement will be forwarded to the client/agency for storage at an additional cost to the tenant.
- Move out must commence after mall hours the same day as the expiry of the term.
- All promotional material must be set up prior to 9:30 a.m. the day of the promotion.
- All outlet metal tabs must be adhered to on the floor upon leaving.
- Client/agency is responsible for ensuring the premises are cleared and presentable prior to leaving the Property.

### **Promotion Unit Construction**

- The height of the unit must not exceed six feet (6').
- All sides and top of unit must be completely finished and sealed. No openings or breaks in materials or finishes should be visible from any angle.
- Electrical, lighting and data for connection to mall services (if available) must be self-contained within the unit. Required electrical units must be specified.
- Storage is not permitted within the unit. All personal items (jackets, etc.) must be stored off-site or hidden in closed cabinets. Tupperware and other plastic bins are NOT acceptable storage solutions.
- Unit finishes and construction to convey a premium "best in class" look and feel. All materials must be durable and resistant to wear and tear and mall traffic.
- No vinyl or drapery skirting may be used to conceal any unfinished portions of the unit. All sides must be finished with solid boards featuring branding.

### **Design Guidelines**

- Unit must be able to be installed or removed within a time frame of one night (during off hours).
- All power/data cords must be concealed. If this is not possible, cords must be laid down with professional covers. Covers must be visually appealing and must match display and mall flooring. No tape is to be used.
- Security restraints must be communicated to the SL representative. No tarps or drapes may be used to conceal the promotional site at night.
- Storage is not available. All storage including personal items must be concealed in closed cabinets built into the display. Tupperware and other plastic bins are not acceptable storage solutions.

### **Flooring**

- Units must be installed with their own base or flooring.
- Flooring to be professionally finished with no visible seams, joints or fraying.
- Flooring must cover the entire promotion area, not just sections.
- Flooring finish must be either: hard (wood or vinyl) or if approved in advance by the Landlord, soft (carpeted). If carpet is approved, a new carpet will be required for each promotion. Soft/pliable vinyl is not acceptable. No tape of any kind is to be used to secure flooring.
- All flooring edges should be low profile and must not pose a tripping hazard. Cords must be routed through the centre of the flooring, or have proper secured casings.
- Flooring must be easy to remove from the mall without causing damage to existing mall finishes.
- Flooring finishes must have a premium look and feel.
- No tape of any kind is to be used on or around flooring to secure electrical wires. Wire covers must be used.
- Carpet and/or flooring must be cleaned on a daily basis.

### **Signage**

- All units must supply their own signage.
- Vertical vinyl banners may only be used when displayed back-to-back on a self-standing banner holder (2 x 6 signage).
- Primary signage (main logo/identity/branding) must be visible from all sides of the unit, either as a 3-dimensional sign or as 4 individual signs facing outward on each side.
- Primary signage should be visible and easy to read from a distance and readable from all angles and upper floors of mall.
- All signage to have a premium look and feel. Signs should be professionally printed/fabricated. No hand-made signs may be used.

### **Vehicle Promotion Unit (if applicable)**

- When a Promotion Unit is used to display a vehicle, the vehicle must sit on a display pad consisting of a solid platform with a ramped edge.
- A sign holder for displaying information should be provided for each vehicle and/or LCD television.
- Rope and pole around perimeter of display pad is optional.
- All vehicles must have pads on tires to protect flooring.
- No sprays of any kind may be used on tires or cars.
- Battery must be disconnected.
- Oil and gas tank levels must be as low as possible.
- Drip trays must be placed on the floor in case excess oil drips were to occur.
- Vehicles must be wiped down every day to eliminate the appearance of dust.

Initial: