



## General Guidelines for Brand Activations at Metropolis at Metrotown

- All clients/agencies must submit a preliminary rendering to the Licensor that includes: overall concept, dimensions, elevations, flooring and signage details.
- The final approved drawings cannot be altered in any way. The final approved drawing will form part of the license agreement.
- A signed license agreement is required, with full rent and proof of insurance. This is due at least 2 weeks prior to activation.
- Solicitation by Licensee, or representatives thereof, is strictly prohibited.
- Licensee/client must remain within the confines of the License Area, allowing customers to approach at their own discretion.
- Licensee/client is not permitted to distribute handbills or other matter to customer(s) outside the confines of the License Area.
- Licensee cannot distribute balloons in, at or about the Property.
- Licensee is responsible for removal of garbage, trash, rubbish, or other refuse in the License Area.
- Licensee agrees to have such garbage, trash, rubbish or other refuse securely tied in garbage bags and placed in the garbage compactors and is not permitted to place any such garbage, trash, rubbish or other refuse in garbage containers in the public common areas of the Property.
- No television, radio, telegraphic, megaphone or other form of sound amplification or reproduction equipment, and no lighting device or other apparatus or equipment which Licensor determines to be annoying or offensive, shall be used in or about the License Area.

### MOVE IN/MOVE OUT PROCEDURES

- Tenant will contact the Specialty Leasing Coordinator at least 2 weeks prior to activation to arrange a site check and move-in details.
- If storage is required, this must be advised upon the initial request. If storage is available, a separate agreement will be forwarded to the client/agency for storage at an additional cost to the tenant.
- All display elements must be set up prior to mall opening on the day of the promotion.
- Move out must commence after mall hours the same day as the expiry of the term.
- Client/agency is responsible for ensuring the premises are cleared and presentable prior to leaving the Property.
- Licensee will ensure that all loading and unloading of goods shall be done only at such times, in the areas, and through the entrances designated for such purposes by Licensor. Only service corridors can be utilized to bring equipment, merchandise or other such items into the Property.
- Any hand trucks, carryalls, or similar appliances used in the Property shall be equipped with rubber tires, side guards or other safeguards. No pallet jacks.

### DISPLAY DESIGN & 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.
- All materials must be durable and resistant to wear and tear of 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.
- The display must be aesthetically appealing.
- Unit must be able to be installed or removed within a time frame of one night while the shopping centre is closed to the public.
- All power/data cords must be concealed. If this is not possible, cords must be laid down with professional covers. No adhesive tape is to be used.
- Storage is not available. All storage including personal items must be concealed in closed cabinets built into the display. Rubbermaid type plastic bins are not acceptable storage solutions.

### FLOORING

- Units must be installed with their own base or flooring and the flooring must cover the entire promotional area.
- Flooring to be professionally finished with no visible seams, joints or fraying.
- Flooring finish can be either hard (wood or vinyl) or soft (carpeted) and must be cleaned on a daily basis.
- 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.
- No tape of any kind is to be used on or around flooring to secure electrical wires. Wire covers must be used.

### 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) and cannot block sightlines.
- All signage must be professional; freehand or hand-made signs are not allowed. Any signage deemed unacceptable by Licensor will be immediately removed.
- Licensee will obtain approval from Licensor for any advertisement regarding its occupancy in the Property before such advertisement is broadcast or publicized.

### MOTOR VEHICLE DISPLAYS (IF APPLICABLE)

- Protective wheel pads under each tire of the motor vehicle(s) are required.
- No sprays, oils or waxes of any kind may be used on tires or motor vehicle(s).
- The battery must be disconnected and the keys to the motor vehicle(s) must be submitted to security after move-in.
- Oil and gas tank levels must be no more than half full and the gas cap must be locked.
- 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.