



D O U B A I
G R A N D M A L L

**EXHIBITIONS & ADVERTISING
RATE CARD**

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INTRODUCTION

OVERVIEW

At last, here is a pleasant modern venue in Douala, the economic capital of Cameroon, air-conditioned, spacious with up-to-date amenities and offering a unique retail experience: shopping, relaxing, dining, meeting people... All this in the largest mall in Central Africa, which combines cleanliness, modernity and functionality.

With family and friends, you can celebrate birthdays, meet your loved one and allow children to enjoy healthy moments of relaxation and togetherness. Our sparkling clean plaza, well-kept garden and green spaces will give you a great feeling of well-being in a world where lifestyle, attractions and various shops will make

you spend excellent moments. A refined place to live, a touristic, social, economic, cultural and commercial destination.

The largest mall in Central Africa covers 18,500 m² of rental space, with its large Carrefour Market supermarket, 140 shops, 22 restaurants, a cinema multiplex with five screens, an outdoor car park with 300 spaces and an underground car park with 340 spaces, making it the largest car park capacity (640) in Cameroon. Our nearly 60 security guards and agents, our hundred or so cameras watch over your stay.

WELCOME TO THE DOUALA GRAND MALL

WHY EXHIBIT & ADVERTISE AT DOUALA GRAND MALL?

Activations are valuable because they provide face-to-face communication and networking opportunities. They allow you to meet the people who matter to your business in one place, including existing customers and new prospects. Raising brand awareness, promoting your event, boosting sales, showcasing new products, building consumer loyalty, developing your brand image - these are the main benefits of brand activation.

By doing so, buyers can see, taste, touch and try your product for themselves. Nothing beats the impact of a live demonstration. By exhibiting and organizing activations at the Douala Grand Mall, you will have the opportunity to:

- Introduce a new product to the market.
- Build new relationships and enrich your database.
- Reinforce the image and the anchoring of your brands in your sector of activity and at the mall.
- Increase sales and turnover.

FIGURES

- 18,500 m² of rental space - 140 Shops - 22 Restaurants
- 5 Cinema halls (nearly 1000 seats) - 1 Carrefour Market supermarket
- A playground and daycare centre for children - 640 parking spaces
- A Total service station
- Nearly 300 000 visitors/month





EXHIBITION SPACES



1. BASEMENT ENTRANCE RIGHT LOBBY



2. BASEMENT ENTRANCE LEFT LOBBY LEFT



EXHIBITION SPACES

(SEE ATTACHED MALL LAYOUT)



3. PLAZA



4. CARREFOUR MARKET ENTRANCE (Travelator entrance/exit)

EXHIBITION SPACES

(SEE ATTACHED MALL LAYOUT)



5. GROUND FLOOR, SPACE NEAR ESCALATOR'S DROP-OFF



6. FLOOR SPACE NEAR MAIN ESCALATOR



EXHIBITION SPACES

(SEE ATTACHED MALL LAYOUT)



7. FOOD COURT (left wing)



8. TERRASSE

BASEMENT FLOOR

1. BASEMENT ENTRANCE RIGHT LOBBY
2. BASEMENT ENTRANCE LEFT LOBBY
3. PLAZA

GROUND FLOOR

4. CARREFOUR MARKET ENTRANCE
5. GROUND FLOOR SPACE NEAR ESCALATOR DROP-OFF
6. GROUND FLOOR SPACE NEAR MAIN ESCALATOR



FIRST FLOOR

7. TERRACE
8. FOOD COURT LEFT WING

EXHIBITION RATES

ITEM	SPACES	DIMENSIONS	Cost in CFAF (US \$)			
			Day	Week	Weekend	Month
1	Carrefour Market Entrance (Travelator exit)	40m ²	300 000 (\$ 555,55)	1 500 000 (\$ 2777,77)	450 000 (\$ 833,33)	4 000 000 (\$ 7 407,40)
2	Ground floor, space near escalator's drop-off	57m ²	250 000 (\$ 462,96)	1 300 000 (\$ 2407,40)	400 000 (\$ 740,74)	3 700 000 (\$ 6 851,85)
3	Basement entrance Lobby (right)	60m ²	150 000 (\$ 277,77)	1 000 000 (\$ 1851,85)	200 000 (\$ 370,37)	3 000 000 (\$ 5 555,55)
4	Basement entrance Lobby (left)	30m ²	150 000 (\$ 277,77)	1 000 000 (\$ 1 851,85)	200 000 (\$ 370,37)	3 000 000 (\$ 5 555,55)
5	Ground floor space near main escalator	40m ²	200 000 (\$ 370,37)	1 100 000 (\$ 2037,03)	300 000 (\$ 555,55)	3 200 000 (\$ 5 925,92)
6	Food court (left wing)	76m ²	350 000 (\$ 648,14)	1700 000 (\$ 3 148,14)	500 000 (\$ 925,92)	5 000 000 (\$ 9 259,25)
7	Terrasse	127m ²	500 000 (\$ 925,92)	2 500 000 (\$ 4 629,62)	900 000 (\$ 1 666,66)	8 500 000 (\$ 15 740,74)
8	Plaza	2500 m ² with green space (1500m ² without)	700 000 (\$ 1 296,29)	3 500 000 (\$ 6 481,48)	1 100 000 (\$ 2 037,03)	12 000 000 (\$ 22 222,22)

VIDEO AND PHOTO SHOOT RATES

CATEGORY	TYPE	Cost in CFAF (US \$)	DESCRIPTION
ARTIST (MUSICIAN, FASHION DESIGNER)	INDIVIDUAL	100 000 (\$185,18)	When the artist is at the same time his own producer
	COMPANY	150 000 (\$277,77)	When the request comes from the music company
MOVIE	COMPANY	250 000 (\$462,96)	Per day of shooting
	INDIVIDUAL	150 000 (\$277,77)	Per day of shooting
WEDDING	EVENT PLANNER	200 000 (\$370,37)	When the request comes from the company organizing the wedding



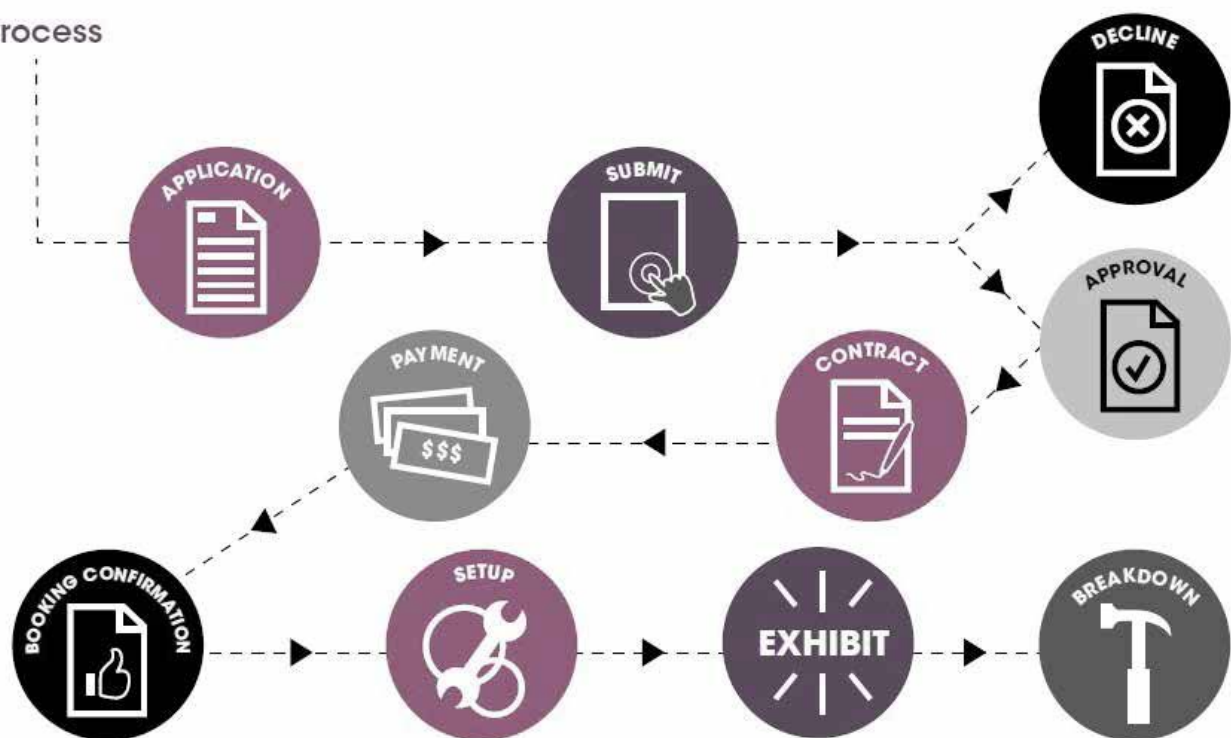
TERMS AND CONDITIONS, RULES AND REGULATIONS

To apply for exhibition/advertising space in Douala Grand Mall, the full application process must be followed. The following documents must be sent to the Exhibitions Coordinator for consideration and approval by Douala Grand 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. Douala Grand Mall Centre Management reserves the right to cancel or relocate any exhibition/advertisement without notice.

Process



GET IN TOUCH

PHONE: 699 939 873 / 691 117 161 / 680 656 004

LOCATE: Boulevard de l'Aviation, close to Douala International Airport

WEBSITE: www.doualagrandmall.com

INSTAGRAM : @doualagrandmall

FACEBOOK: @doualagrandmall

