

## Specialty Leasing 2017 Program

Our Specialty Leasing Program opens the doors to a dynamic retail opportunity with low start-up costs and no long-term commitments. It's the chance to get your trendy, unique, impulse products or services onto one of our merchandise retail units, those small carts located in high traffic locations in our Shopping Centre.

Move seasonal merchandise, test new markets and retail concepts. Low risk, short-term commitment and potential returns are something to talk about!

Experienced Specialty Leasing Managers work closely with National, Regional, Independent and First-time retailers to help build successful retail businesses within Ivanhoe Cambridge Centres. They can also provide retailers with the right resources, products and displays for merchandising their temporary locations.

Specialty Leasing is all about creating and establishing possibilities for our customers, you the retailer, by providing innovative retailing venues and merchandising methods for success in today's retail environment.

We have an opportunity waiting for you at Conestoga Mall.

### Q & A

**Q. How do I become a Specialty Leasing Retailer?**

A. Fill out application form on reverse and return to the Conestoga Mall Administration Office. You will then be contacted by the Specialty Leasing Manager to discuss opportunities available for your business.

**Q. What are the 2017 lease rates?**

A. The rates for Conestoga Mall are:

#### MRU (Cart)

January – May	\$2,800.00 per month•
June – October	\$3,000.00 per month•
November	\$4,500.00 per month•
December	\$6,500.00 per month•

- Plus additional 5% of rental fee for Promotion Fund and Signage Fee of \$100.00

#### Kiosk (10X12 space)

January–October	\$800.00–3 day rate <sup>1</sup>
January–October	\$1,100.00 per week <sup>2</sup>
November–December	\$2,200.00 per week <sup>3</sup>

<sup>1</sup> Jan - Oct (3-day rate): Additional \$25.00 for Promotion Fund.

<sup>2</sup> Jan - Oct (weekly rate): Additional \$50.00 per week for Promotion Fund.

<sup>3</sup> Nov - Dec: 7 week minimum holiday program, additional \$800 for Promotion Fund for the term.

**Q. What kind of commitment do I have to make?**

A. MRU Agreements are typically written for one to six months. These terms can vary depending on availability or type of business.

B. Kiosk Agreements are flexible in term. They can range anywhere from 3 days to multiple weeks depending on your needs.

**Q. What hours do I need to operate?**

A. All retailers are required to be open and be fully operational during the normal Shopping Centre hours as designated by Mall Management.

### Q & A

**Q. Do I need Insurance?**

A. Yes, all retailers must secure a Comprehensive General Liability policy and must name the Shopping Centre and the Landlord as Additional Insured. The policy shall be written with inclusive limits of not less than Two Million Dollars (\$2,000,000)

**Q. Who provides Utilities?**

A. The Shopping Centre will provide standard electrical service of 15 amps.

**Q. What about presentation?**

A. An appealing, innovative and professional presentation is essential and will immediately tell the customer about your merchandise. This is achieved through fixtures and displays. Sufficient inventory must be displayed at all times to maximize sales and maintain quality of presentation.

**Q. Do I require a Business License?**

A. Yes, the City of Waterloo requires businesses and temporary vendors to obtain a business license.



For further information, contact:

**Margaret Povey**

Regional Manager,

Specialty Leasing and Partnerships

Conestoga Mall

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[www.conestogamall.com](http://www.conestogamall.com)



Opportunity  
Knocks...

**STARTING SMALL &  
MAKING IT BIG**  
... with Specialty Leasing

**OVER 120 BIG NAME STORES:**  
 APPLE • BATH & BODY WORKS  
 GALAXY CINEMAS • H & M • HUDSON'S BAY  
 OLD NAVY • SPORT CHEK • WINNERS • ZEHR'S  
[www.conestogamall.com](http://www.conestogamall.com)

**Application Form**

**Company Information:**

Business Name: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 Contact Name: \_\_\_\_\_  
 \_\_\_\_\_  
 Business Address: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 Legal Address: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 Bus Tel: \_\_\_\_\_ Home: \_\_\_\_\_  
 Cell: \_\_\_\_\_ Fax: \_\_\_\_\_  
 E-Mail: \_\_\_\_\_

**Proposed Business Terms:**

Description of Business: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 Kiosk  MRU  In-Line   
 Lease Term:  
 From: \_\_\_\_\_ To: \_\_\_\_\_  
 Have you ever had a retail business before in a Shopping Centre?  
 Yes  No  If Yes, Where: \_\_\_\_\_  
 \_\_\_\_\_  
 What type of business did you have: \_\_\_\_\_  
 \_\_\_\_\_  
 What were the average sales in your most recent business?  
 Sales: \$ \_\_\_\_\_  
 List any sales training, business experience and/or education?  
 Attach resume if available.  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**References:**

Please list business references that may be contacted:  
 Name: \_\_\_\_\_ Phone: \_\_\_\_\_  
 Name: \_\_\_\_\_ Phone: \_\_\_\_\_  
 Name: \_\_\_\_\_ Phone: \_\_\_\_\_

**Merchandise / Product Line:**

Explain your retail concept, business identity and/or theme:  
 \_\_\_\_\_  
 \_\_\_\_\_  
 What type of merchandise will you sell (attach pictures, etc)  
 \_\_\_\_\_  
 \_\_\_\_\_

**Projected Sales:**

Estimated Average Monthly Sales (Jan-Oct) \$ \_\_\_\_\_  
 Estimated Average Sales-Holiday Term (Nov & Dec)?  
 \$ \_\_\_\_\_

**Visual Merchandising:**

Describe visual merchandising plans for your new Retail Location?  
 \_\_\_\_\_  
 \_\_\_\_\_  
 Type of Feature: \_\_\_\_\_  
 Colour Scheme: \_\_\_\_\_  
 Props: \_\_\_\_\_  
 Signage: \_\_\_\_\_

Please return this application along with any other additional information.

Thank You