

Specialty Leasing 2019 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 current 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 ¹
January–October	\$1,100.00 per week ²
November–December	\$2,200.00 per week ³

- ¹ Jan - Oct (3-day rate): Additional \$25.00 for Promotion Fund.
- ² Jan - Oct (weekly rate): Additional \$50.00 per week for Promotion Fund.
- ³ Nov – Dec (weekly rate): Additional \$150.00 per week for Promotion Fund.

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:

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Regional Manager,

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Conestoga Mall

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Knocks...

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- Pickle Barrel • Sephora • Sport Chek • Winners • Zehrs

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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