

## Specialty Leasing 2012 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. The low risk, short-term commitment and the 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 the application form on reverse and return to the Conestoga Mall Administration Office. You will then be contacted by the Specialty Leasing Manager to discuss what opportunities may be available for your business.

**Q. What are the 2012 lease rates?**

A. The rates for Conestoga Mall are:

### MRU (Cart)

January – March	\$2,000.00/month •
April – August	\$2,100.00/month •
September – October	\$3,000.00/month •
November	\$4,000.00/month •
December	\$5,000.00/month •

- Plus additional 5% of the rental fee for Promotion Fund.

### Kiosk (10X12 space)

January – October	\$1,000.00/week <sup>1</sup>
November - December	\$2,000.00/week <sup>2</sup>

- <sup>1</sup> January - October: Plus additional \$50.00 per week for Promotion Fund.
- <sup>2</sup> November - December: Plus additional \$100.00 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 1 day to multiple weeks depending on your needs.

## 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 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 the Mall Management.

**Q. What about presentation?**

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



**Margaret Allison**

Regional Manager,  
Specialty Leasing and Partnerships  
Conestoga Mall  
550 King St. N.

Waterloo, Ontario N2L 5W6

Phone: (519) 886-5500

Fax: (519) 886-6936

[margaret.allison@ivanhoecambridge.com](mailto:margaret.allison@ivanhoecambridge.com)

[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-Sept) \$ \_\_\_\_\_

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

## Visual Merchandising

Describe the 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



Opportunity  
Knocks...

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

**OVER 130 BIG NAME STORES:**

THE BAY ■ ZELLERS ■ ZEHRS ■ GALAXY CINEMAS  
APPLE ■ BATH & BODY WORKS ■ H & M  
OLD NAVY ■ SPORT CHEK ■ WINNERS

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