



SPECIALTY LEASING OPPORTUNITIES

Carts, Temporary Kiosks, Commercial Displays, Mall Shows, & In-Line Stores

Thank you for your interest in Halifax Shopping Centre's Specialty Leasing Program.

The material enclosed will answer many of your questions regarding our Specialty Leasing Program. Our Specialty Leasing Program is a wonderful opportunity for you to start a small business, expand or promote your existing business operation or to test the waters for a future as a permanent in-line tenant.

If you are just starting out, or if you are a small retailer who is looking for greater exposure, a Cart at Halifax Shopping Centre may be a great solution for you. They offer minimum overhead with a low start up cost in a highly successful location. The carts have high visibility; they are attractive and offer you and your product exposure to over 110,000 potential customers per week.

If you have an existing business and wish to temporarily expand your operation for greater exposure, our opportunities for temporary kiosks, commercial displays, mall shows and in-line stores may be a very viable solution for you.

In order to participate in any of the opportunities available in this program, please submit the following:

- ◆ Application form, including any additional information and/or a current Business Plan
- ◆ Picture(s) of previous set-ups
- ◆ Sketches of your merchandising plans
- ◆ Picture(s) or catalogue of your merchandise and percentage breakdown.
- ◆ A copy of your price list, product guarantee, returns policy and packaging.

We are always looking for new and original concepts to join our team at Halifax Shopping Centre and we look forward to receiving your proposal.

Send your proposal to:

Halifax Shopping Centre, Management Office
7001 Mumford Road, Tower 1, Suite 202
B3L 4N9
Fax # (902) 454-6908
Email Address: sguilfoyle@20vic.com

Attention: Stephanie Guilfoyle
Specialty Leasing Coordinator



INFORMATION SHEET

Opening Date:	1962
Description:	544, 000 square feet with 170 stores and services. 21 acre fully landscaped site. Since 1962 Halifax Shopping Centre has undergone several expansions and renovation programs. The most recent new development is the addition of the new Halifax Shopping Centre Annex ('Annex') and Chebucto Place office complex located at the Annex. This new development increased the shopping centre's total retail square footage by 400, 000.
Anchor:	Sears, Gap/Gapkids, Wal-Mart, Sobeys, Pier 1, Winners, Coast Mountain/Sport Chek
Number of Retail Levels:	2
Hours of Operation:	Monday – Saturday 9:30 am – 9:00 pm Sunday 12 noon – 5pm
Annual Traffic:	5.7 million
Parking:	2500 parking spaces
Location:	Located in Halifax, Nova Scotia at junction of 100 series Highway. Over 400 Metro Transit buses travel through Halifax Shopping Centre daily from many locations in the Halifax Regional Municipality
Mailing Address:	7001 Mumford Road, Tower 1, Suite 202 Halifax, Nova Scotia B3L 4N9
Website Address:	For a complete listing of Halifax Shopping Centre information including marketing campaigns, store directory, gift card program and Guest Services, please visit our website at:

www.halifaxshoppingcentre.com



CART INFORMTION

(Retail unit furnished)

Number of Carts:	7
Size of Carts:	10' long x 6' wide
Power & Phone:	120 volt 15 amp service Phone service available at tenant's arrangement & expense
Insurance Required:	\$2,000,000 General Liability naming "Ontario Pension Board, OPB Realty Inc., by its Agent and Manager, 20 Vic Management Inc." and Halifax Shopping Centre as additional insured.
Security Deposit:	Non Applicable
Lease Term:	Minimum one (1) month and maximum of six (6) months.
Rental Rates:	January to October \$300.00-\$500.00 plus HST/week plus 12% of sales over the break even point
	November & December \$800.00-\$1000.00 plus HST/week plus 12% of sales over the break even point



TEMPOARY KIOSK INFORMATION

(10' x 10' kiosk not supplied)

Kiosk Dimension:	10' x 10' sq. ft.
Power and Phone:	15 amp, 120 volt electrical service. One telephone cable. Upgraded power and telephone services, if available will be at operator's expense
Insurance required	\$2,000,000 General Liability naming "Ontario Pension Board, OPB Realty Inc., by its Agent and Manager, 20 Vic Management Inc." and Halifax Shopping Centre as additional insured
Lease Term	Minimum three (3) months, maximum one (1) year
Locations Available:	Limited common area space available. Rental rates vary pending on locations. Please fill out the enclosed application form and submit for review.

DISPLAY INFORMATION

Lease Term:	Daily Rentals, one (1) day and maximum of one (1) week
Rental Rates January –September:	\$250 per day, \$1200.00 per week
Rental Rates October-December:	Limited common area space available. Rental rates vary pending on locations. Please fill out the enclosed application form and submit for review.

MALL SHOWS/CAR SHOWS AND TEMPORARY INLINE STORES

Rates and availability upon request



TEMPORARY KIOSK DESIGN CRITERIA

The following design criteria shall be used in the preparation of all plans and specifications for temporary kiosks.

DESIGN REVIEW

A full set of drawings, including a floor plan and elevations (with photographs or artist's renderings if desired or appropriate) is required for approval. Drawings must be of the exact planned installation. Generally, a one-week turnaround time is needed but incomplete drawings may result in a time delay.

KIOSK DIMENSIONS AND HEIGHT RESTRICTIONS

- The kiosk shall be of no greater size than 10' x 10' totaling 100 square feet.
- Ten feet (10') minimum distance must be maintained between other fixed elements, kiosks, displays, carts, planters and to in-line tenant storefronts.
- Maximum height of any element of the kiosk should not generally exceed six (6) feet. Exceptions must be pre-approved by Licensor.
- If counters or partial walls are utilized in the kiosk design, these elements may not exceed four feet (4') in height.

KIOSK DESIGN

- In general, kiosks should be low in profile so as not to obstruct the visibility of in-line tenant storefronts or signs.
- Kiosks must have the appearance of a single integrated unit-not an assembly of parts or fixtures.
- Kiosk design should incorporate high standards in the level of detailing, use of materials, graphics and signage and quality of construction.
- No solid wall elements are permitted in the kiosk design.
- Any internal structure for overhead signage or lighting must be extremely limited. Kiosk design, including overhead signage and/or lighting elements must not restrict clear, see-through visibility.
- Merchandise presentations must conform to and remain within the boundaries of the size limitations of the kiosk.
- No "satellite" display cases, added fixtures or signs not shown on the approved drawings are permitted.
- No folding and/or draped or skirted tables are permitted as a part of the kiosk design.



MATERIALS

- Materials and finishes used must be of professional quality and have a finished appearance and decorative quality, compatible with that of the mall. The use of quality, permanent, durable and attractive display materials and construction are expected.
- All materials used must be fire retardant.
- Materials that are not acceptable are:
 - slatwall
 - pegboard
 - fake wood paneling
 - paint finishes
 - cardboard, paper or styrofoam
- All materials used in kiosk shall be of non-combustible material and must meet all applicable local, provincial and federal codes.
- Kiosk design and materials used must ensure structural integrity and must be floor-supported without attachment or damage to any mall finishes.
- All fasteners, angles and supports are to be concealed from view.
- Garlands, Christmas or other holiday or seasonal trimmings are not permitted.

SIGNAGE DESIGN

- Signage must be professionally designed and produced of quality permanent materials and approved by Licensor before use. Sign company shop drawings (or equivalent) must be submitted for review and approval.
- Signage should incorporate Operator's trade name and/or logo and be of a style that is consistent with the kiosk design and the overall quality of the mall. Pylon-type structures are encouraged.
- Generally, signage lettering must be of a size not less than 4" or more than 8" in height. All signs must be professionally designed and produced and must receive prior approval for Licensor regarding appearance, content, location and method of attachment.
- Signage types not permitted are:
 - flashing or oscillating and moving signs
 - noise and/or odor producing signs
 - temporary signs or posters, whether painted or handwritten
 - banners of any type
- Front and rear projection, TV monitors, computer imaging techniques, fiber optics and sound systems of any type are not normally permitted and are subject to Licensor's approval.



LIGHTING DESIGN

- Lighting design should be completely integrated into the kiosk and any graphic design. Ambient lighting levels within the mall may vary significantly depending on locations and proximity to skylight areas and should not be relied upon to adequately light your display.
- Lighting should be slimline internal display case illumination, or an approved overhead open lighting structure with track or individual mini-spot fixtures.
- Unacceptable forms of lighting include:
 - clip-on lighting of any type
 - visible fluorescent lighting
 - certain types of overhead lighting and/or signage elements and grid support systems
 - Christmas lights of any type
- Lighting may not be flashing and may not exhibit glare or any other visual problems to the common area and/or customer traffic.
- Overhead lighting should be limited in nature and discreet. All wiring for lighting must be concealed from view.
- Elaborate overhead structures to support lighting are not permitted.

ELECTRICAL/TELEPHONE CAPABILITIES

- Generally, kiosk locations will have 15 amp, 120 volt service. The Licensor at the Operator's cost, if available, will provide additional electrical capacity and telephone service.
- All electrical wiring and components must meet all appropriate codes and applicable jurisdictional requirements.
- No electrical cords are to be run across open floor areas of the mall.
- All electrical wiring, conduits, transformers and cords are to be completely concealed from view.



TEMPORARY IN-LINE DESIGN CRITERIA

The following design criteria shall apply to all temporary in-line merchants.

DESIGN REVIEW

A full set of drawings, including a floor plan and storefront elevations (with photographs or artist's renderings if desired or appropriate) may be required for approval. Drawings must be of the exact planned installation. Generally, a one-week turnaround time is needed but incomplete drawings may result in a time delay.

CONDITION OF PREMISES

- Operator to take premises in as-is condition.
- All store finishes including walls, partitions, carpets, display cases and fixtures are to be of professional quality and in good repair. Prefabricated knockdown type display cases, or similar type cases may, subject to Licensor approval, be permitted if new and of good quality.
- Merchandise displays are permitted to the lease line only. Operator shall not affix materials of any kind to the ceiling, soffit or demising caps.
- Any damage caused by the installation or removal of Operator's improvements must be repaired to Licensor's satisfaction.

SIGNAGE DESIGN

- Signage must be professionally designed and produced of quality permanent materials and approved by Licensor before use.
- Signage should incorporate Operator's trade name and/or logo and be of a style, which is consistent with the store design and the overall quality of the mall.
- All in-store signs must be professionally designed and produced.

Signage types suggested are:

- individual letters not to exceed 12" in height made of wood, plexiglass or professionally painted and attached to painted wood, MDF or similar smooth surface stiff background material

Signage types not permitted are:

- foamcore, cardboard or material less than 3/16" thick
- internally illuminated box signs
- flashing or oscillating and moving signs
- temporary signs or posters, whether painted or handwritten
- banners of any type



ELECTRICAL/TELEPHONE CAPABILITIES

- Electrical and telephone service will vary from location to location. Additional electrical capacity and telephone service, if available, will be provided by the Licensor at the Operator's cost.
- All electrical wiring and components must meet all appropriate codes and applicable jurisdictional requirements.
- No electrical cords are to be run across open floor areas of the store.
- All electrical wiring, conduits, transformers and cords are to be completely concealed from view.

STOREFRONT DESIGN

- No permanent materials shall be added to or changes shall be made to the existing storefront.



Does Your Product or Service Compliment Halifax Shopping Centre's Image?

Halifax Shopping Centre has truly become one of Atlantic Canada's premiere shopping destinations. With over five million visitors annually and the addition of the prominent retailers such as Gap, Sears, Sear Outlet, Pier 1, Winners and Wal-Mart, Halifax Shopping Centre has successfully joined the ranks of leading regional shopping centers across Canada. A high quality product and professional presentation consistent with Halifax Shopping Centre's image are essential to succeed.

- Halifax Shopping Centre attracts over 5.7 million shoppers per annum.
- Halifax Shopping Centre shoppers are derived from an extensive trade area: 83% of our customers come from our Total Trade Area that includes the Halifax Regional Municipality including all of its urban and many of its rural areas. 17% of our customers come from our Extended Trade Area that include areas beyond a one hour drive of the municipality such as Annapolis Valley, The South Shore, Cape Breton and Antigonish.
- The Average household income of the centre's Total Trade Area is \$59,490. The average Nova Scotia household income is \$50,190.
- 72% of Halifax Shopping Centre customers are under the age of 44
- 44% of Halifax Shopping Centre customers have children
- 62% of Halifax Shopping Centre customers are employed in white collar positions while 13% are blue collar.
- 43% of Halifax Shopping Centre customers visit the centre at least once a week
- 68% of Halifax Shopping Centre customers spend at least one hour in the centre per visit

We also ask that you spend some time planning your display-what type of props, fixtures, décor items and what type of material and colour you will be using. Visual merchandising is one of the most important factors of your presentation. Specialty Leasing relies heavily on impulse buying and using themes to attract customers is vital to the bottom line of your business.



SPECIALTY LEASING APPLICATION

Date:	
Shopping Centre:	Halifax Shopping Centre
Tenant Legal Name:	
Tenant Trade Name:	
Tenant Legal Address:	
Home Address:	
Contact Person:	
Telephone Number:	
Cell Number:	
Home Number:	
Fax Number:	
e-mail address:	
Length of Time in Business and Existing Retail Operations:	
HST/GST Number:	
Description of Merchandising Concept:	
Merchandising Plans/ Photos/ Sketches to be included:	A detailed sketch of cart layout, merchandising plans or photos, must accompany this application.
Dates Requested:	
Description of Products to be featured:	
Additional Fixtures/Props to be used:	
Description of Packaging:	
Return Policy:	
Target Market:	
Projected Sales per Week:	
Price Points:	

Forward Completed Form to:
Halifax Shopping Centre Administration Office
7001 Mumford Road, Tower 1, Suite 202, Halifax NS, B3L 4N9
or Fax to 902-454-6908 or e-mail: sguilfoyle@20vic.com



RULES AND REGULATIONS

The following rules and regulations apply to all Specialty Leasing Tenants and are designed to create a safe, professional and exciting selling environment for our customers.

Centre Hours

Hours of operation for all Specialty Leasing tenants will coincide with the regular operating hours of Halifax Shopping Centre. Carts, Temporary Kiosks, Commercial Displays, Mall Shows or In-line temporary tenants are to be attended at all times with no coverage gaps during lunch, dinner or other breaks. Any Specialty Leasing tenant who does not maintain these mall hours will be in violation of their Lease and will be subject to immediate termination of the Lease and removal from Halifax Shopping Centre

Locations

The location of the Cart/Kiosk/Store will be assigned at the discretion of the Landlord. Locations may be subject to change whenever deemed necessary at the Landlord's absolute discretion.

Use Clause

Specialty Leasing tenants may only sell merchandise or offer services that have been agreed upon in advance by the Specialty Leasing Coordinator or the Centre Manager. The Specialty Leasing Coordinator or the Centre Manager must approve any new or additional product or service prior to display or sale at the Cart/Kiosk/Store.

Space Limitations

Carts are licensed to operate only within the area of the unit provided and placement of anything off the cart will not be allowed without the prior consent of the Landlord. The area occupied and used by temporary kiosks, commercial displays and trade shows will vary dependant on the respective Lease.

Signage

All Specialty Leasing tenants are required to use professionally prepared signage prepared by the Landlord at the Tenant's expense or previously approved by the Landlord. No hand written signage will be allowed.

Aesthetic Requirement

All Specialty Leasing tenants are expected to have a complete inventory of merchandise on hand and all presentations and displays must appear full and well maintained at all times. Restocking should be done prior to mall opening or at closing. Any empty boxes or cartons must be removed from the display area. Specialty Leasing tenants are responsible for cleaning and maintenance for all aspects of the Store. The maintenance department or the Specialty Leasing Coordinator will supply replacement bulbs in the case of Carts.



Return Policy

Specialty Leasing tenants must have a return policy, which provides for full refunds to unsatisfied customers, provided that the product purchased is returned in resaleable condition. Provisions must be made for customer returns and refunds after the Tenant has vacated the Cart/Store. This policy must be clearly posted and professionally signed.

Food and Drink

While we acknowledge the fact that many Specialty Leasing tenants are owner-operated and work a full day at their location, every effort should be made to limit eating and drinking at the Cart/Store and to obstruct these items from public view. Please refrain from reading while sitting at the cart.

Solicitation

Specialty Leasing tenants shall not solicit business in the common areas of Halifax Shopping Centre, nor shall they distribute handbills or other advertising in the common areas of the property.

Security

The security of merchandise and valuables at the Cart/Store is the sole responsibility of the Tenant. Keys to your Cart/Store should be kept in a secure location at all times.

Employee Parking

Specialty Leasing tenants' employees must restrict their parking to the areas designated by the Landlord. Security will provide you with the rules and regulations of Halifax Shopping Centre's parking policy including a plan indicating designated employee-parking locations.

Set up and Break Down

Specialty Leasing tenants are to move in and move out of the mall at designated times and stay for the entire duration of the Lease. No equipment will be available from or supplied by the mall for set up, take down or any other purpose. All dollies used to transport merchandise and supplies in Halifax Shopping Centre must have rubber wheels only. Where applicable, receiving areas should be used and the locations will be advised.

Mall Storage

Storage space for Specialty Leasing tenants is rarely available. In the event that storage space is available, separate arrangements must be made with the Specialty Leasing Coordinator.

Electricity

Electricity is provided for all cart, and in-line tenants and, where available, for temporary kiosk tenants, with the maximum service of 120 volt, 15 amp service. Extension cords, if used, must be completely concealed and, if running across mall floors, must be covered with a Landlord-approved cover (no tape on mall tiles). Radios, heaters, fans etc are not permitted for common area set-ups. No tenant shall operate any equipment causing excessive noise or annoyance nor shall vendors or any Specialty Leasing tenant create any offensive odours.



Garbage Removal

The removal of garbage and/or recyclable materials to Halifax Shopping Centre's designated garbage and recycling collection areas is the responsibility of the Specialty Leasing tenant. Debris such as, and not limited to, unwanted fixtures, skids and building materials are not permitted in the mall's garbage collection areas. Please see the Yellow Pages for appropriate locations for the disposal of this type of refuse. All refuse, empty boxes or cartons must be removed from the Cart/Store area immediately. Stock in boxes is not permitted to be sitting on the floor around the Cart/Store. Trash and debris is to be placed in to the assigned compactor designated by the Shopping Centre, and not placed in the common area public trash receptacles.

Permits

All necessary permits are the responsibility of the Tenant prior to set up.

Emergency Information

Specialty Leasing tenants shall furnish Landlord with 24-hour emergency telephone number(s), a contact person(s) and a forwarding address.

Tenant Information Manual

Specialty Leasing tenants and their employees shall abide by the Landlord's Rules and Regulations with respect to the common area, facilities, improvements, parking lots and sidewalks. The Landlord may amend, repeal or create new rules and regulations from time to time and all such amendments, repeals and /or new rules and regulations shall be binding upon the vendor upon receipt of a copy thereof.

Non-Conformance

The Landlord reserves the right to refuse entry to any Specialty Leasing tenant's employee who does not abide by all operational rules and regulations for the Lease and schedules thereto. Violation of any of the above rules and regulations will be grounds for immediate termination of the Lease.

Rent & Sales Reports

Rent is due in advance on the first day of each Rental Period of occupancy. In the case of all vendors whose Lease requires the reporting of weekly sales, all sales reports for the prior week are due in the management office of the Landlord by 10:00 a.m. Tuesday of the following week. Failure to pay rent on time or report accurate sales may result in termination of the Lease.

Security Deposit

In addition of the advance payment of the first rent coming due pursuant to the Lease, a security deposit may be required from Specialty Leasing tenants. Security deposits will be applied; less the Landlord's cost to repair damages to the cart or accessories due to the negligence of the tenant; if any, to the last rent coming due prior to the expiration of the Lease.

Insurance

A Certificate of Insurance with the limits as stated on the Lease is to be supplied by the Tenant to the Landlord prior to which possession of the Store will be not be granted. Such Certificate of Insurance shall name Ontario



Pension Board, OPB Realty Inc., by its Agent and Manager; 20 Vic Management Inc. and Halifax Shopping Centre as additional insureds.