

# Mall Commercialisation



- Short and Long Term Licences
- Product and Service Promotions
- Awareness Campaigns
- Brand Advertisements
- Vehicle Showcasing





## The key charms of Scotch Hall and why it boasts as a high fashion shopping centre are

- Original store building located on the River Boyne
- Over 30 high fashion retail units including Dunnes, River Island, DV8, Carraig Donn and Best Menswear
- Footfall reaching over 50,000 customers weekly
- Over 800 parking spaces, only €1.50 for the first two hours parking and free after 5pm
- Only 20 minutes from Dublin city centre and directly off the M1

## Centre Rates

Duration	Per Day
1 Day	€200 + vat
4 Days +	€125 + vat



## Key Facts



# Opportunities ■

## Ground Floor

A	2m x 2m
B	2m x 2m
C	3m x 2m
D	7m x 4m
E	2m x 2m
F	2m x 2m
G	2m x 2m
H	2m x 2m

## First Floor

A	2m x 2m
B	2m x 2m
C	3m x 2m
D	2m x 2m
E	2m x 2m

## Ground Floor

1-2	To Let
3-4	Euro Giant
5	Eir
6	Holland & Barrett
7	Boyne Jewellers
8B	Hugmie
8	Three
8A	Claire's Accessories
9	To Let
10	Jack & Jones
11	Lifestyle Sports
12	Waterstones
14	Shoe Rack
15	Art & Hobby
16	McCartans Pharmacy
17	Gamestop
18	Regatta
19	Hallmark
K11	Phone Guru
K2	To Let
K3	To Let
21	The Hops
23	O'Briens
24	AbraKebabra
26	Starbucks
27	Sweet Life
28-29	DV8
30	Best Menswear
31-32	Carraig Donn
33	Golden Discs
34	To Let
35	Insomnia

## First Floor

1	To Let
1A	To Let
2-3	Monsoon Accessorize
4	DemView
5	To Let
6	The Perfume Shop
6A	To Let
6B	Family Room
6C	Family Room
7	To Let
8	Proposed Cinema
9	Proposed Cinema
10	Proposed Cinema
11	Proposed Restaurant
12	Proposed Restaurant
13	Peter Mark
14-15	River Island
16	To Let
17	BB's Coffee & Muffins
18	Permanent TSB
19-20	Superdrug
21	To Let
22	Drogheda United Store
23	To Let
24	Management Office
25	Boston Barbers



## Ground Floor



## First Floor

## Booking Requirements

1. Please complete the mall promotions application form available to download from the website [www.scotchhall.ie](http://www.scotchhall.ie) specifying the exact description of the proposed activity with accurate dimensions and visuals for approval.
2. All signage, decorations and promotional material must be of a high standard and must be approved prior to the commencement of the promotion.
3. A mall license agreement must be signed by an authorised signatory.
4. Full payment must be paid no later than one week before display is scheduled to take place. Displays must not be set up if full payment has not been received.

## Mall Promotion Regulations

1. Promotional displays, set-up and stocking must take place outside of centre trading hours.
2. Promotional displays must be set-up and stock must be carried by competent staff. Centre Management will not be available to provide assistance. Supermarket trolleys must not be used for this purpose.
3. Tables/chairs or other furniture required for promotion must be provided by promoter.
4. Car parking fees are not covered in the promotion fee. There are no arrangements to waive car parking costs.
5. Display stands, signage and branding must be professionally produced. Any handwritten signage in evidence will be removed.
6. Mall promotions must be insured to the requirements advised by the Centre and a specific indemnity must be in place for the centre. Without notification from the centre that your insurances are adequate the promotion must not take place.
7. Promotional staff must keep within the area of their promotional stand. It is centre policy that customers are not canvassed directly but rather given the opportunity to approach of their own volition.

8. Collection buckets/canisters containing the charity name may be placed on the promotion stand for voluntary contributions by the public.
9. Leaflets are to be placed on promotion table for customers and are not to be handed out to customers.
10. All staff must be smartly dressed.
11. Staff must not eat, drink or chew gum or sweets whilst on duty in exhibition areas.
12. Staff personal possessions, including clothing and bags, must not be left in view of customers.
13. All refuse, packaging and carrier bags must be kept out of sight of customers and must be placed in the refuse bins in the service yards throughout the day or at the end of the trading day. Mall refuse bins must not be used to place refuse.
14. Centre employees will not man any kiosk whilst promotional staff deal with matters away from the kiosk.
15. Preferred mall locations may be requested but specific locations cannot be guaranteed.
16. Promotions may be moved at the discretion of Centre Management.
17. Displays will be removed at the discretion of Centre Management if any activity carried out differs from that outlined at the time of making the booking.
18. After sales service details must be prominently displayed on the stand and on promotional literature.
19. No amplification of any description is permitted.

## Insurance Regulations

1. Public Liability limit to be €2,600,000 or more.
2. Indemnity to principal, Hallscotch Venture Ltd or Scotch Hall Shopping should be noted on the policy for the duration of the promotion.

## Contacts:

Peter Dolan  
Centre Manager  
[pdolan@scotchhall.ie](mailto:pdolan@scotchhall.ie)

## Opening Hours

Day	Centre	Dunnes
Sunday	12:00-18:00	10:00-18:00
Monday	09:30-18:00	09:00-18:00
Tuesday	09:30-18:00	09:00-18:00
Wednesday	09:30-18:00	09:00-18:00
Thursday	09:30-19:00	09:00-19:00
Friday	09:30-19:00	09:00-19:00
Saturday	09:30-18:00	09:00-19:00

