

# ACTIVATION MANUAL



*Packages Mall*  
**Walton Road, Nishter Town  
Lahore, Punjab**

**UAN: 111-MY-MALL (111-696-255)**  
**Information Desk Level 1: Ext. 1141**  
**Information Desk Level 2: Ext. 1142**

## **i. Activation SOPs:**

### **Location:**

- Company: What is the brand profile like?
- Neighborhood: The activation must compliment the surrounding neighboring shops.

### **Appearance:**

We do not compromise on aesthetics, and all activation designs are sent for approval via the Booking Request Form. The activation must be executed according to the approved 3D adapts, or strict action will be taken.

- The minimum space allocated for an activation 10x10ft
- The maximum height allowed for an activation is 6ft, so none of the shops are obstructed. In case of obstruction, strict action will be taken.
- Nothing can be placed directly on the tiles. There must be a carpet or MDF sheet placed under the setup.
- The backdrop of the activation must be covered ideally with the company's branding or at least a proper MDF sheet
- The visible wiring must be taped to the floor using a white/grey bitumen tape. Taping must be maintained
- The corners of the activation must be polished with proper finishing
- No boxes or setup material is to be placed once the Mall is operational
- The activation must be spotless and cleanliness must be maintained at all times
- Balloons aren't a must, but they always brighten up the activation

### **Setup and Installation:**

- Installation of setup will begin after the Mall closes (12:00am on weekdays and 01:00am on weekends) till 11:00am when the Mall opens including housekeeping.

- Please contact the Duty Manager for security related issues: 0308-4335477
- Workers must have their activation cards and CNICs for entry into the Mall
- No underage workers are allowed to work
- All the setup material must be lifted and placed. Dragging is not allowed. The company will be penalized for any damage they do to the flooring
- Please use all multicore cables. There will be no lose wiring allowed, and any visible tape must be taped around corners using a white bitumen tape. Connection will not be allowed without shoe and socket. Earthing is mandatory.
- You must provide details of everything that you will bring in on your letterhead, so that our security is notified, and our operations team can make a gate pass for you
- Incase storage is required, inform the Mall management at least two days prior to the activity so necessary arrangements can be made.
- Incase Q-poles are required, inform the Operations Team:

<b>Name:</b>	<b>Contact No.:</b>	<b>Email ID:</b>
<b>Nida Naeem</b> <b>Shift In-charge</b>	0322-4023406	<a href="mailto:nida.naeem@packagesmall.com">nida.naeem@packagesmall.com</a>
<b>Sohail Anwar</b> <b>Shift In-charge</b>	0321-4100143	<a href="mailto:sohail.anwar@packagesmall.com">sohail.anwar@packagesmall.com</a>
<b>Bilal Mustafa</b> <b>Floor operations</b> <b>Manager</b>	0321-4857718	<a href="mailto:bilal.mustafa@packagesmall.com">bilal.mustafa@packagesmall.com</a>

- You are to bring your own extension wires.
- The setup must be on top (covering) the electrical outlet box and access to the box must be provided at all times.
- There should be no nailing on the floor.
- Mall columns, ceiling, bulkheads and back of house facilities and stairs should not be painted or damaged
- The setup must be as far as possible from the balustrade glass.
- Pasting stickers or any material on Mall property (columns, floor etc) is prohibited.

### **Branding:**

- If you're interested in doing branding at Packages Mall, for any kind of pre-hype of the activity, and to gain prominence, please feel free to contact so we can share branding options at [advertising@packagesmall.com](mailto:advertising@packagesmall.com).

### **Conducting the activity:**

- Ensure that the music is not disturbing other brands or customers. Upon repeated requests or complaints, it will be turned off.
- Flyering beyond the specified dimensions is strictly prohibited. No BA should be found roaming around the Mall giving out flyers without prior permission. Security and operations staff will intervene immediately
- Standees and cutouts should be placed within the specified dimensions
- No selling is allowed at the activation
- There is no drainage or water supply access given to activations
- The setup must be removed the night the activation is over, or the company will be charged a penalty

- Civil Department to inspect all material (construction related) after the activity ends and gate passes are made for exit.
- Calling out people or forcing them to visit the activation is not allowed
- All waste must be disposed off following the Mall's SOPs
- If any media is coming, permission must be taken from the leasing or operations department 48 hours before the activation
- Eating/drinking at the setup premises is not allowed.
- The setup should not be left un-attended.
- Vendor Tags would be provided to you on Day 1 - please wear them throughout your time in the Mall.

### **Brand Ambassadors (BAs):**

- The staff must be well-trained with the activity dynamics, and be able to guide customers through the activity
- They must have excellent customer service skills
- They must have their activation cards and CNICs on them at all times
- BAs aren't allowed to leave the activation unattended under any circumstances
- There should be a supervisor present who monitors the customer dealing, lunch and washroom breaks
- Their uniforms must be properly ironed, and they must be in their complete uniform at all times
- They shouldn't be found roaming around the Mall or engaging in unnecessary communication.

## ii. Entry Guidelines:

1. Enter Packages Mall through gate 1 with your inventory and team. Details of the cars entering along with the drivers' licenses should be submitted at Gate 1.
2. Get 3 "returnable gate passes" made at the gate. Keep 1 copy of the gate pass (to return while exiting the Mall on the last day)
3. Proceed to the pink parking, next to Entrance 6. Here you will spot the receiving gate before you reach the cargo. At the receiving gate, our security staff will check the inventory.
4. If trollies are required for transportation of inventory, duty managers at the receiving gate must be informed. Load your inventory in the trolleys.
5. Proceed to the Security Scanner and get your inventory scanned.
6. Proceed to the lifts. If the height of the setup is greater than 7 feet, proceed to the vehicle lift, otherwise take the cargo lift 1. The lift will take you inside the Mall.

## iii. FAQs:

Q. How will I get access to electrical power at the event?

A. Communicate power/connection requirements to us prior to the activation so we can coordinate with the Electrical Department.

Q. What if I decide to bring any additional inventory after the initial procedure?

A. You will simply need to repeat the procedure i.e. get "returnable gate passes" (**valid for 14 hours**) made each time you bring any additional inventory and proceed to the lifts.

Q. What are the food options available for the Activation Team?

A. You are most welcome to use the Mall's Staff Canteen, which has hygienic meals available at subsidized rates.

For all queries and concerns regarding activations and branding, please contact:

*Aamina Nasir Butt*

*Leasing Executive*

*0322-7979224*

*Maleeha Saadat*

*Advertising Associate*

*0324-4482355*