

5F EAST PLATFORM



EVENT VENUE



正大广场
SUPER BRAND MALL



5F East Platform Introduction

Super Brand Mall is the largest one-stop modern family entertainment and shopping center in Shanghai, located in the center of Lujiazui Financial district which is considered to be the "Eastern Wall Street," adjacent to the Huangpu River, covering the core of Lujiazui CBD area. The vast array of businesses in the surrounding area create an unstoppable virtuous cycle of development. Tourist attractions such as the Oriental Pearl Tower, Shanghai Ocean Aquarium, Shanghai World Financial Center and Jinmao Tower are all nearby, and the area is one of the most concentrated high-end residential areas in Shanghai. The Mall is close to Metro Line 2, with a lot of direct bus routes and has a huge customer flow.

5F East Platform is a 40m² multi-purpose venue located on the 5th floor in the east of Super Brand Mall.

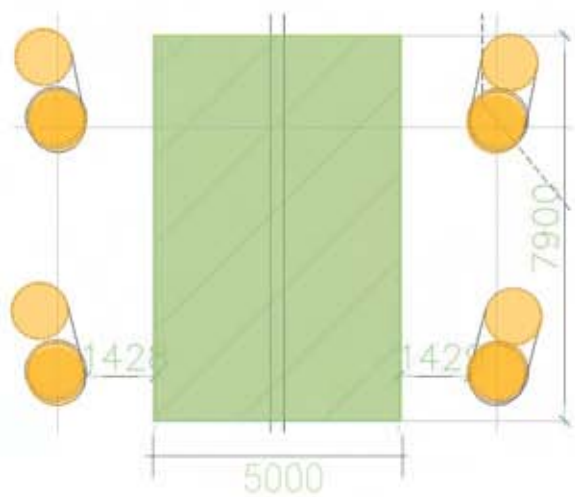
5F East Platform is one of the most important venues of the mall. It is surrounded by gourmet restaurants, has very large customer traffic and attracts all types of customers.

The venue has high standard facilities and is ideally suited for a wide variety of events, including:

- Product Launches
- Sales Promotions
- Interactive Activities
- Live Performances
- Celebrations



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FACT SHEET

Opening Date	October 2002
Location	5th of Super Brand Mall Shopping Center, Pudong
Facilities	Gross Area of 40 square meters
Loading Capacity	Floor 500 kg / m ²
Limited Height	2.2 meters
Loading Facilities	Drive up loading ramp and service lift
Loading Entrance	6m (L) x 2.5m (W) x 2.5m (H) 19 ft (L) x 8 ft (W) x 8 ft (H)
Other Facilities	Basic facilities available
Access	Metro Line 2 (Lujiazui Station) Pearl Tower Sky Ring Boat, Bus, Taxi
Disabled Access	Parking, Lift, Toilet
Car Park	Over 1,250 indoor car parking spaces
Contact Information	SBM Venue Management Service 9th Floor Super Brand Mall Office 168 Lujiazui Xi Lu, Pudong Shanghai China 200120 Email: venue_service@superbrandmall.com Website: venue-service-en.superbrandmall.com TEL: (+86 21) 5878-8233 FAX: (+86 21) 5047-1016



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