International Council Of Shopping Centers

2007 SPRING CONVENTION
DESIGN TRENDS EXHIBIT
May 20 – 23, 2007 - Las Vegas, Nevada

The Design Trends Exhibit provides shopping center owners, developers, architects and designers with an opportunity to showcase leading edge design concepts for retail and shopping venues in a gallery setting. Prominently displayed in the lobby of the Las Vegas Convention Center, Design Trends will provide your company and projects maximum exposure to over 40,000 attendees during the International Council of Shopping Centers' Spring Convention, May 20 – 23, 2007 at the Las Vegas Convention Center, Las Vegas, Nevada.

Do not miss this opportunity to showcase your designs at one of the most prestigious industry events. Over 400 panels were displayed last year to a very receptive industry audience. The fee to display a panel is $350.

Panels are placed randomly throughout the display area.

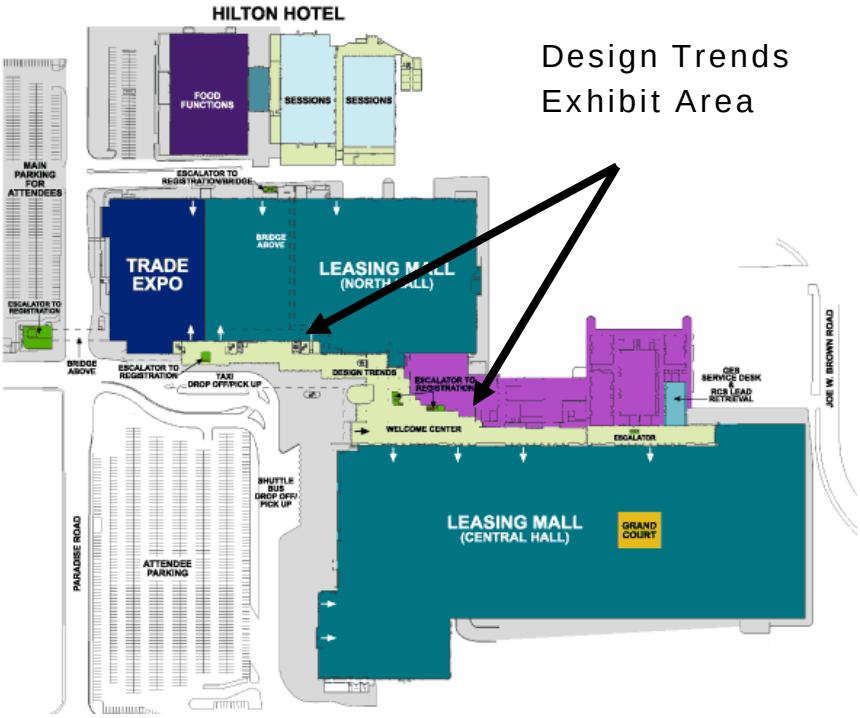
The Design Trends fee includes the following:

- ✓ **Transportation of panel(s) & brochures from the advance warehouse to site.**
- ✓ **The installation of your panel(s) and brochures on- site.**
- ✓ **Applicant listing in the official At-Door Program.**
- ✓ **Restocking of your brochure rack once a day during official program dates.**
- ✓ **Repacking of your panel(s) after the program concludes.**

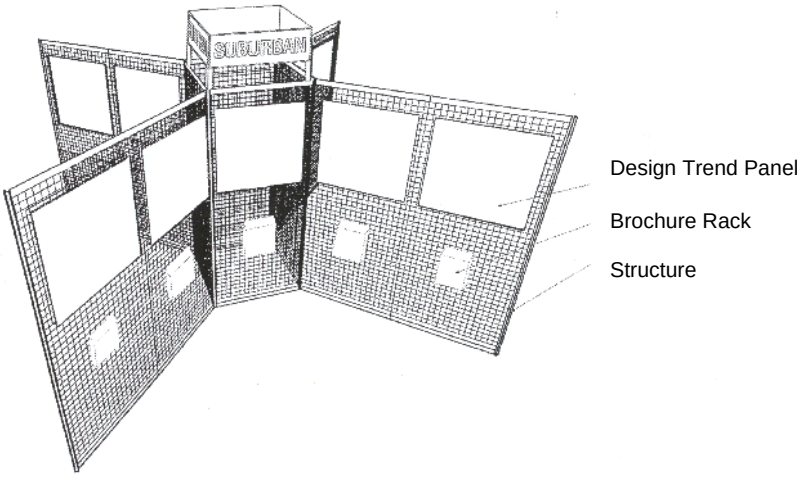
Applicants are responsible for the costs associated with the construction of the panel(s) and the shipping of panel(s) and brochures to and from Las Vegas.

If you have any questions or concerns regarding the Design Trends Exhibit, please feel free to contact Greg Jira at 646-728-3632 or via email at gjira@icsc.org.

Design Trends Exhibit Area



Sample Display Pod



2007 ICSC Spring Convention

Design Trends
Application Procedure

Step 1: Review the Design Trends Criteria for 2007.

Step 2: Fill out one copy of the 2007 Design Trends Application (FORM A) identifying your company, contact information & total number of panels to be submitted.

Step 3: Submit your completed 2007 Design Trends Application (FORM A) and payment to the attention of the ICSC Trade Expositions Department. Applications and payments via credit card can be faxed to 732-694-1761.

Applications with check payment can be sent to:

International Council of Shopping Centers
Trade Exposition Department – Design Trends 2007
1221 Avenue of the Americas
New York, NY 10020-1099 Phone: 646-728-3800

Upon receipt of the Application (FORM A) and payment, ICSC will verify your application and forward you a confirmation letter.

Please note: You do not have to submit all of your Individual Project Form(s) FORM B (See Step 5 for description) at this time. A completed Application and payment will reserve a location for you.

Step 4: For each panel you intend to submit, you must eventually complete an Individual Project Form (FORM B). The completed form(s) should be sent back to ICSC. Upon receipt of the Individual Project Form(s), ICSC will verify the individual project submission(s) and assign a unique panel code number to each submission. This panel code will be used to identify your submission in future correspondence and on-site. Confirmation including shipping instructions to our advance warehouse, panel codes and other pertinent information will also be forwarded to you at this time.

The deadline for the Individual Project Form(s) (FORM B) is, February 17, 2007.
Forward a copy of the completed Individual Project Form(s) (FORM B) to:

International Council of Shopping Centers
Trade Exposition Department – Design Trends '07
1221 Ave. Of The Americas, 41st Floor
New York, NY 10020
Phone: 646-728-3632 Fax: 732-694-1761

Step 5: Prepare panels & brochures to be shipped to the GES Advance Warehouse in Las Vegas, NV (not the ICSC NY office or PO Box). Panels should arrive no later than Friday, May 4, 2007. An ICSC appointed crew will install your panel(s) and brochures at the convention. The same crew will re-pack and forward your panel(s) back to you if desired.

GES Advance Warehouse Address
GES Exposition Services
7000 Lindell Road
Las Vegas, Nevada 89118

Please do not send panels until you have received your confirmation and individual panel code(s).

2007 ICSC Spring Convention

Design Trends Criteria

Owners, Developers, Architects and Designers may exhibit in any or all of the following categories, provided the project was completed or is planned for completion between 2002 and 2012:

- **Mixed Use Projects**
- **Urban Centers**
- **Store Design**
- **Lifestyle Center**
- **Suburban Center**

Panel Specifications and Procedures:
Each panel may feature only one project, but you may use a maximum of two panels to exhibit a single project. A separate display unit will be used for each panel.

Each entry will be supplied with a Plexiglas holder for 8 ½" x 11" sized printed promotional materials to be hung below the panel.

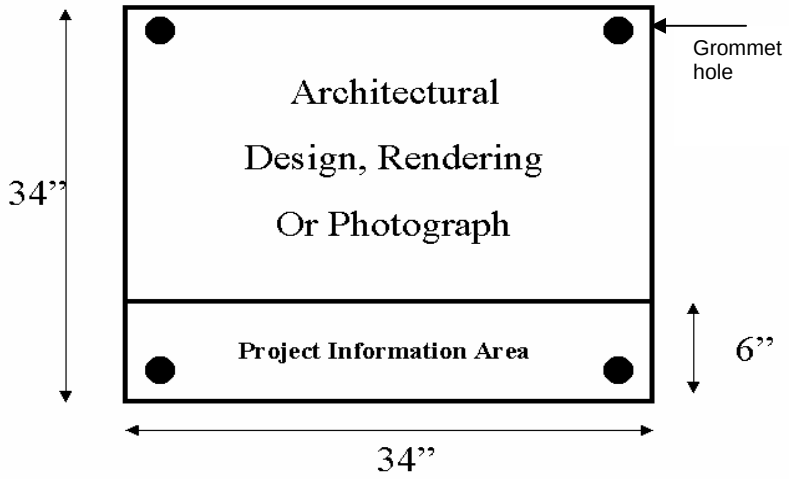
Design Panels must measure 34" x 34"

Each company is limited to exhibiting no more than 30 panels.

Each panel must be constructed using 1/8" or 3/16" thick rigid backing material. Masonite, Plexiglas, or Acrylic are suggested. Foam board is not recommended as it has a tendency to warp.

All graphics and photographs must be affixed directly onto the panel. NO raised or three dimensional photos or graphics will be accepted.

A 1/2" grommet hole must be located in all four corners to attach to the ICSC standard display units. All grommets should be positioned at least 3/4" away from the corners to support the weight of the panel.



Panel Format

The Visual Presentation Area encompasses 28" of each panel. This area may include site plans, artist renderings or actual photographs depending on the development stage of the project.

The Descriptive Copy Area should encompass 6" of each panel. This is the area where written information, logos, graphics, etc. may appear.

Only the following information can be listed on a panel:

Mixed-Use, Urban, or Suburban Categories:

1. Name of Property, City & State
2. Number of Tenants
3. Developer/Owner Name, City & State
4. Architect City & State
5. Date Project Completed or Planned for Completion
6. Gross Leasable Area
7. Number Of Parking Spaces
8. Short Description of Project

Store Design Category:

1. Name of Store, City & State
2. Property Name, City & State
3. Store Owner Name, City & State
4. Store Designer, City & State
5. Size of Store in Square Feet
6. Date Project Was Completed or Will Be Completed
8. Short Description of Project

Lifestyle Center:

1. Name of Property, City & State
2. Number of Tenants if Applicable
3. Store Owner or Developer/Owner Name, City & State
4. Store Designer or Property, City & State
5. Size of Store or Property in Square Feet
6. Date Project Was Completed or Will Be Completed
8. Short Description of Project

ICSC shall have full discretion and authority in the placing, arranging and appearance of all panels submitted. ICSC reserves the right to not display any panel, which it deems inconsistent with the principle purpose of the Design Trends Exhibit or inappropriate for any reason without liability for any costs incurred by applicant. Panels are placed randomly throughout the display area

Application Submission:

The application fee is $350 per panel. Check or Credit Card Charge are the only acceptable forms of payment. Applications received without the full payment will not be processed. Please make checks payable to the International Council of Shopping Centers.

Please do not send individual checks for each project. One check for the total amount is sufficient.

Cancellations:

All requests for cancellation must be received in writing, no later than March 5, 2007. All refunds will be mailed out two weeks after the close of the convention. If your application to exhibit is denied, you will receive a full refund.

Project and Category Substitutions:

Applicants can make project substitutions or withdraw projects until March 5, 2007. After this date, any project substitution can only be made within the same category as the project withdrawn.

Category Descriptions -

Lifestyle Center:

A center composed mainly of upscale apparel shops, boutiques and crafts shops carrying selected fashion or unique merchandise of high quality and price. The physical design of the center is very sophisticated, emphasizing a rich decor and high-quality landscaping.

Mixed-Use Center:

These centers typically combine at least three revenue-producing uses from among retail, office, parking, restaurant, hotel, residential, and entertainment facilities.

Store Design:

A design panel which focuses on a single retail store.

Suburban Center:

A center located in a less-dense city or town that surrounds either a larger metropolitan statistical area or the urban core of a city.

2007 ICSC Spring Convention

Design Trends Application
May 20 – 23, 2007
Las Vegas, Nevada

FORM A

Design Trends Panel(s) are being submitted by: **(Please Type Information)**

Company Name **Company Web Site Address**

Contact **Contact Email Address**

Address

City **State/Province** **Zip/Postal Code** **Country**

Telephone Number **Fax Number** **ICSC Company Membership #**

ICSC shall have full discretion and authority in the placing, arranging and appearance of all panels submitted. ICSC reserves the right to not display any panel, which it deems inconsistent with the principle purpose of the Design Trends Exhibit or inappropriate for any reason. ICSC shall bear no liability for any costs that may devolve upon the applicant thereby.

Total Number of Panels _____ x $350 = $_____.

If your application to exhibit is denied, you will receive a full refund. If you must cancel, the application fee will be refunded to you providing the cancellation request is received in writing before March 5, 2007. Cancellations after that date will not receive refunds. All refunds will be mailed out approximately two weeks after the close of the Convention.

Applicants can make project substitutions or withdraw projects until March 5, 2007. After this date, any project substitution can only be made within the same category as the project withdrawn.

Method of Payment:

Enclosed Check: _____Please sign and return this application along with check payment in full to:

International Council of Shopping Centers
Trade Exposition Department – Design Trends '07
1221 Ave. Of the Americas, 41st floor
New York, NY 10020

Credit Card Payment: _____

Credit Card:___MasterCard ____VISA ___AMEX

Name: _____(as it appears on credit card)

Account Number: _____ Expiration Date (mm/yy): _____

Signature: _____ Authorizing Payment For A Total Of: $_____

Please fax to the Trade Expositions Department at 732-694-1761

DT2007

2007 ICSC Spring Convention

Design Trends Individual Project Form
May 20 – 23, 2007
Las Vegas, Nevada

FORM B

Indicate The Category Of The Project: (Check only ONE)

❒ Mixed-Use ❒ Urban Center ❒ Suburban ❒ Store Design ❒ Lifestyle Center

Indicate The Number Of Panels Submitted For This Project: _____

DATE OF COMPLETION/PLANNED COMPLETION OF PROJECT/STORE:_____

NAME OF PROJECT/CENTER/STORE/TENANT:

_____
Project Name/Store Name

_____
City State / Province Country

APPLICATION SUBMITTED BY:

_____
Company Name