



DESIGN TRENDS

at the ICSC European Conference

AMSTERDAM RAI, THE NETHERLANDS

16-18 APRIL 2008

WHAT IS IT?

Design trends – a visual showcase for shopping centre design featuring the new, the interesting and the innovative as well as centres in the pipeline.

WHO'S IT FOR?

Shopping centre owners, developers, architects, designers, leasing directors, agents, retail property directors – anyone who has an innovative design approach to share with shopping centre professionals in Europe.

WHO SEES IT?

Circa 1,500 delegates attending ICSC's annual conference in Europe; an international audience representing the senior level of every discipline of the shopping centre business community.

HOW DO I APPLY?

To showcase your new projects, simply fill in the registration form overleaf and send it to ICSC with the appropriate fee enclosed. The fee covers all design, production, shipping, insurance and installation. Each entry is displayed on a roller banner system.

EXTRA VALUE

Take your design trends banner home after the conference to use again and again!

DEADLINE

Registration and payment: 7 January 2008

Receipt of CDs: 8 February 2008

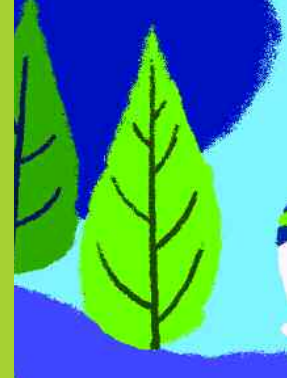


“Design Trends provides an excellent opportunity to present our latest projects to an expert audience during a highly prestigious event.”

**Stephan Kugel, Managing Director,
ECE-Geschäftsführer Centermanagement**



Detailed Information and Specifications



- Panel Actual Size:** 800mm wide by 2000mm high
- Panel Colour:** Specified Green, four colour break down – Cyan:52% Magenta:9% Yellow:100% Black:0%.
- Font Size:** Main heading – Arial bold 34pt with 36pt leading.
Body copy about the centre – Arial 18pt with 33pt leading.
- Pictures:** Please illustrate your scheme with photographs, drawings and other “visuals” within the white box area. They could include:
- A location plan – how it fits in with the existing city centre or transport system.
 - A floor plan so that conference delegates can see the shape of the mall, the entrances and the location of the anchor stores.
 - A vertical cross section to show the relative levels if they are significant.
 - One external and one internal view.
 - Any special features in the malls, i.e. lighting, display items or signage.
 - The centre logo if there is one.
- Format:**
- The artwork for the panels should be digitally produced and supplied on a CD-ROM. All artwork for the banners should be produced for Apple Mac for reproduction purposes but can also be supplied from a PC if the finished artwork meets the requirements listed below. Template files (available on request) have been produced on Apple Mac. The applications required to produce the panels are: QuarkXPress® Version 6, Adobe® Illustrator® Version 8 and Adobe® InDesign® CS Version 3. The ICSC Europe logo has been placed in all template files. The logo should always be positioned in the top right hand corner of the banner as indicated on the templates.
 - The finished artwork should be in a JPEG or TIFF format, at a minimum resolution of 400dpi (dots per inch) in CMYK.
 - Artwork should be produced with no bleed, no crop marks and no compression.
 - All artwork is required to be produced at a scale 1:4mm and will be scaled up by 400% to fit onto the banner. It is essential that an additional 60mm is added to the bottom of the artwork, to allow the banner to be inserted into the cassette for the roll up banner stand. No vital information should appear in the additional 60mm at the bottom of the artwork, as it will not be seen once the banner has been produced. The dimensions of the artwork should be 200mm wide by 560mm high (this includes the additional 60mm at the bottom).
- Deadline:** Your design CD-ROM should be sent to Ivana Mackintosh at ICSC European Office by 8 February 2008. Any CD-ROMs received after this date may not be processed and it cannot be guaranteed that your banner will be produced. It is essential to get your CD-ROM sent in early as there is a vast number of banners to process. Please label the CD-ROM clearly with the name of the shopping centre.
- Further Information:** Two A4 (21cm x 29.7cm) colour copy prints of the design should be included with the CD-ROM to assist the printer with colour quality and ease of identification.
- At the end of the conference, you can take the banner with you - it comes in an easy to carry soft bag. To do so, please collect the bag from ICSC office at the Amsterdam RAI on Friday 18 April 2008 at 13:30 and then collect your banner from the exhibition. Otherwise, the banner will be destroyed!
- Any Questions:** Please call Ivana Mackintosh on + 44 20 7976 3107.

Template Guidelines

Example Banner Artwork (all artwork is produced to the scale of 1:4mm, actual banner size is 800mm by 2,000mm).

200mm

125mm

560mm

500mm

262.5mm

60mm

10mm

10mm

ICSC logo already in place, **DO NOT MOVE.**

Insert **white line 3pt weight**

Insert name of shopping centre and country, for example:
The Oracle, United Kingdom
Text should be: 34pt with 36pt leading in Arial bold.

The banner should be the **specified Green**, four colour break down: **C:52% M:9% Y:100% K:0%.**

Please illustrate your scheme with photographs, drawings and other visuals within the white box area. Please see detailed specifications for more information.

Please add your key information in the seven bullet points provided, which could include some of the following:

- Scheme Opening Date
- Developer
- Investor
- Architect
- Banker
- Centre Manager
- Gross Leasable Area
- Contact for Centre
- Telephone number as follows;
+ (country code) (area code) tel number

Text should be: 18pt with 33pt leading in Arial.

Insert **white line 3pt weight**

Design Trends Application Form

16-18 April 2008, Amsterdam RAI, The Netherlands

Four easy ways to register



www.icsc.org/2008EU



+44 20 7976 3107



+44 20 7222 7791



International Council of Shopping
Centers/Europe LLC
1221 Avenue of the Americas
New York, NY 10020-1099, USA



Further information

For information on registration and membership please contact Ivana Mackintosh on +44 20 7976 3107 or imackintosh@icsc.org

Cancellations

Entry fees are non-refundable.

Data protection

By entering your details into this form you agree to allow ICSC to contact you via mail, fax, e-mail, phone or otherwise regarding their services and events that may be of interest to you or your colleagues.

PLEASE COMPLETE IN BLOCK CAPITAL LETTERS

Fee

ICSC Member: €490.00 + €93 VAT = €583

Non Member: €790.00 + €150 VAT = €940

ICSC Membership

See www.icsc.org for details of how to become a member of ICSC, therefore qualifying for the discounted registration fee.

Project Name _____ (1 registration form per project/banner).

Title (Mr/Mrs/Miss/Dr etc.) _____ First name _____ Surname _____

Position _____ Company name _____

Type of business _____

Address _____

Postcode _____

Country _____ Tel no _____ Fax no _____

E-mail (for correspondence) _____

ICSC Membership number _____

Method of payment:

Cheque. I enclose a cheque for € _____

Please make cheques payable to International Council of Shopping Centers/Europe LLC and enclose with your completed registration form.

Credit card. Please debit my account for € _____ MasterCard VISA American Express

Credit card number _____ Expiry date _____

Name (please print as it appears on card) _____

Signature _____

MORE INFORMATION: IMACKINTOSH@ICSC.ORG TEL: +44 20 7976 3107