



2008 ICSC RECon Las Vegas, Nevada

Leasing Mall Bulletin #1

International
Council of Shopping
Centers

1221 Avenue of the Americas
New York, NY 10020-1099
646/728-3633, 3634
732/694-1733 fax

May 18-20, 2009

TO: 2009 Leasing Mall Exhibitors
From: Phyllis Peterson, Director, Leasing & Deal Making
Date: March 4, 2009
Re: Leasing Mall 2009 Update

This is the first of several bulletins that you will receive from ICSC regarding the 2009 Leasing Mall, May 18-20, 2009 at the Las Vegas Convention Center. **All future bulletins including a copy of this document will be posted on the Exhibitors Bulletin Board section of the Leasing Mall web page. This information should be passed along to all members of your staff who will be attending RECon.**

As you are aware, there have been some changes to this year's event:

- **Leasing Mall will conclude at 1pm on Wednesday, May 20, 2009. This will allow exhibitors several hours of move-out on straight time.**
- **South Hall 2 (First level of the LVCC) has been taken off-line this year. Exhibitors that were located here in 2008 have been relocated to the North & Central halls, or upper level of the South hall.**

Here is a checklist of information you should have already received regarding your space at Leasing Mall:

- ✓ Space confirmation of the 2009 Leasing Mall.
- ✓ A link to the Online Exhibitor Service Manual was sent by GES Exposition Services, the official show contractor. If you have not received the online exhibitor Manual or if you have any questions regarding any information in the kit, please call GES Exposition Services Hotline at 1-866-814-1752 or e-mail Jennifer Maness at jmaness@ges.com.

International exhibitors should e-mail Jennifer Maness at jmaness@ges.com.

- ✓ Requests for free Leasing Mall staff badges: Remember that in 2009 all convention attendees- including exhibitors- will be required to have an ICSC issued photo badge. It is important that all Convention attendees have a photo on file with ICSC. This year, Leasing Mall staff badges will be mailed during the month of April to your company representative designated as the official ICSC contact. Leasing Mall companies are allowed one free Leasing Mall staff badge per 100 square feet of space assigned (4 badge minimum). An e-mail containing instructions and information on requesting free staff badges will be sent to the company contact by March 13th. Registration for staff badges will be handled online. In order to receive your badges in the mail, requests must be received by March 31st, 2009.
- ✓ Additionally, ICSC will issue two complimentary host/hostess badges for use by non-leasing personnel. Requests for host/hostess must be emailed to Peter Bordes, ICSC Coordinator of Leasing and Deal Making at pbordes@icsc.org, or Phyllis Peterson, ICSC Director of Leasing and Deal Making, at ppeterson@icsc.org. The deadline for this is March 31st. Host/hostess badges will not be issued on-site.

ICSC has allowed you to view and edit your company description, for inclusion in the RECon Leasing Mall Directory, via our "a2z" website. Instructions have been emailed to the official ICSC contact for your company. If you did not submit your description by March 12th, your company name, and booth address will be your only listing. This listing is free for the company that has reserved the space. Shared company listings are accepted at \$100 per entry.

Here is a checklist of items that are due back to ICSC:

- ✓ Signed Lease Agreement
- ✓ Certificate of Insurance, showing general liability coverage in the amount of five million dollars, naming ICSC, GES and the Las Vegas Convention Center as additionally insured (By April 2nd, 2009).
- ✓ Full payment of your Leasing Mall space was due on December 31, 2008.

If you have any questions regarding these Leasing Mall documents, please contact Phyllis Peterson, (646) 728-3633 or Peter Bordes at (646) 728-3634.

REMINDERS

Please remember to use your full address when sending exhibitor material to GES or setting appointments with industry colleagues.

Full Leasing Mall addresses (ie: N129 First Avenue) include:

- ✓ The letter of the hall where you are located:
- ✓ N= North Hall
- ✓ C= Central Hall
- ✓ S= South Hall

The number of your exhibit followed by the letter or number of the street or avenue. Streets are represented by the letters A through S; Avenues are represented by the numbers 1 through 40.

LOCATION FOR ALL REGISTRATION

Badge pick-up (for those who did not receive their badge in the mail), correction and on-site and exhibitor registration will be located in Meeting Room N 250 (mezzanine level of the LVCC). Information kiosks for distribution of RECon material will be located in the Grand Lobby and South Hall lobby of the LVCC. An ICSC information desk will also be set up at McCarron Airport, South Terminal and the Las Vegas Hilton, Ballroom Foyer. Attendees will also be able to pick up RECon materials at these sites.

Leasing Mall exhibitor registration hours are as follows:

Friday, May 15 th	9:00 am - 3:00 pm
Saturday, May 16 th	10:00 am - 5:00 pm
Sunday, May 17 th	8:00 am - 7:00 pm
Monday, May 18 th	6:30 am - 6:00 pm

Leasing Mall staff who have registered for the full Convention by March 31st, will receive their badges in the mail by May 1st. Free Leasing Mall Staff badges and Host and Hostess badges received by March 31st, 2009 will also be received in the mail.

Please pass this important information on to all staff - free and paid—attending the Spring Convention.

Both free and paid Leasing Mall Exhibitor badges will be valid for early admission into the Leasing Mall prior to the official opening on show days. In addition, paid Leasing Mall badges are valid for all Convention sessions and Convention meal functions and, of course, the Trade Exposition. If you have

any questions regarding your Leasing Mall registration, please contact the ICSC Registration Department at (646) 728-3501 or 3503 or 3509.

Set-Up:

Please refer to the targeted move-in schedule in your Online GES exhibitor manual or online at www.icsc.org/RECon/Exhibitors/quicklink/information .

During set-up hours, all individuals are required to wear an installer badge in order to gain entry into the Leasing Mall. Installer badges can be picked up at any exhibitor registration counter.

All exhibits must be set-up by 6:00 pm, Saturday, May 16th. At this time, all crates and packing boxes (whether empty or full), will be removed from the show floor. Any crates or boxes that still contain show material will not be brought back into the hall until Monday evening, May 18th, after show hours, for set-up. Move-in service must be requested at the GES Service Center located in Room N101 and Room S211/212 level 2. No gang boxes, tools - electrical or manual - or tool chests will be allowed into Leasing Mall after Saturday evening. If you are utilizing an independent contractor, it is your responsibility to pass this information on to them. Sunday May 17th will be reserved for light set-up and housekeeping.

All request for early-move in and set-up must be submitted in writing to:

Kristie Wilson
GES Exposition Services
7000 Lindell Road
Las Vegas, NV 89118
E-mail: krwilson@ges.com

Leasing Mall Hours

New and revised Leasing Mall hours are as follows:

Monday, May 19 th	8:00 am - 6:00 pm
Tuesday, May 20 th	8:00 am - 6:00 pm
Wednesday, May 21 st	8:00 am - 1:00 pm

Only Leasing Mall staff (paid and non-paid) will be admitted into the Leasing Mall prior to the official opening on show days. **Please do not set up any appointments prior to the official opening on these days.**

No one will be permitted to disassemble or remove their exhibit in whole or part prior to 1:00 pm on Wednesday, May 20th. All exhibiting companies must have their leasing area staffed at all times during official show hours.

Move Out

Move-out hours are as follows:

Wednesday, May 20 th	2:00 pm - 5:00 pm
Thursday, May 21 st	8:00 am - 6:00 pm
Friday, May 22 nd	8:00 am - 6:00 pm

Pickup A

Light packing of personal items, company brochures, etc. can begin after 1:00 pm on Wednesday, May 20th. All crates for heavy move-out items will be delivered to your area by 8:00 am on Thursday, May 21st.

Tenant Signs (Must be ordered by April 3rd)

Only those Leasing Mall companies requesting an ICSC tenant sign will receive one. Tenant ID sign order forms can be found in your online exhibitor manual, under the Package Information section. Only those exhibitors utilizing the 10' ICSC wall system should order a sign. Tenant sign and sign frame brackets can only be placed on the ICSC exterior wall system. A maximum of two tenant ID signs per exhibit space are allowed.

Booth Carpet

ICSC will provide booth carpet to all exhibitors as part of the space rental fee. Aisle carpet is also supplied by ICSC. Booth carpet is light gray; aisle carpet is Pepper. If you intend to use booth carpet other than that supplied by ICSC you must notify GES of your intent by returning the Exhibitor Supplied Carpet Information form found on your online exhibitor manual, under the Package Information section by April 5, 2009.

After Hour Parties

Exhibitors may host after hours parties in their leasing areas provided ICSC receives written notification of the event. Notification should be sent via e-mail to Phyllis Peterson at ppeterson@icsc.org. ICSC would prefer companies to host their parties on Monday evening, May 18th, but may host parties on

Tuesday evening, May 19th as well. All food and beverage for your event must be ordered through ARAMARK Catering, the exclusive caterer of the Las Vegas Convention Center. If the event is extending past official Leasing Mall hours, exhibitors must contact TSE (Trade Show Electric) at the GES Service Center to schedule late booth power.

Convention Center Transportation

Now that ICSC is a full facility user, we will help save your feet and shoes by employing trolleys and golf carts to help our attendees navigate the LVCC campus. Additionally, the first stop of all ICSC hotel shuttle buses throughout the day will be at the South Hall. Buses will then proceed to the Central Hall. Pick-up for return to ICSC designated hotels will be from both the South and Central Hall.

Special Notices

- Once again in 2009, ICSC will be utilizing the wall system introduced in 1995. Panels are 4'0" wide and 10'-0" high.
- The installation of the 10' high exterior walls, in each tenant area, is accomplished in accordance with the manufacturer's instructions and under the close supervision of experienced GES personnel. In each tenant area there are wing walls (supports) that are part of your leasing area. The wing walls are 2' wide and 10' high at the front of the booth and 1' wide and 10' high at all other interior locations. Due to structural requirements, they cannot be removed by anyone other than GES personnel. Our safety, the safety of your neighbors and of all Leasing Mall attendees is of paramount importance. Please do not compromise the safety of the wall installation by attempting to move or remove any walls without prior authorization from GES.
- Light items may be hung on the walls using Velcro or special clips obtained at the GES Service Center. Items are not to exceed ten pounds per four-foot panel. Do not tape, staple, nail or otherwise fasten anything to walls. Invoices will be issued for damage to walls.
- If your display is a freestanding unit and if you feel some or all of your exterior walls provided by ICSC are not needed please e-mail Tamie Morgan at tmorgan@ges.com by April 3, 2009, for wall removal.

- A GES Service Center will be located in the lower portion of the Grand Lobby of the Las Vegas Convention Center in Room N101. This service center will service the North and Central Halls. A second GES Service Center will be located in Meeting Rooms S211/212 (2nd level of the South Hall) for exhibitors located in the S3-4 Halls.
- A menu detailing food and beverage selections offered by ARAMARK, the exclusive Leasing Mall caterer, is included in your online exhibitor's packet. Any questions regarding this menu should be addressed to Paris Magasiny at ARAMARK Services, (702) 943-6904. Aramark has held 2008 prices for most items on the 2009 menu.
- Smart City Networks is the official telecommunications service contractor for the Las Vegas Convention Center. All telecommunication requests must be ordered through Smart City.
- Important: The Las Vegas Fire Marshal has mandated several types of Halogen bulbs unsafe for exhibit use and has banned linear bulbs, MR 11/16 uncovered, line voltage and low voltage Bi-Pin bulbs from use in any Leasing Mall exhibit. The Fire Marshal has approved MR 11/16 covered low voltage bulbs, MR 16 covered line voltage bulbs and PAR 14,16,20,30 and 38 bulbs for usage in exhibits.

Additionally, all fire hose racks, fire extinguishers, and emergency exits must be visible and accessible at all times. Exhibit spaces that have LVCC columns with designated fire extinguisher locations should supply an extra fire extinguisher for easy on-site accessibility.

IMPORTANT REQUIREMENT: All Leasing Mall exhibitors had to submit a copy of their exhibit design to Development Design Group for review and written approval by February 13, 2009. This copy will specifically be utilized for design criteria compliance. Please e-mail your design to val@ddg-usa.com. An additional copy of the design should be forwarded to GES (Attention: Tamie Morgan) as a record only and to the Las Vegas Fire Marshal at Office of Fire Protection & Safety, LVCC, 3150 Paradise Road, Las Vegas, NV 89109. For specific details regarding design submissions, please refer to the design criteria section in the exhibitors information page. If you have not already submitted an exhibit design, please do so by March 16, 2009.

Reminder: Nightly Janitorial Services: ICSC will require all Leasing Mall exhibitors to arrange for nightly cleaning of their exhibits for Monday, May 18th and Tuesday, May 19th. ICSC will provide cleaning for Sunday, May 17th.

All Leasing Mall Companies are cordially invited to the ICSC Open House Reception on Sunday, May 17th from 4:00 - 6:00pm in the Trade Exposition (S1 Hall). This Convention kick-off event will—once again--feature the Public Sector Showcase dedicated to promoting the cities, states and economic development agencies that partner with ICSC throughout the year. The Open House Reception provides an excellent opportunity to get a jump-start on your networking before the official Monday morning opening of Leasing Mall.

**WATCH YOUR EXHIBITORS BULLETIN BOARD SECTION OF THE
ICSC LEASING MALL WEB PAGE ON OR ABOUT
APRIL 15th FOR FURTHER LEASING MALL UPDATES.**