

International Council Of Shopping Centers

2009 RECon: The Global Retail Real Estate Convention

DESIGN TRENDS EXHIBIT

May 17 – 20, 2009 - 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 the largest gathering of Retail Real Estate Professionals in the world during the International Council of Shopping Centers' RECon Convention, May 17 – 20, 2009 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 530 panels were displayed last year to a very receptive industry audience. The fee to display a panel is \$400.

Panels are placed randomly throughout the display area.

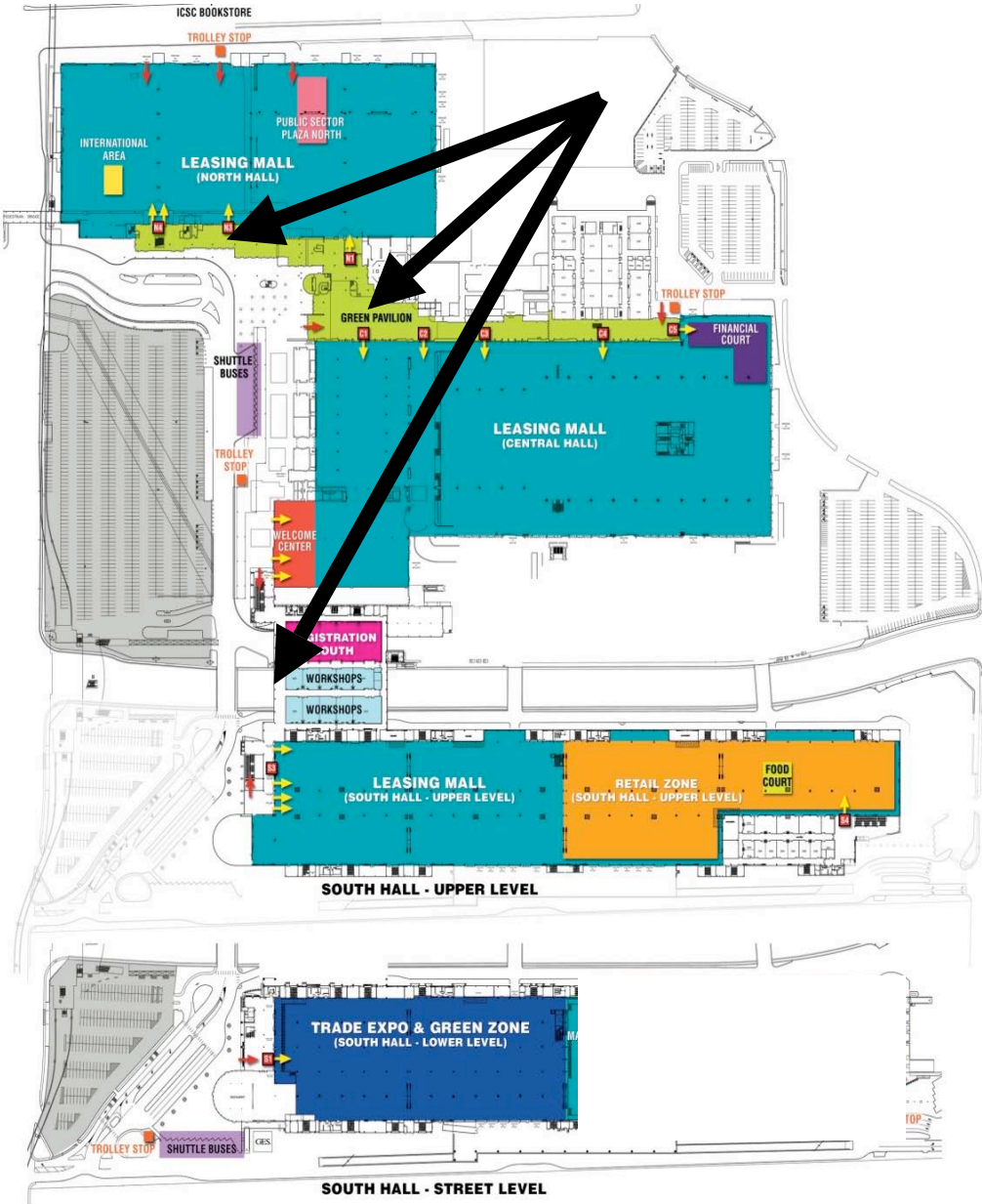
The Design Trends fee includes the following:

- } 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. (applications received by March 6, 2009)
- } Restocking of your brochure rack once a day during official program dates.
- } Repacking of your panel(s) after the program concludes.

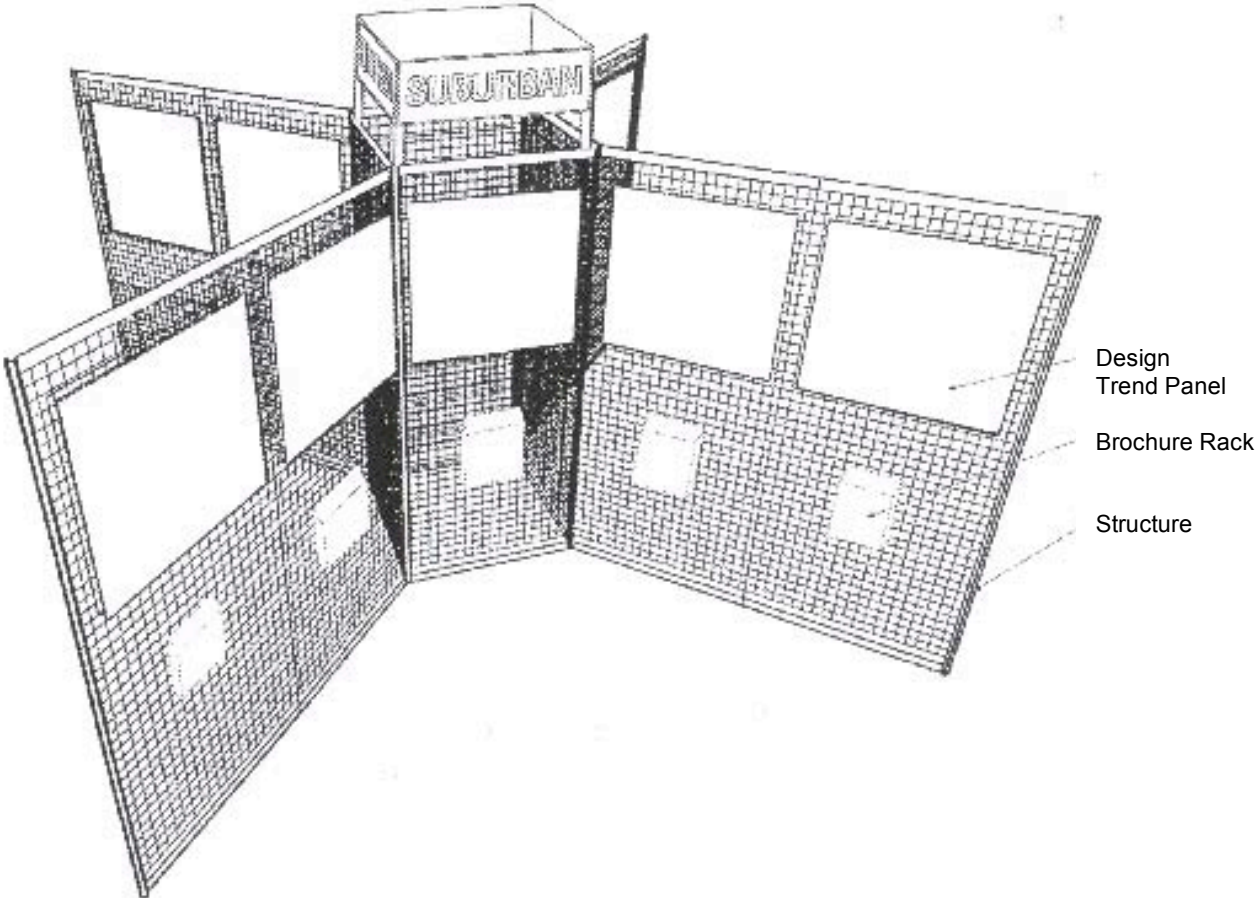
Applicants are responsible for the costs associated with the construction of the panel(s) and the shipping of panel(s) and brochures to and from Las Vegas.

If you have any questions or concerns regarding the Design Trends Exhibit, please feel free to contact Greg Jira at +1 646 728 3632 or via email at gjira@icsc.org.

Design Trends Exhibit Area



Sample Display Pod



2009 ICSC RECon

Design Trends Application Procedure

Step 1: Review the Design Trends Criteria for 2009.

Step 2: Fill out one copy of the 2009 Design Trends Application (FORM A) identifying your company, contact information & total number of panels to be submitted.

Step 3: For each panel you intend to submit, you must 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.

Step 4: Submit your completed 2009 Design Trends Application - FORM A and Individual Project Form(s) – FORM B along with payment to the attention of the ICSC Trade Expositions Department.

Applications and payments via credit card can be faxed to + 1 732 694 1761.

Applications with check payment can be sent to:

**International Council of Shopping Centers
Trade Exposition Department – Design Trends 2009
1221 Avenue of the Americas, 41st floor
New York, NY 10020-1099 Phone: +1 646 728 3800**

Upon receipt of the Application (FORM A), Project Forms (FORM B) and payment, ICSC will verify your application and forward you a confirmation letter. Applications will be accepted until the program reaches capacity. Deadline for company name recognition in the At-Door Program is March 6, 2009.

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 8, 2009. 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.

NOTE: If your panels do not arrive at the GES Advance Warehouse by Friday May 8, there is the possibility that they will not be transferred to show site and set before the opening of the program.

**GES Advance Warehouse Address:
ICSC Design Trends 2009
C/O: 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).

2009 ICSC RECon

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 2004 and 2014:

- 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 must encompass at least 80% of each panel. This area may include site plans, artist renderings or actual photographs depending on the development stage of the project.

Any Descriptive Copy should encompass no more than 20% of each panel. Descriptive Copy is defined as any written information (such as company name, logos, project details, etc.) that are not part of the actual project's visual presentation.

2009 ICSC RECon

Design Trends Criteria (con't)

While the Design Trends program encourages the submission of creatively designed panels, it is intended to showcase actual projects and architectural design. Please do not submit generic panels that solely promote a company name, architectural philosophy or style. Each panel should display some relevance to the category it is presented in.

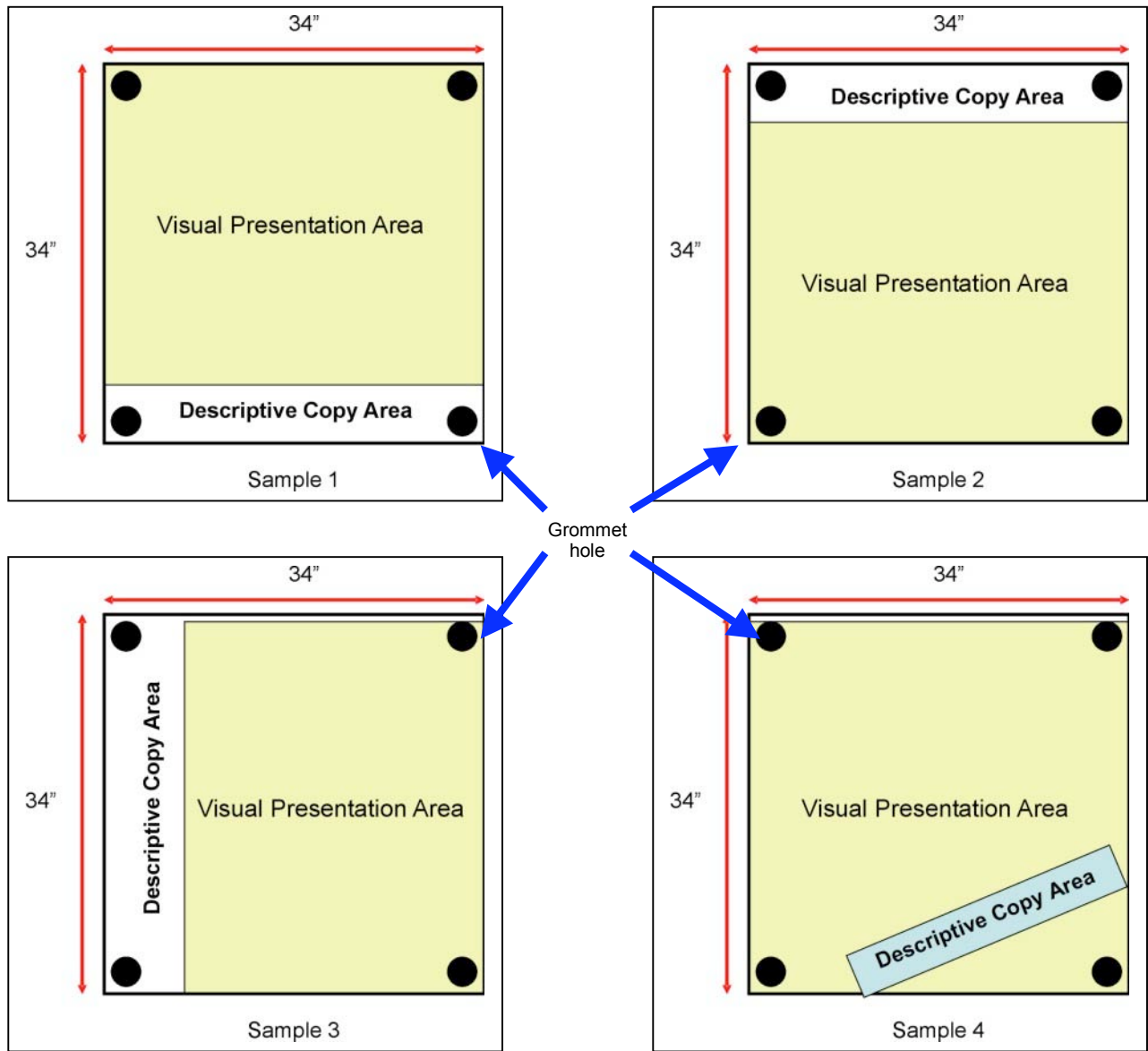
If you have any doubt as to the appropriateness of panel design, please send a PDF rendering of the panel to gjira@icsc.org . ICSC can review the panel for appropriateness.

NOTE: The Design Trends Program at RECon is an independent ICSC program. It is not linked to any other ICSC architectural design program or awards program. The Design Trends Program at RECon operates under separate rules and regulations. Panel criteria and submission procedures may be significantly different than that of other programs.

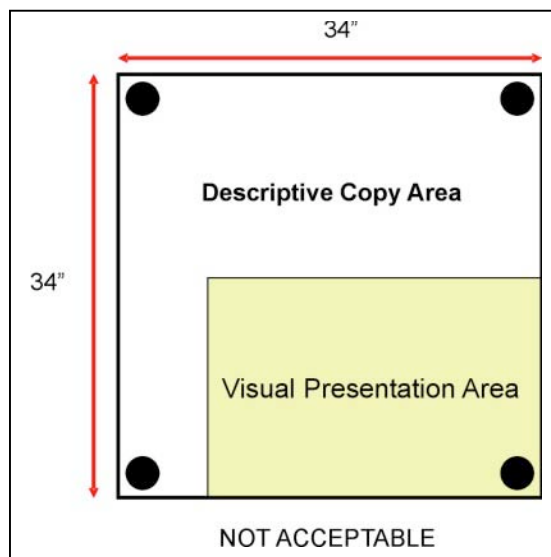
ICSC shall have full and sole discretion and authority in the placing, arranging and appearance of all panels submitted. ICSC reserves the right to not display any panel, which it deems inconsistent with the principle purpose of the Design Trends Exhibit or inappropriate for any reason without liability for any costs incurred by applicant. No refund will be issued for panels not being displayed after being deemed inconsistent or those not representing the project identified on the applicant's Form B submissions.

Panels are placed randomly throughout the display area.

Sample Styles of Acceptable Panel Layouts



NOT ACCEPTABLE



NOT ACCEPTABLE

2009 ICSC RECon

Design Trends Criteria (con't)

Guide To Appropriate Descriptive Copy per Category

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**

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Panels are placed randomly throughout the display area.

2009 ICSC RECon Design Trends Criteria (con't)

Application Submission:

The application fee is \$400 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 6, 2009. All refunds will be mailed out two weeks after the close of RECon. 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 6, 2009. 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.

2009 ICSC RECon

Design Trends Application

May 17 – 20, 2009

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 \$400 = \$ _____.

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 6, 2009. 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 6, 2009. 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 2009
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 +1 732 694 1761

DT2009

2009 ICSC RECon
Design Trends Individual Project Form
May 17 – 20, 2009
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