



To: Leasing Mall Exhibitors

From: Phyllis Peterson, Director, Leasing and Deal Making

Date: August 25, 2008

Re: 2009 ICSC RECon Leasing Mall

If you are interested in securing space it's recommended that you do so **now** before the **new rate** goes into effect.

Currently, the rate for space at the Leasing Mall is \$6.00 per square foot. Effective **January 1, 2009**, the rate for space in the 2009 Leasing Mall increases to \$8.25 per square foot. All companies who are planning to exhibit in '09 will be able to lock-in current rates by paying for their exhibit space in full in 2008. Non-member companies will be charged \$25.00 per square foot.

In order to secure a location at the Leasing Mall for 2009, you must complete and submit the Leasing Mall space application (http://www.icsc.org/2009SC/Recon09_exhibit.php) with the appropriate deposit by August 29th. Applications received after the August 29th deadline will be assigned space on the basis of availability.

Deposits should be remitted as follows:

Companies requesting space up to 800 square feet: **Full Payment**

Companies requesting space above 800 square feet: **\$5,000.00 Deposit**

ALL DEPOSITS ARE NON-REFUNDABLE

Deposits may be paid by check or by credit card. **Payment must accompany applications.**

ICSC has held steady on Leasing Mall space fees since 2000. However, we can no longer do so due to rising costs in related Leasing Mall expenses such as labor, convention center rental, electrical and other essential services. We have kept this increase to a minimum as our rates still remain way below market for exhibit space charged by other associations.

Should you have any questions or need additional information, please feel free to contact me or Scott L. Jacobi at +1 646-728-3633 / 3634. We can also be reached via email at ppeterson@icsc.org or sjacobi@icsc.org.

Thank you.