



# DESIGN TRENDS

at the ICSC European Conference

**CLARION CONGRESS HOTEL, PRAGUE, CZECH REPUBLIC  
28 – 29 APRIL 2010**

## 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 700 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 go to [www.icsc.org/EDT2010](http://www.icsc.org/EDT2010) or 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.

## EXTRA VALUE

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

## DEADLINE

**Registration and payment: 19 February 2010**

**Receipt of CDs: 19 February 2010**

“Design Trends is a great platform to showcase our projects and capabilities to the top players in the Shopping Centre and Real Estate Industry. We at MK Illumination are pleased that ICSC is offering such an excellent opportunity.”

**Thomas Mark, Sales Director  
MK Illumination Handels GmbH**



# 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, all text should be left aligned.  
Body copy about the centre – Arial 18pt with 33pt leading, all text should be left aligned.
- 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.
  - All the images used on banner including any embedded images and logos, must be CMYK.
- Format:**
- The artwork for the panels should be digitally produced and supplied on a CD-ROM only. We are unable to process any artwork supplied via ftp sites. 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 online and 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 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 ICSC logo should not be moved or re-sized.**
  - The finished artwork should be in a TIFF format only, 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 550mm high (this includes the additional 50mm at the bottom).
- Deadline:** Your design CD-ROM should be sent to the ICSC European Office at 29 Queen Anne's Gate, London, SW1H 9BU by 19 February 2010. 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 away with you - it comes in an easy to carry soft bag. To do so, please collect the bag from the ICSC office at the Clarion Congress Hotel on Thursday 29 April 2010 at the end of the conference. Otherwise, the banner will be destroyed!
- Any Questions:** Please call us on + 44 20 7976 3100.

# 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

550mm

500mm

262.5mm

50mm

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 left aligned:  
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 left aligned:  
18pt with 33pt leading in Arial.**

Insert **white line 3pt weight**

**TO REGISTER GO TO: [WWW.ICSC.ORG/EDT2010](http://WWW.ICSC.ORG/EDT2010) OR CALL TEL: +44 20 7976 3100**

# Design Trends Application Form

28 - 29 April 2010, Clarion Congress Hotel, Prague, Czech Republic

## Four easy ways to register



www.icsc.org/EDT2010



+44 20 7976 3100



+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, invoices and payment please contact Jephene Ramos on +1 646 728 3508 or jramos@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: €530.00 + €100.70 VAT = €630.70

Non Member: €950.00 + €180.50 VAT = €1130.50

### ICSC Membership

To qualify for the discounted membership fee, each registrant must be an ICSC member. See separate form for details and application for becoming a member of ICSC or contact ICSC on +44 20 7976 3102 or icsc.europe@icsc.org

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 \_\_\_\_\_

**TO REGISTER GO TO: WWW.ICSC.ORG/EDT2010 OR CALL TEL: +44 20 7976 3100**