

## THE NEW AND IMPROVED DESIGN TRENDS EXHIBIT

**IMPORTANT: LIMITED TO ONLY 21 SPOTS AVAILABLE ON A FIRST COME...FIRST SERVE BASIS**

**2010 RECon:** The Global Retail Real Estate Convention

**May 23 – 25, 2010 - 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 South S-2 Hall (first floor of the South Building) 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 23 – 25, 2010 at the Las Vegas Convention Center, Las Vegas, Nevada.

New for 2010, the Design Trends will no longer be panels/boards on wire walls hung throughout the Las Vegas Convention Center. The Design Trends will now be Interactive Displays {see photo below}.



# 2010 ICSC RECon

## Design Trends

These pods will have three {3} touch screen monitors per unit. Each participating company will have one monitor and will be able to display up to thirty {30} projects. Instead of producing and shipping a board and brochures, applicants will be able to just send us their project and brochure information electronically (PDF format) and it will be loaded up onto the monitor for viewing by RECon attendees. Applicants will no longer have to pay for the costs associated with the construction of the panel(s) and the shipping of panel(s) and brochures to and from Las Vegas.

Do not miss this opportunity to showcase your designs at one of the most prestigious industry events. Over 100 panels were displayed last year to a very receptive industry audience. The fee to display all your panels {30 maximum} is \$1,500.

The Design Trends fee includes the following:

- ✓ Applicant listing in the official At-Door Program. (applications received by March 5, 2010)
- ✓ Restocking of a brochure rack once a day during official program dates. (There will no longer be brochure racks under your display. ICSC will provide a common area at the Design Trends lounge that participants can display brochures.)

If you have any questions or concerns regarding the Design Trends Exhibit, please feel free to contact Liz McKinney at +1 646 728 3631 or via email at [lmckinney@icsc.org](mailto:lmckinney@icsc.org).

# 2010 ICSC RECon

## Design Trends

### Interactive Display Pod



**inTouch™**  
DIGITAL MEDIA INC.

INTERACTIVE DIGITAL SIGNAGE

# 2010 ICSC RECon

## Design Trends Application Procedure

**Step 1: Review the Design Trends Criteria for 2010.**

**Step 2: Fill out one copy of the 2010 Design Trends Application (FORM A) identifying your company, contact information & total number of projects to be submitted.**

**Step 3: For each project 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 your company one [1] monitor in a pod.**

**Step 4: Submit your completed 2010 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 Liz McKinney at + 1 732 694 1761.**

**Applications with check payment can be sent to:**

**International Council of Shopping Centers  
Attn: Liz McKinney – Design Trends 2010  
1221 Avenue of the Americas, 41<sup>st</sup> floor  
New York, NY 10020-1099 Phone: +1 646 728 3631**

**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 5, 2010.**

**NOTE: YOU NO LONGER HAVE TO HAVE A PANEL MADE FOR THE DESIGN TRENDS EXHIBIT. IT WILL ALL BE INTERACTIVE AND AVAILABLE PROVIDED YOU SUBMIT YOUR ELECTRONIC FILES WITH ALL YOUR DESIGNS AND BROCHURE INFORMATION TO ICSC FOR REVIEW.**

# 2010 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

Each company is limited to exhibiting no more than 30 projects.

### 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 is not part of the actual project's visual presentation.

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 [lmckinney@icsc.org](mailto:lmckinney@icsc.org). ICSC can review the panel for appropriateness.

## 2010 ICSC RECon

### Design Trends Criteria (con't)

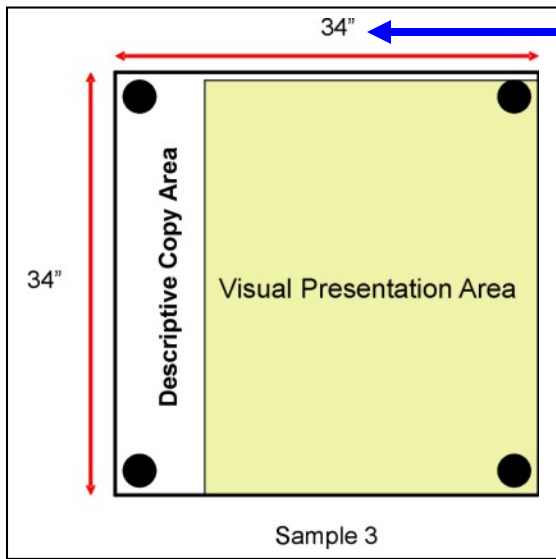
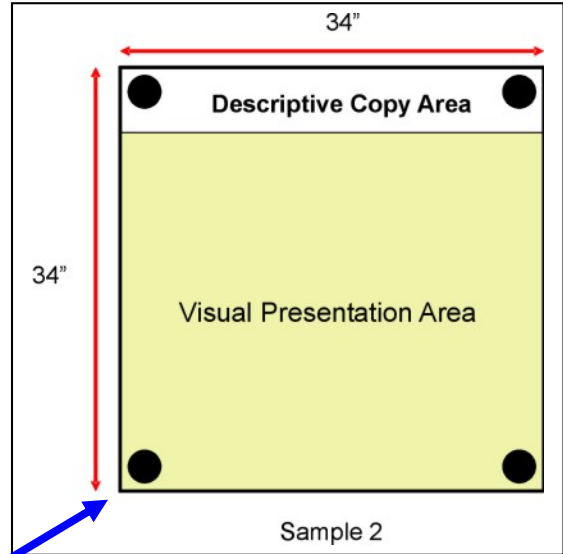
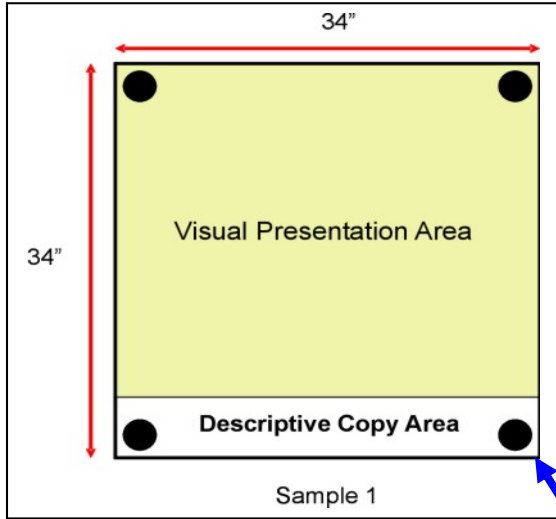
**NOTE: The Design Trends Program at RECon is an independent ICSC program. It is not linked to any other ICSC architectural design program or awards program. The Design Trends Program at RECon operates under separate rules and regulations. Panel criteria and submission procedures may be significantly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

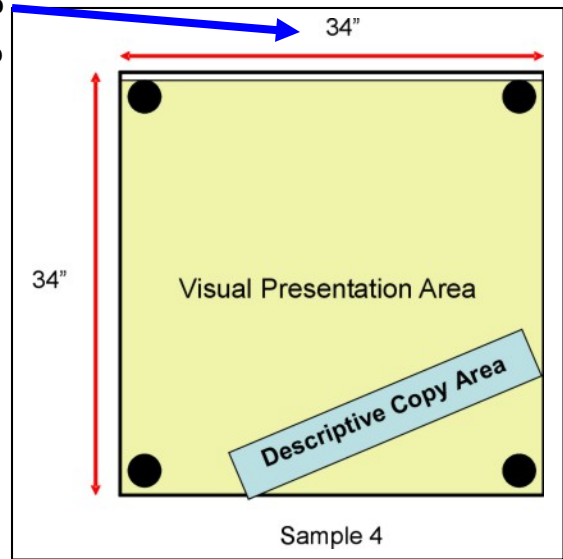
# 2010 ICSC RECon

## Design Trends Criteria (con't)

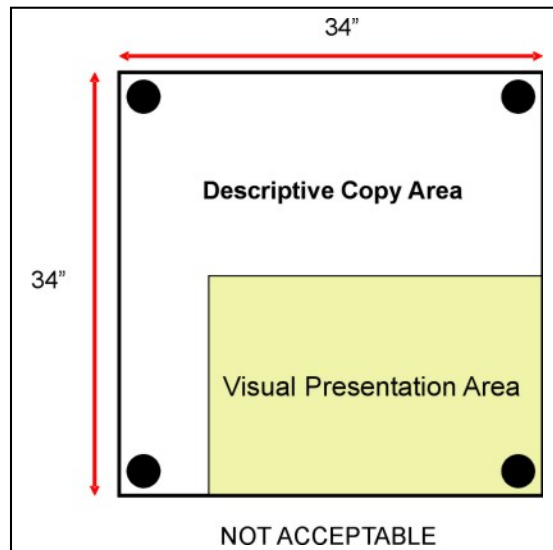
### Sample Styles of Acceptable Panel Layouts



DISREGARD  
GROMMET  
HOLES AND  
PANELS  
MEASURE-  
MENTS



NOT ACCEPTABLE



NOT ACCEPTABLE

# 2010 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

ICSC shall have full and sole discretion and authority in the placing, arranging and appearance of all submissions. 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 issued for panels not being displayed after being deemed inconsistent or those not representing the project identified on the applicant's Form B submissions.

# 2010 ICSC RECon

## Design Trends Criteria (con't)

### **Application Submission:**

The application fee is \$1,500 to participate in the Design Trends Exhibit. 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.

### **Cancellations:**

*All requests for cancellation must be received in writing, no later than March 5, 2010. 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 22, 2010. 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.

# 2010 ICSC RECon

## Design Trends Application

May 23 – 25, 2010

Las Vegas, Nevada

FORM A

Design Trends Panel(s) are being submitted by:

(Please Type Information)

\_\_\_\_\_  
Company Name

\_\_\_\_\_  
Company Web Site Address

\_\_\_\_\_  
Contact (required)

\_\_\_\_\_  
Contact Email Address (required)

\_\_\_\_\_  
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 projects 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 Projects** \_\_\_\_\_

**Design Trends Participation Fee: \$1,500.00 US**

If your application to exhibit is denied, you will receive a full refund. If you must cancel, the application fee is non-refundable. Cancellations must be made in writing to Liz McKinney at [lmckinney@icsc.org](mailto:lmckinney@icsc.org). Applicants can make project substitutions or withdraw projects until March 22, 2010. 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 2010

1221 Avenue of the Americas, 41st floor, New York, NY 10020

**\*\*Please fax to the Trade Expositions Department at +1 732 694 1761**

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: \$ \_\_\_\_\_

DT2010

# 2010 ICSC RECon

## Design Trends Individual Project Form

May 23 – 25, 2010

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