

2010 ICSC RECon PUBLIC SECTOR SHOWCASE



The Public Sector Showcase provides your city, state or economic development agency with an opportunity to showcase itself in a gallery type setting. You are invited to submit a promotional panel (poster or rendering) which will be prominently displayed within the Trade Exposition / Green Zone Hall providing exposure to over 40,000 Convention delegates during the International Council of Shopping Centers' RECon, May 23 - 25, 2010 at the Las Vegas Convention Center, Las Vegas, Nevada.

ICSC will supply a wall structure that can accommodate a 34" x 34" panel (poster or rendering) of your city or state or it can highlight an exciting area of economic interest to this year's Convention delegates. ICSC will also supply literature pockets that will enable you to display brochures, flyers or information packets on your city, state or specific project.

Participation is free! All we ask is that you submit a Panel (poster or rendering) and that a representative from your organization is present during the Sunday evening Welcome Reception held on May 23, 2010. Your panel will remain in place throughout the remainder of RECon 2010 but does not need to be manned.

Do not miss this opportunity to showcase yourself at one of the most prestigious industry events of the year. Space in the Public Sector Showcase is limited and will be available on a first-come-first-serve-basis!

- Step 1:** Review the Public Sector Design Criteria for 2010.
- Step 2:** Fill out a copy of the 2010 Public Sector Showcase Application identifying Your organization and contact information.
- Step 3:** Fax or email a copy of your completed 2010 Public Sector Showcase Application to the attention of the Trade Expositions Department at + 1 732 694 1806 or pbordes@icsc.org
- Step 4:** Upon receipt of the Application, ICSC will verify space availability and forward you a letter confirming your participation or indicating that space is no longer available. Once accepted, ICSC will 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 placement. The confirmation letter will include shipping instructions to the advance shipping warehouse (serviced by GES), panel code and other pertinent information.
- Step 5:** Once you receive a confirmation letter, prepare your panel and brochures to be shipped to the GES Advance Warehouse in Las Vegas, NV (not the ICSC NY office or P.O. Box). Panels should arrive no later than **Friday, May 3rd**. An ICSC appointed crew will install your panel and brochures at the convention. The same crew will re-pack and forward your panel back to you if desired.

GES Advance Warehouse Address

GES Exposition Services
7000 Lindell Road
Las Vegas, Nevada 89118

Please do not send your panel until you have received your confirmation and individual panel code(s).

**** PLEASE NOTE: There is a 10lb limit on all promotional literature.** We will ship back the panels but will not ship back any promotional literature. The cost of shipping these materials back to you traditionally on average will cost more considerably than the cost of your graphics. **

If you have any questions or concerns regarding the Public Sector Showcase, please feel free to contact Peter Bordes at + 1 646 728 3634 or via email at pbordes@icsc.org.

**ICSC 2010 RECon
Public Sector Showcase**

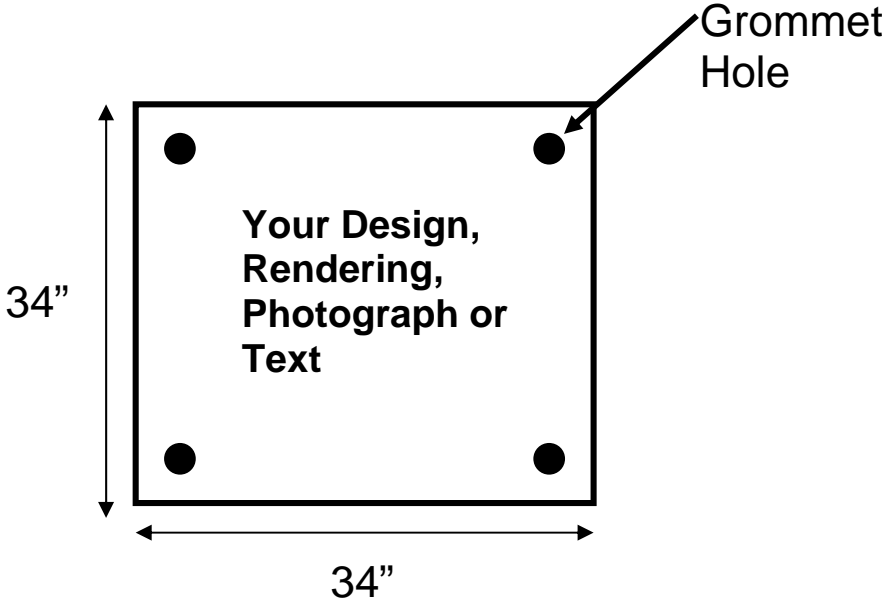


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Sample Panel (Poster or Rendering)



ICSC will provide the following:

- 3' x 3' wire wall display structure.
- One (1) Plexiglas literature pocket for promotional materials.
- One ID sign.
- Labor to install and dismantle panel.
- On-site coordination and distribution of up to 10 lbs of promotional materials. (Overages will be charged back to the participating organization)

Participants will provide or arrange for the following***

- One 34" x 34" poster or rendering with grommet holes placed in the four corners.
- Shipping of panel and promotional materials to Las Vegas.

***** Participants are responsible for the costs associated with the construction of the panel and the shipping of panel and brochures to and from Las Vegas.**

ICSC will repack and return ship your panel upon the completion of RECon only if requested and a Fed-Ex or UPS pre-paid airbill is sent to ICSC in advance of May 3, 2010.

Panel Specifications:

- A. Your Panel must measure 34" x 34".
- B. Each organization is limited to exhibiting one panel.
It is suggested that your panel be constructed using 1/8" or 3/16" thick rigid backing material. Foamcore, Masonite, Plexiglas, or Acrylic is suggested. Poster board is not recommended as it has a tendency to warp.
- C. 1/2" grommet holes must be located in all four corners of your panel. These holes are used to attach the panel to the ICSC provided display units. All grommets should be positioned at least 3/4" away from the corners to support the weight of the panel.
- D. Each entry will be supplied with a Plexiglas literature pocket that will hold 8 1/2" x 11" sized printed promotional materials to be hung below the panel.
- E. The intent of this program is to promote city, state or economic agencies and their projects. Therefore, your panel should not serve as an advertisement for nor be sponsored by any commercial leasing or development company.
- F. Participants that also have booth space in the Leasing Mall or Trade Exposition can make reference to that location on the panel and/or brochures.
- G. The Panel can be designed with photos, renderings and/or text.

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 Public Sector Showcase or inappropriate for any reason without liability for any costs incurred by applicant. Panels are placed randomly throughout the display area.

Cancellations:

Although the program is free, we would appreciate that if you notify us if you should decide to cancel your participation. We anticipate that the program will reach capacity and a wait list will be maintained. By notifying us of your cancellation, we can then offer you position to another organization or agency.

Brochures and Promotional Materials:

- A. Participants can send boxes or cartons of promotional materials to be presented along with your panel. These materials will be distributed to your panel location once daily.
- B. Participants will be restricted to a total of 10 lbs of promotional material.
- C. Promotional materials must fit within the provided 8" ½" x 11" Plexiglas literature pocket. No substitutions or alterations to the pocket will be permitted.
- D. No alterations or ornamental additions to the wall structure will be allowed. Examples of these include but are not limited to balloons, banners, flags and lighting effects.
- E. Any unused brochures and promotional materials will be disposed of. These materials will not be re-packed and/or shipped back from show site.

**ICSC 2010 RECon
Public Sector Showcase
May 23 – 25, 2010
Las Vegas, Nevada**

Application

(Please Type Information)

Organization Name **Organization Web Site Address**

Contact **Contact Email Address {required}**

Address

City **State/Province** **Zip/Postal Code** **Country**

Telephone Number **Fax Number** **ICSC Organization 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 program or inappropriate for any reason. ICSC shall bear no liability for any costs that may devolve upon the applicant thereby.

Please complete and fax or email to the Trade Expositions Department at +1 732 694 1806 or pbordes@icsc.org.

Space in the Public Sector Showcase will be available on a first come basis.