

2006 LEASING MALL CRITERIA

Please note: New this year the Exhibitor Service Manual will no longer be available in hardcopy form, a folder containing the manual on CD will be mailed to you.

1. INTRODUCTION

The International Council of Shopping Centers will again feature a Leasing Mall, May 22-24, at the 2006 Spring Convention in Las Vegas. Through the use of control guidelines and color combinations, a professional atmosphere will be created. This document outlines the requirements placed upon Leasing Mall exhibitors in order to ensure continuity and controlled expression throughout.

As exhibitors you are encouraged to express the individuality and character of your company through creative planning, lighting, graphic signage, and other presentation techniques. For the mutual benefit of all Leasing Mall exhibitors, all exhibitors are required to comply with the following established design criteria. Review of designs and any interpretation required of the design criteria will be made through ICSC.

The exhibitor or his agent must design and supply all display, furnishings, decorative items, etc. Consult the Exhibitor Service Manual CD for furnishings and other services provided by GES Exposition Services, the official show contractor, or order on-line with GES. First time users must register to receive a user ID and password.

2. AREA DRAWINGS

All Area Drawings can be found on the ICSC Web page. Please review your area drawing carefully before you prepare your layout. **You will not be receiving individual Area Drawings in the mail.**

3. EXHIBIT DESIGN CRITERIA

Exhibit and exhibit materials may not exceed the standard 10'-0" height restriction within the leasing area as designated by the lease line. (Due to their own special conditions, Leasing Suite and Public Sector exhibits have specific criteria that must be followed. Please see items #4 and #5 for full details.) The only area in which the standard 10'-0" height restriction rules can be broken is in the first 4'-0" of the exhibit on any side that is open to an aisle (4'-0" Deep Design Control Area). This means that within this 4'-0" area the exhibit can rise to 16'-0". ICSC does request that all exhibitors keep exhibits to 14'-0" in height within the 4'-0" Deep Design Control Area when near any demising wall that divides an exhibit from its neighboring exhibits. A consideration for waiver of said regulations must be made in writing to ICSC and Development Design Group with full explanations.

- A. Exhibitor may **not** project beyond lease line.
- B. Exhibitor may attach lightweight items on the interior side of the ICSC wall system using only Velcro or special hooks. These items are not to exceed ten pounds per four foot panel. Exhibitor may **not** use tape, glue, nails or screws to affix objects to the walls. Damage to the walls will be charged to the exhibitor.
- C. Partitioning system panels used to configure the demising walls are 4'-0" wide x 10'-0" high. The wing walls are 2'-0" wide x 10'-0" high at the front of the lease line and 1'-0" wide x 10'-0" high within the leased space.
- D. Carpet color within the exhibit space is light gray. Aisle carpet color is blue (See ICSC Leasing Mall Rules and Regulations #17).
- E. Wall panels are covered with gray fabric material and are Velcro-compatible.

4. LEASING SUITE EXHIBIT CRITERIA

Leasing Suites are made up of 10' x 10' spaces that have 8'-0" back drape and 3'-0" side drape and are configured in several rooms on the second level of the Las Vegas Convention Center. Due to the size and location of these exhibits, the following additional criteria apply:

- A. Custom exhibits are not permitted.
- B. Wooden crates and/or skids are not permitted. Exhibition material must be hand-carried to your assigned location or shipped in on plastic skids.
- C. Truss systems are not permitted. GEM and/or MIS walls are the only systems allowed for subdividing a space and are not allowed to exceed 8'-0" in height.
- D. Standard and specialty furniture such as desks, chairs, sofas, and cocktail tables are allowed.
- E. Exhibit components cannot project over the 8'-0" back drape or above the 3'-0" side drape.

5. PUBLIC SECTOR EXHIBIT CRITERIA

The Public Sector area is located on the Leasing Mall show floor in the North Hall. Public Sector Exhibits have 8'-0" high back hard walls and 3'-0" high side hard walls. Exhibit components cannot project over the 8'-0" back wall or above the 3'-0" side wall.

Note: If your exhibit is 20'-0" deep instead of 10'-0" deep, your side walls are 8'-0" high for the back half of your booth, while the side walls in the front half are still 3'-0" high.

6. SUBMISSION REQUIREMENTS

Exhibitors are required to submit one copy of their exhibit design to Development Design Group for review and written approval. This copy will specifically be utilized for design criteria compliance. A second copy is to be forwarded to GES as a record only. A final copy is to be submitted to the Fire Marshal for review and written approval. This copy will specifically be utilized for Las Vegas Convention Center criteria and safety compliance. All submissions are to be forwarded to the three contacts listed below after your lease agreement has been finalized with ICSC and must be received no later than **April 17, 2006**. **Any submissions postmarked or emailed after April 17 will not be eligible for design review.** Faxed submissions are discouraged due to poor readability.

**FOR DESIGN REVIEW AND WRITTEN APPROVAL, SEND TO:
Development Design Group, Inc.**

Attn: Valerie Cataffa
3700 O'Donnell Street
Baltimore, MD 21224

**FOR OFFICIAL SHOW CONTRACTOR'S RECORDS, SEND TO:
GES Exposition Services**

Attn: Tamie L. Wilson-Morgan
7000 Lindell Road
Las Vegas, NV 89118

**FOR LVCC CRITERIA AND SAFETY COMPLIANCE REVIEW AND WRITTEN APPROVAL,
SEND TO:***

**Safety and Security Department
Office of Fire Protection and Safety**
Las Vegas Convention and Visitors Authority
3150 Paradise Road
Las Vegas, NV 89109

***Note:** Any submissions of 1 megabyte or less can be emailed to the Fire Marshal at boothplans@lvcva.com. Submissions larger than 1 megabyte must be uploaded to the Safety and Security Department FTP site at ftp://ftp.lvcva.com/firesafety, using the following instructions:

Under "File" click on "Login As" and type in the following username and password:
username: vendor
password: 2k4-feb18

If the FTP attempt fails, uncheck the "USE PASSIVE FTP" box under the "Advanced Internet Options." For any additional questions or problems with FTP access, contact the Safety and Security Department at 702.892.7400. Once your files have been uploaded to the FTP site, it is important that you send an email notification to the Fire Marshal indicating that your submission has been uploaded for review.

Each submission shall include the following information:

Exhibit Plan

Plan drawing shall indicate lease line, display locations, custom structures, partitions, furniture, electrical and telephone locations, wing wall supports (as shown on your Area Drawing) and exhibit space address.

Note: Any interior partition panels to be rented from the show contractor, GES, must be clearly indicated on exhibitor submission.

Exhibit Elevation

A detailed elevation drawing shall note the following dimensions: the ICSC standard 10'-0" height restriction and all items above 10'-0", signage locations and wing walls.

Exhibit Contact Information

Exhibit space address, exhibiting company name, contact name, fax number and e-mail address. This information is needed for DDG and the Fire Marshal to remit written design review/approval.

7. INTERIOR PARTITION PANELS AND WING WALLS

Interior partition panels may be ordered through GES. Please review your Area Drawing carefully before you prepare your layout to coordinate interior partitions and perimeter wall supports. Interior panels are 1 meter (3'-3") x 8'-0." If you require additional interior panels, the Standard GEM Interior Panels form is included on the Exhibitor Service Manual CD.

Orders for interior partition panels must be received no later than **April 17, 2006**.

In each exhibit area there are wing walls (supports) that are part of your leasing area. The wing walls are 2'-0" wide by 10'-0" high at the front of the lease line and 1'-0" wide by 10'-0" within your leased space. Due to structural requirements, wing walls cannot be removed unless proper paperwork, the Wing Wall Removal Request form, the area drawing indicating walls to consider and a detailed floor plan of the exhibit, is submitted to GES. If there are any structural concerns with a request, GES will contact the exhibitor to resolve them.

Requests for wing wall removal must be received no later than **April 17, 2006** to receive a discounted price. Consult your Exhibitor Service Manual CD for costs, order forms and contact information.

8. EXHIBITOR IDENTIFICATION SIGNS

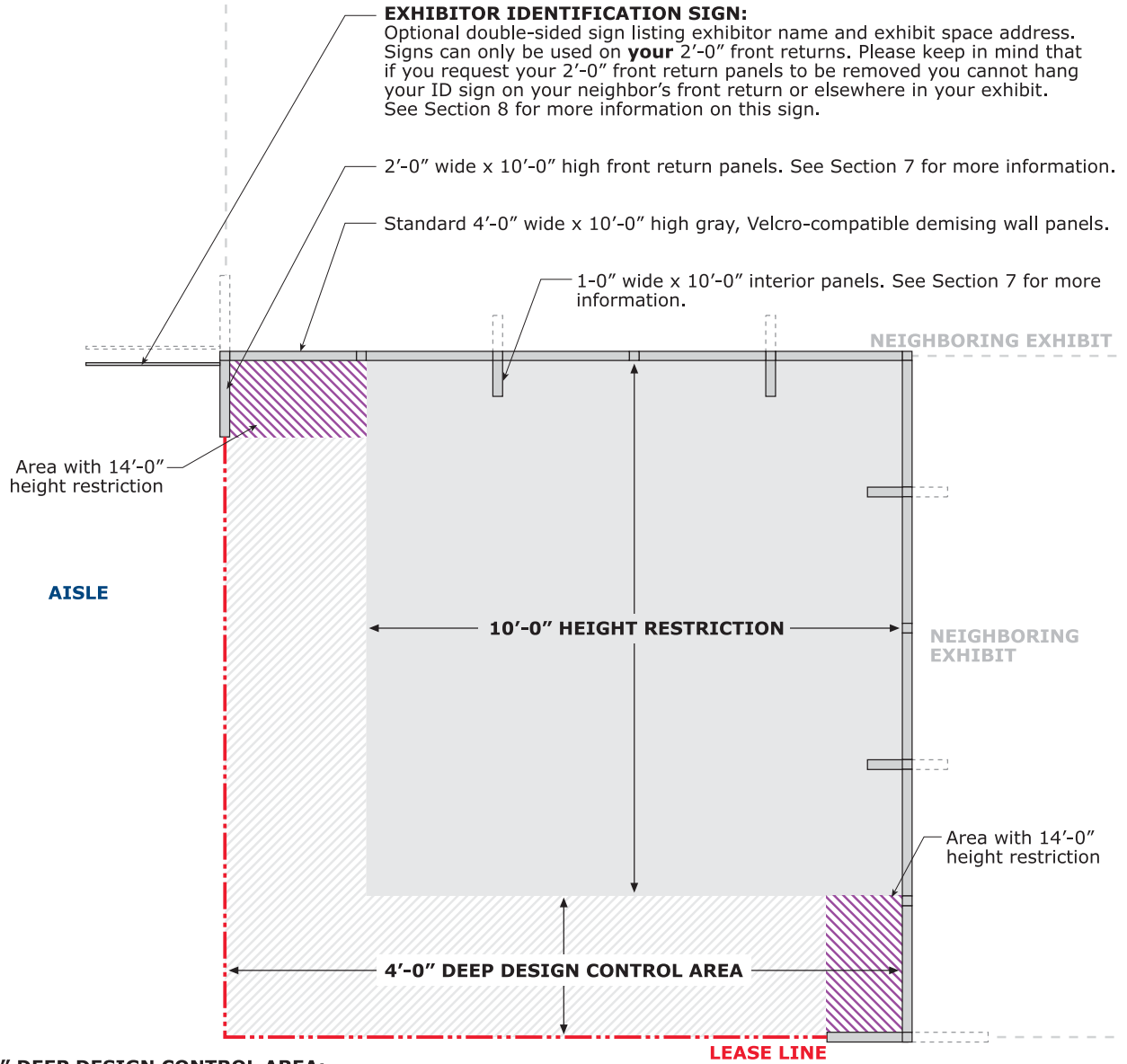
If requested, one (1) double-sided Exhibitor Identification Sign will be provided for each exhibitor with company name and exhibit space address at no charge. The ICSC Tenant Identification Sign order form is included on the Exhibitor Service Manual CD sent to you by GES and must be ordered by **April 24, 2006**.

NOTE: Exhibitor Identification Signs and sign frames can only be used with the ICSC exterior wall system. If the 2'-0" x 10'-0" front return is requested to be removed, GES will not be able to install your sign. A maximum of two (2) Exhibitor Identification Signs per exhibit space are allowed.



LAYOUT OF THE 2006 EXHIBITOR IDENTIFICATION SIGN

9. EXHIBIT GUIDELINES DIAGRAM



4'-0" DEEP DESIGN CONTROL AREA:

- The only area in which the standard 10'-0" height restriction rule can be broken is in the first 4'-0" of the exhibit on any side that is open to an aisle.
- The maximum height permitted is 16'-0".
- The maximum height permitted is 14'-0" within two (2) feet of any demising wall that connects you from your neighboring exhibit.

LEASE LINE:

You may not project beyond lease line.

EXHIBIT

EXHIBIT