

# 2007 LEASING MALL DESIGN CRITERIA

Please note: The Exhibitor Service Manual will be mailed to each exhibitor in a CD format.

## 1. INTRODUCTION

The International Council of Shopping Centers will again feature a Leasing Mall, May 21-23, at the 2007 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

### General 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. Wall panels are covered with gray fabric material and are Velcro-compatible.
- D. 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.
- E. Carpet color within the exhibit space is light gray. Aisle carpet color is blue (See ICSC Leasing Mall Rules and Regulations #17).

### Column Criteria (for South Hall exhibitors with a LVCC Column within leased area)

All power, AV and communication sources in the South Hall are accessed from the building columns. As you design and construct a new exhibit or alter an existing exhibit, please review the following criteria regarding the LVCC South Hall columns:

- A. If the column in your exhibit area has fire safety equipment (fire hose cabinet/fire extinguisher), electrical service panel, AV service panel or a phone block, an access panel in your display is required in front of these utilities to maintain full access during the show. (Overall column dimensions and column photos can be seen on the individual Area Drawings. Please see the specific numbered Area Drawing that ICSC provided at the time of lease agreement. Clicking black arrows around each column will open column photo for that view.)
- B. If the column in your exhibit area has ADA emergency strobe fixtures, you must allow for 180° visibility to one fixture per column. Since the strobes are mounted at 7'-0" AFF, this causes an issue with a 10' standard wall height type of show. There are three options that we have discussed with LVCC and the Fire Marshal to allow visibility of the strobe fixture when in use:
  - 1) A down facing convex mirror mounted to a ground supported stand/structure and positioned above the strobe allows the required visibility
  - 2) A mesh fabric type of material used as a column wrap or graphic panel/wall provides enough visibility of the strobe when flashing. Sample material should be submitted to the Fire Marshal for approval of mesh gauge/level of translucency prior to use/fabrication.
  - 3) A cut-out or window in the display wall would provide clear view of the strobe if the display wall is positioned tight to the column.
- C. A minimum of 18" is required from the base of all columns to any exhibit structure to allow for ADA specified utility working area.
- D. Any area between the South Hall columns and exhibit display elements must remain clear and free of debris and must not be used for exhibitor storage.
- E. Per #6 in this ICSC Design Criteria, your exhibit design must be submitted to the LVCC Fire Marshal for approval no later than **Thursday, March 15, 2007**. Column wraps are one item the FM reviews for code compliance.
- F. Each exhibitor is liable for any damage caused by him or his representatives to building floor, walls, columns, equipment, or to the property of other exhibitors. Nothing shall be tacked, nailed, screwed, or otherwise attached to ICSC walls, interior GEM walls, columns, walls or floors of the exhibit hall. Nothing shall be done that will in any way mar or deface the Las Vegas Convention Center.

#### 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. The 3'-0" side drapes are located between inline exhibits separating one exhibitor from another. Leasing Suites are configured in several carpeted rooms on the mezzanine level (N245 – N251) of the Las Vegas Convention Center. In addition to the back and side drape, ICSC supplies all Leasing Suites with a 6'-0" gray skirted table and 2 chairs per each 10x10 space and a Exhibitor Identification Sign. Due to the size and location of these exhibits, the following additional criteria apply:

- A. Custom exhibits, including box framed constructed 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 on three sides of your booth are the only systems allowed for subdividing a space and are not allowed to exceed 8'-0" height at the back; 3'-0" at the sides.
- 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. SPECIALTY EXHIBIT AREA CRITERIA

There are several specialty exhibit areas located throughout the Leasing Mall show floor including: **Public Sector Plaza North** located in the North Hall, **Public Sector Plaza South** and **ICSC's Global Partners** located in S1, and the **Green Zone** located in S2. These exhibits have 8'-0" high back hard walls and 3'-0"

high side hard walls. The 3'-0" walls are located between inline exhibits separating one exhibitor from another. 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.

**Exhibits along Southern Way and the exhibits numbered S510-S560 located north of T Street** have 8'-0" high back hard walls and 8'-0" high side walls. Exhibit components cannot project above the 8'-0" high walls.

## 6. EXHIBIT DESIGN SUBMISSION REQUIREMENTS

**Each submission must 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**

Please provide full exhibit space address, exhibiting company name, contact name, and e-mail address. This information is needed for DDG and the Fire Marshal to remit written design review/approval and provide record to ICSC that a submission has been received, reviewed and approved for your design.

Exhibitors are required to submit **one copy** of their exhibit design to Development Design Group for review and written approval (via e-mail). 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 Thursday, March 15, 2007.**

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

Attn: Valerie Cataffa  
3700 O'Donnell Street  
Baltimore, MD 21224  
icscsp07@ddg-usa.com

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

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

### **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  
boothplans@lvcva.com

Please note:

- A. **Any submissions received (mailed or emailed) after Thursday, March 15, 2007 will not be eligible for design review.** Failure to submit an exhibit design by the due date will result in a written violation at show site.
- B. **Each exhibitor must submit an exhibit design for every show year regardless of approvals in the past.** ICSC, DDG, GES and the Fire Marshal do not archive submissions from previous shows. These current submissions become an important part of ICSC's on-site records and are referenced when problems arise in the field.
- C. New exhibit designs must be submitted prior to any fabrication and construction to allow ICSC to review for complete design criteria compliance.
- D. Faxed submissions are **not acceptable** due to poor readability. E-mailed submissions must remain less than 10MB in size or they will not be received.

## 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 **Friday, April 13, 2007**.

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 **Friday, April 13, 2007** to receive a discounted price. Consult your Exhibitor Service Manual CD for costs, order forms and contact information.

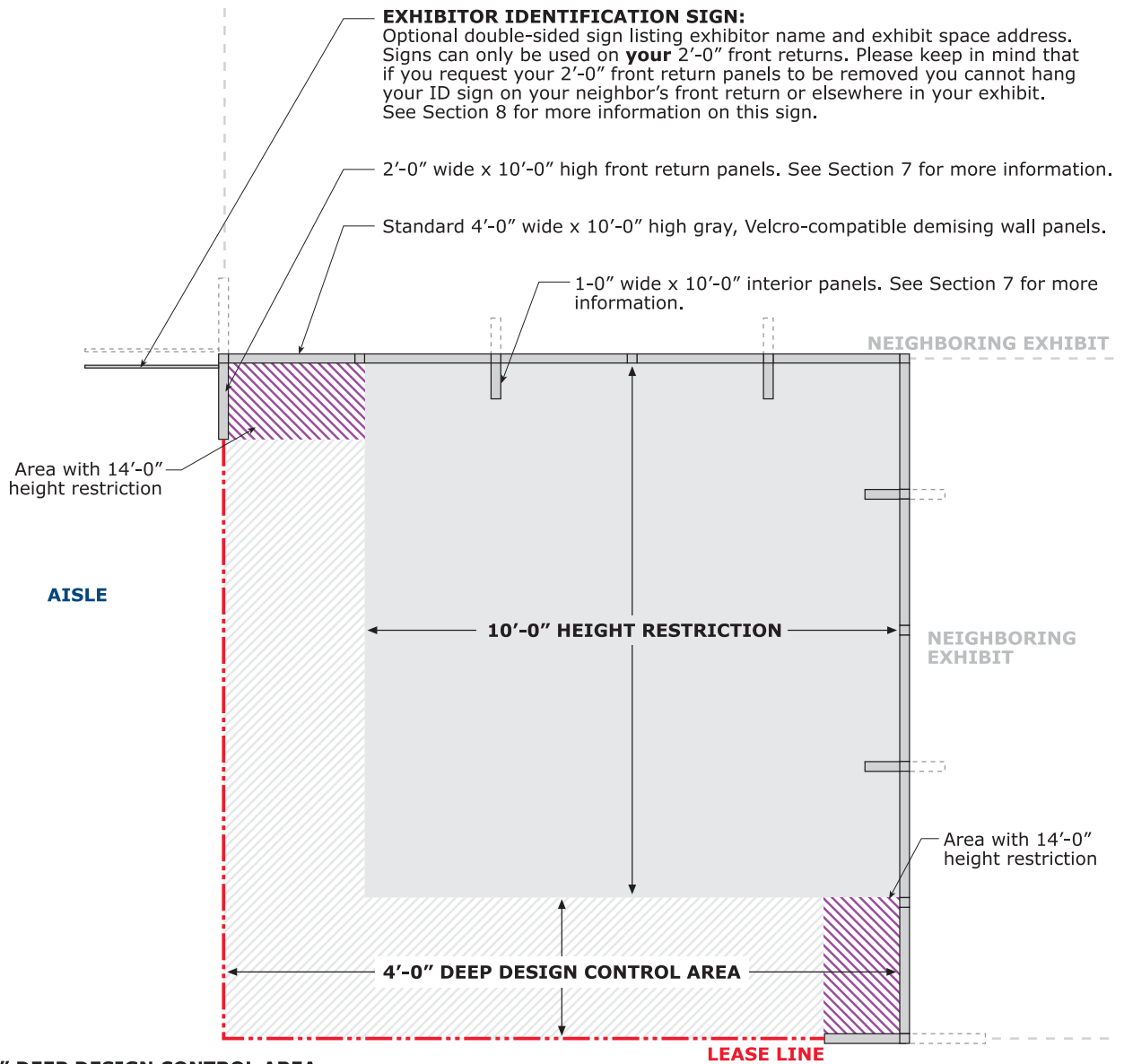
## 8. EXHIBITOR IDENTIFICATION SIGNS

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 Exhibitor Identification Sign order form is included on the Exhibitor Service Manual CD sent to you by GES and must be ordered by **Tuesday, April 26, 2007**.

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.



## 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