

2007 TRADE EXPO CRITERIA

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

1. INTRODUCTION

ICSC's Spring Convention Trade Exposition will be held May 20-22, 2007 at the Las Vegas Convention Center, Halls N3 and N4. Through the use of control guidelines and color combinations, a professional atmosphere will be created. This document outlines the requirements placed upon Trade Expo 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 Trade Expo 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. DESCRIPTION OF EXISTING CONDITIONS

ICSC does not provide walls, flooring, carpet, furniture or items needed such as easels, tables, chairs, plants, flowers, lighting, electricity, phone, etc. These items are available for rental and are explained on the Exhibitor Service Manual CD.

The Las Vegas Convention Center is not carpeted. ICSC will supply blue/red aisle carpet, but not exhibit booth carpet. Carpet for your exhibit space can be ordered by using the form provided on the Exhibitor Service Manual CD. **All exhibit spaces must be carpeted or finished with some type of floor covering.**

For those exhibitors who do not have a display of their own, GES Exposition Services rents display exhibits for use in your leased space. For more information about rental exhibits, refer to the Exhibitor Service Manual CD.

All inline exhibitors must maintain a 9" clearance at the back of their exhibit for electrical and fire safety concerns. Inline exhibitors must refrain from setting their exhibit backdrop and other display items within this 9" zone (Actual working space for an inline exhibit is 10' x 9'-3").

3. GENERAL EXHIBITOR INFORMATION

Installation/Move-in

Friday, May 18, 2007
8:00 a.m. - 5:00 p.m.

Saturday, May 19, 2007
8:00 a.m. - 5:00 p.m.

All exhibits must be set by 5:00 p.m., Saturday, May 19, 2007. The delivery of heavy crates and pallets will not be permitted the morning of Sunday, May 20, 2007. Only exhibitors and necessary set-up staff are allowed in the exhibit hall during set-up hours. For security purposes, installer passes are required in order to gain entrance to the hall during set-up (these passes can be obtained from security at the main entrance). Trade Exposition activity can only take place in the exhibit hall during show hours as listed below:

Exhibit Hours

Sunday, May 20, 2007
2:00 p.m. - 6:00 p.m.*

Monday, May 21, 2007
8:00 a.m. - 6:00 p.m.

Tuesday, May 22, 2007
8:00 a.m. - 6:00 p.m.

* The ICSC "Open House" Reception will take place in the Trade Exposition Hall on Sunday, May 20th from 4:30 p.m. - 6:00 p.m. The reception is open to all convention participants and will offer complimentary refreshments. All exhibitors are encouraged to have their exhibits fully staffed during this event.

ICSC "Open House" Reception

Sunday, May 20, 2007
4:30 p.m. - 6:00 p.m.
Trade Exposition Hall

Dismantling/Move-out

Tuesday, May 22, 2007
6:00 p.m. - 10:00 p.m.

Exhibitors in the 100 and 200 aisles as well as exhibitors in the even number exhibits of the 300 aisle will need to dismantle their exhibits in full on Tuesday night, May 22 after 6:00 p.m. All exhibit materials need to be packed that night; however, freight pick-up can be scheduled for pick-up on Wednesday, May 23.

Wednesday, May 23, 2007
8:00 a.m. - 5:00 p.m.

No exhibit in whole or in part may be removed or dismantled before Tuesday, May 22, 2007 at 6:00 p.m. The dismantling or the failure to provide a presence at your booth prior to 6:00 p.m. may affect your exhibit positioning at future ICSC events.

Note: All materials and freight must be cleared from the exhibit floor no later than 5:00 p.m. on Wednesday, May 23, 2007. Exhibitor shall be liable for all storage and handling charges resulting from failure to remove the exhibitor's property from the Leasing Mall before conclusion of the dismantling period as specified by ICSC.

Trade Exposition Hall Entry

Convention badges are required in order to enter the exhibit hall during show hours and must be worn at all times within the hall.

4. GENERAL CRITERIA

- A. Exhibit materials may not project beyond lease line.
- B. Hanging signs or banners used as company identification are prohibited.
- C. Double-deck displays are prohibited.
- D. All exhibitors will be responsible for providing a Hard Wall Back Drop & floor covering.
- E. Literature and promotional items must be distributed from within your designated exhibit space.
- F. Excessive levels of audio (as deemed by show management) are prohibited.
- G. The back of exhibit side walls (the side which will face your neighbors) must be finished; the back of exhibit back wall must also be finished if exposed from behind or from the side. Exposed and unfinished exhibit displays will be masked at the exhibitor's expense.

Exhibitor Product Display:

It is not the intent of the show regulations to prohibit the display of actual product provided that the product does not overly promote the company's name above given height limitations. However, product displays cannot cause excessive (as deemed by show management) visual or audio distractions to neighboring booths.

An exhibitor whose actual product exceeds the given height restrictions for their assigned booth may request a variance. Exhibitors with display heights of more than eight feet must be approved by ICSC and DDG, ICSC's designer. For approval, submit your display configurations to ICSC and DDG for approval no later than **Thursday, March 15, 2007**. Requests must be sent to:

Development Design Group, Inc.

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

ICSC

Attn: Paula Lee
1221 Avenue of the Americas, 41st floor
New York, NY 10020-1099
plee@ICSC.org

5. STANDARD EXHIBIT

DEFINITION: One or more standard units in a straight line.

HEIGHT: Exhibit fixtures, components and identification signs are permitted to a maximum height of **8'-0"**.

INTENT: If a portion of a standard exhibit extends above 8'-0" high, the exhibit background will detract from the overall impact of the exhibit directly behind it regardless of how the rear of the offending exhibit is finished.

IMPORTANT: Inline exhibitors must allow for a minimum of 9 inches from the exhibit space line at back of their booths for access to electrical. Space dimensions shown on the floor plan are from center line of booth equipment, such as sidewalls and/or back walls. Exhibit structures must be constructed to allow sufficient tolerance on each side for this equipment and for utility service at rear of booth.

6. PENINSULA EXHIBIT

DEFINITION: Exhibit with four or more standard units back to back with an aisle on three sides.

HEIGHT: Exhibit fixtures, components and identification signs are permitted to a maximum height of 12'-0", provided written approval is received from exposition management at least 60 days prior to the show. All exhibit fixtures and components exceeding 12'-0" in height must have drawings available for inspection by exposition management, the installation and dismantling contractors, the exhibitor and governmental authority during the time the exhibit is being erected, exhibited and dismantled at the show site. These drawings must include a signature or stamp of a reviewing structural engineer indicating that the structure design is properly engineered for its proposed use, along with a signature of an authorized official of the exhibit building company indicating that the structure is built in compliance with the details and specifications set forth on the drawings.

INTENT: A Peninsula Exhibit does not back up to another exhibit's back wall therefore any back walls and materials over 8'-0" will not interfere with or distract from any other exhibit. The extra height is often needed to permit the open walk-through approach normally used in this type of location. The 12'-0" height limitation has been set to avoid undue competition between exhibitors to see who can go the highest or be seen the farthest with each negating the others' efforts. Also, the 12'-0" high exhibit will fit into almost any exposition center, thus permitting each exhibitor to get maximum use of his or her exhibit.

IMPORTANT: Peninsula exhibitors must allow for a minimum of 9 inches from the exhibit space line at back of their booths for access to electrical. Peninsula booths are normally "faced" towards the cross aisle. Any portion of the exhibit bordering another exhibitor's booth must have the back side of that portion finished and must not carry identification signs or other copy that would detract from the adjoining exhibit. Exhibitors are cautioned when installing a display with a ceiling to check with the local fire department to insure that their

display meets with the necessary fire safety precautions involving smoke alarms, fire extinguishers, sprinkler systems, etc.

7. PERIMETER WALL EXHIBIT

DEFINITION: A standard unit that is located around the perimeter wall of the exhibit floor.

HEIGHT: Exhibit fixtures, components and identification signs are permitted to a maximum height of 16'-0".

INTENT: A Perimeter Wall Exhibit does not back up to another exhibit's back wall therefore any back walls and materials over 8'-0" will not interfere with or distract from any other exhibit. In order to take advantage of the extra height permitted, exhibitors should design their exhibit to be used at either the 12'-0" or 16'-0" heights. This will allow the exhibit to be easily utilized at future shows where a perimeter wall space isn't available.

IMPORTANT: Perimeter Wall exhibitors must allow for a minimum of 9 inches from the exhibit space line at back of their booths for access to electrical.

8. ISLAND EXHIBIT

DEFINITION: Exhibit with four or more standard units back to back with aisle space on all four sides.

HEIGHT: Exhibit fixtures, components and identification signs are permitted to a maximum of 16'-0", provided written approval is received from exposition management at least 60 days prior to the show.

9. TOWERS

DEFINITION: A free-standing exhibit component separate from the main exhibit fixture that is used for identification and display purposes only.

HEIGHT/DEPTH: Towers are permitted to a height and depth that correspond to the height and depth regulations for the appropriate exhibit configuration of which they are a part. For example, towers that are a part of a Peninsula Exhibit will not exceed 12'-0" in height. The exhibit will not be placed within 10 lineal feet of a neighboring exhibit unless they are confined to that area of the exhibitor's space at least 5'-0" from the aisle line, to avoid blocking the sight line from the aisle to the adjoining exhibit.

All towers in excess of 12'-0" must have drawings available for inspection by exposition management, the installation and dismantling contractor, the exhibitor and governmental authority during the time the tower is being erected, exhibited and dismantled at the show site that include a signature or stamp of reviewing structural engineer indicating that the structure designed is properly engineered for its proposed use, and a signature of an authorized official of the exhibit building company indicating that the structure is built in compliance with the details and specifications set forth on the drawings.

INTENT: Towers are part of the overall exhibit presentation and, therefore, must be treated as a component of the total exhibit configuration. The maximum height and depth regulations have been set to avoid undue competition between exhibitors to see who can go the highest or be seen the farthest, while also assuring exhibitors who are adjoining exhibits with towers of the same reasonable sight line from the aisle as they would expect if they were adjacent to an exhibitor with a standard booth.