



2007 ICSC Spring Convention Las Vegas, Nevada

Leasing Mall Bulletin #1

International
Council of Shopping
Centers

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May 21-23, 2007

TO: 2007 Leasing Mall Exhibitors
From: Phyllis Peterson, Director, Leasing & Deal Making
Date: March 11, 2007
Re: Leasing Mall 2007 Update

This is the first of several bulletins that you will receive from ICSC regarding the 2007 Leasing Mall, May 21-23, 2007 at the Las Vegas Convention Center. All future bulletins including a copy of this document will be posted on the Exhibitors Bulletin Board section of the Leasing Mall web page. This information should be passed along to all members of your staff who will be attending the Spring Convention.

As you are aware, there have been some major changes to this year's event, least of which is the expansion of the Trade Exposition and Leasing Mall which has doubled in size from 1 million to 2 million square feet. This growth was accomplished by acquiring the entire South Hall building of the Las Vegas Convention Center which now makes ICSC a full facility user.

Here is a checklist of information you should have already received regarding your space at Leasing Mall:

- ✓ Space confirmation of the 2007 Leasing Mall.
- ✓ An Exhibitor CD Manual was sent by GES Exposition Services, the official show contractor. If you have not received the exhibitor CD Manual or if you have any questions regarding any information in the kit, please call GES Exposition Services (702) 515-5615 or e-mail Jennifer Maness at jmaness@ges.com. International exhibitors should e-mail Jennifer Maness at jmaness@ges.com.

- ✓ Requests for free Leasing Mall staff badges: Remember that in 2007 all convention attendees- including exhibitors- will be required to have an ICSC issued photo badge. It is important that all Convention attendees have a photo on file with ICSC. This year, Leasing Mall staff badges will be mailed during the month of April to your company representative designated as the official ICSC contact. Please email a list of your company personnel who will be utilizing the free Leasing Mall badges to klord@icsc.org on or before March 23rd, 2007. As in the past, Leasing Mall companies are allowed one free Leasing Mall staff badge per 100 square feet of space assigned (4 badge minimum). Additionally, ICSC will issue two complimentary host/hostess badges for use by non-leasing personnel.

Company Description Forms for inclusion in the Spring Convention Leasing Mall Directory were due back to ICSC by February 28. If you have not submitted your description, your company name, and booth address will be your only listing. This listing is free for the company that has reserved the space. Shared company listings were accepted at \$100 per entry.

Here is a checklist of items that are due back to ICSC:

- ✓ Signed Lease Agreement
- ✓ Certificate of Insurance, showing general liability coverage in the amount of one million dollars, naming ICSC, GES and the Las Vegas Convention Center as additionally insured (By April 10, 2007).
- ✓ Full payment for your Leasing Mall space due upon receipt of invoice. If payment is not received by March 31, 2007, your Leasing Mall space will be automatically canceled.

If you have any questions regarding these Leasing Mall documents, please contact Phyllis Peterson, (646) 728-3633 or Jason Dolphin at (646) 728-3634.

REMINDERS

New Address Assignments: Please remember to use your full address when sending exhibitor material to GES or setting appointments with industry colleagues.

Full Leasing Mall addresses (ie: N129 First Avenue) include:

- ✓ The letter of the hall where you are located:
- ✓ N= North Hall
- ✓ C= Central Hall
- ✓ S= South Hall

The number of your exhibit followed by the letter or number of the street or avenue. Streets are represented by the letters A through W; avenues are represented by the numbers 1 through 55.

NEW LOCATION FOR ALL REGISTRATION

Badge validation, pick-up (for those who did not receive their badge in the mail) and correction, on-site registration and exhibitor registration will be located on the convention exhibit floor- Central Hall 2- in 2007.

Leasing Mall exhibitor registration hours are as follows:

Friday, May 18 th	9:00 am - 3:00 pm
Saturday, May 19 th	9:00 am - 5:00 pm
Sunday, May 20 th	9:00 am - 7:00 pm
Monday, May 21 st	6:30 am - 6:00 pm

Leasing Mall staff who have registered for the full Convention by April 1, 2007, will receive their badges in the mail by April 30th. Free Leasing Mall Staff badges and Host and Hostess badges received by March 23rd, 2007 will also be received in the mail. Upon arriving in Las Vegas all paid and free Leasing Mall staff must stop by the registration center at the Las Vegas Convention Center located in Central hall 2 to validate their badge and to pick-up a badge holder and Convention information. All badge corrections will be done here as well.

ICSC will also have satellite badge validation centers located in the grand lobby of the LVCC and outside the S1 and S3 halls in the south building and one located in the Las Vegas Hilton Ballroom Foyer.

Additionally, there will be satellite Badge Validation Stations at McCarran International Airport.

Hours of operation at the satellite badge validation center sites are:

Saturday, May 19 th	10:00 am - 10:00 pm
Sunday, May 20 th	8:00 am - 11:00 pm
Monday, May 21 st	6:30 am - 2:00 pm

THERE IS NO ON SITE REGISTRATION AVAILABLE AT THE SATELLITE BADGE VALIDATION CENTERS.

Please pass this important information on to all staff - free and paid—attending the Spring Convention.

Both free and paid Leasing Mall badges will be valid for early admission into the Leasing Mall prior to the official opening on show days. In addition, paid Leasing Mall badges are valid for all Convention sessions and Convention meal functions and, of course, the Trade Exposition. If you have any questions regarding your Leasing Mall registration, please contact the ICSC Registration Department at (646) 728-3507 or 3503 or 3509.

Set-Up:

Please refer to the targeted move-in schedule found at the front of your GES CD exhibitor manual folder or online @ www.icsc.org, select the Spring Convention Link then “Exhibitor Information”.

During set-up hours, all individuals are required to wear an installer badge in order to gain entry into the Leasing Mall. Installer badges can be picked up at any exhibitor registration counter.

All exhibits must be set-up by 6:00 pm, Saturday, May 19th. At this time, all crates and packing boxes (whether empty or full), will be removed from the show floor. Any crates or boxes that still contain show material will not be brought back into the hall until Monday evening, May 21st, after show hours, for set-up. Move-in service must be requested at the GES Service Center located in Room N107 and room S202 level 2. No gang boxes, tools - electrical or manual - or tool chests will be allowed into Leasing Mall after Saturday evening. If you are utilizing an independent contractor, it is your responsibility to pass this information on to them. Sunday May 20th will be reserved for light set-up and housekeeping.

All request for early-move in and set-up must be submitted in writing to:

Kristie Wilson
GES Exposition Services
7000 Lindell Road
Las Vegas, NV 89118
E-mail: krwilson@ges.com

New Leasing Mall Hours

Leasing Mall hours are as follows:

Monday, May 21 st	8:00 am - 6:00 pm
Tuesday, May 22 nd	8:00 am - 6:00 pm
Wednesday, May 23 rd	8:00 am - 5:00 pm

Only Leasing Mall staff (paid and non-paid) will be admitted into the Leasing Mall prior to the official opening on show days. **Please do not set up any appointments prior to the official opening on these days.**

No one will be permitted to disassemble or remove their exhibit in whole or part prior to 5:00 pm on Wednesday, May 23rd. All exhibiting companies must have their leasing area staffed at all times during official show hours.

Move Out

Move-out hours are as follows:

Thursday, May 24 th	8:00 am - 6:00 pm
Friday, May 25 th	8:00 am - 6:00 pm

Light packing of personal items, company brochures, etc. can begin after 5:00 pm on Wednesday, May 23rd. All crates for heavy move-out items will be delivered to your area by 8:00 am on Thursday, May 24th.

Tenant Signs (Must be ordered by April 3rd)

Only those Leasing Mall companies requesting an ICSC tenant sign will receive one. One sign will be provided free of charge if GES Exposition Services receives the sign order form before April 3, 2007. Tenant ID sign order forms can be found in your exhibitor CD manual, under the Package Information section. Tenant sign and sign frame brackets can only be placed on the ICSC exterior wall system. A maximum of two tenant ID signs per exhibit space are allowed.

Booth Carpet

Booth and aisle carpet is supplied by ICSC. Booth carpet is light gray; aisle carpet is blue. If you intend to use booth carpet other than that supplied by ICSC you must notify GES of your intent by returning the Exhibitor Supplied

Carpet Information form found on your exhibitor CD manual, under the Package Information section by April 5, 2007.

After Hour Parties

Exhibitors may host after hours parties in their leasing areas provided ICSC receives written notification of the event. Notification should be sent via e-mail to Phyllis Peterson at ppeterson@icsc.org. ICSC would prefer companies to host their parties on Monday evening, May 21, but may host parties on Tuesday evening, May 22 as well. All food and beverage for your event must be ordered through ARAMARK Catering, the exclusive caterer of the Las Vegas Convention Center. A security officer is also required to be present in your Leasing Mall area throughout the reception. Security services can be ordered through SOA or Elite Security. Order forms can be found in your exhibitor cd manual. Please note: The 30 day advance rate is \$29.00 not \$27.00 listed in the manual. Exhibitors must also contact TSE (Trade Show Electric) at the GES Service Center to schedule late booth power.

Convention Center Transportation

Now that ICSC is a full facility user, we will help save your feet and shoes by employing trolleys and golf carts to help our attendees navigate the LVCC campus. Additionally, the first stop of all ICSC shuttle buses throughout the day will be at the South Hall. Buses will then proceed to the Central Hall. Pick-up for return to ICSC designated hotels will be from both the South and Central Hall.

Special Notices

- Once again in 2007, ICSC will be utilizing the wall system introduced in 1995. Panels are 4'0" wide and 10'-0" high.
- The installation of the 10' high exterior walls, in each tenant area, is accomplished in accordance with the manufacturer's instructions and under the close supervision of experienced GES personnel. In each tenant area there are wing walls (supports) that are part of your leasing area. The wing walls are 2' wide and 10' high at the front of the booth and 1' wide and 10' high at all other interior locations. Due to structural requirements, they cannot be removed by anyone other than GES personnel. Our safety, the safety of your neighbors and of all Leasing Mall attendees is of paramount importance. Please do not compromise the safety of the wall installation by

attempting to move or remove any walls without prior authorization from GES.

- Light items may be hung on the walls using Velcro or special clips obtained at the GES Service Center. Items are not to exceed ten pounds per four-foot panel. Do not tape, staple, nail or otherwise fasten anything to walls. Invoices will be issued for damage to walls.
- If your display is a freestanding unit and if you feel some or all of your exterior walls provided by ICSC are not needed please e-mail Tamie Morgan at twilsonmorgan@ges.com by April 13, 2007.
- A GES Service Center will be located in the lower portion of the Grand Lobby of the Las Vegas Convention Center in Room N107. This service center will service the North and Central Halls. A second GES Service Center will be located in S202 (2nd level of the South Hall) for exhibitors located in the S1-4 Halls.
- A menu detailing food and beverage selections offered by ARAMARK, the exclusive Leasing Mall caterer, is included in your exhibitor's packet. Any questions regarding this menu should be addressed to Paris Magasiny at ARAMARK Services, (702) 943-6904.
- Smart City Networks is the official telecommunications service contractor for the Las Vegas Convention Center. All telecommunication requests must be ordered through Smart City.
- Important: The Las Vegas Fire Marshal has mandated several types of Halogen bulbs unsafe for exhibit use and has banned linear bulbs, MR 11/16 uncovered, line voltage and low voltage Bi-Pin bulbs from use in any Leasing Mall exhibit. The Fire Marshal has approved MR 11/16 covered low voltage bulbs, MR 16 covered line voltage bulbs and PAR 14,16,20,30 and 38 bulbs for usage in exhibits.

Additionally, all fire hose racks, fire extinguishers, and emergency exits must be visible and accessible at all times. Exhibit spaces that have LVCC columns with designated fire extinguisher locations should supply an extra fire extinguisher for easy on-site accessibility.

IMPORTANT REQUIREMENT: All Leasing Mall exhibitors must submit a copy of their exhibit design to Development Design Group for review and written approval. This copy will specifically be utilized for design criteria compliance. Please e-mail your design to val@ddg-usa.com. An additional copy of the design should be forwarded to GES (Attention: Tamie Morgan) as a record only and to the Las Vegas Fire Marshal at Office of Fire Protection & Safety, LVCC, 3150 Paradise Road, Las Vegas, NV 89109. For specific details regarding design submissions, please refer to the design criteria section in the exhibitors information page. Deadline for submission is March 15th, 2007.

All Leasing Mall Companies are cordially invited to the ICSC Open House Reception on Sunday, May 20 from 4:30 - 6:00pm in the Trade Exposition (N4 Hall). This Convention kick-off event will—once again--feature the Public Sector Showcase dedicated to promoting the cities, states and economic development agencies that partner with ICSC throughout the year. The Open House Reception provides an excellent opportunity to get a jump-start on your networking before the official Monday morning opening of Leasing Mall.

**WATCH YOUR EXHIBITORS BULLETIN BOARD SECTION OF THE
ICSC LEASING MALL WEB PAGE ON OR ABOUT
APRIL 13th FOR FURTHER LEASING MALL UPDATES.**