



**2008 ICSC RECon** Las Vegas, Nevada

## Leasing Mall Bulletin #1

International  
Council of Shopping  
Centers

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May 19-21, 2008

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TO: 2008 Leasing Mall Exhibitors  
From: Phyllis Peterson, Director, Leasing & Deal Making  
Date: March 24<sup>th</sup>, 2008  
Re: Leasing Mall 2008 Update

This is the first of several bulletins that you will receive from ICSC regarding the 2008 Leasing Mall, May 19-21, 2008 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 RECon.

As you are aware, there have been some major changes to this year's event, least of which is the Relocation of the Trade Exposition from the North Hall to the South 1 Hall.

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

- ✓ Space confirmation of the 2008 Leasing Mall.
- ✓ A link to the Online Exhibitor Service Manual was sent by GES Exposition Services, the official show contractor. If you have not received the online exhibitor 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](mailto:jmaness@ges.com). International exhibitors should e-mail Jennifer Maness at [jmaness@ges.com](mailto:jmaness@ges.com).
- ✓ Requests for free Leasing Mall staff badges: Remember that in 2008 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. Leasing Mall companies are allowed one free Leasing Mall staff badge per 100 square feet of space assigned (4 badge minimum). An e-mail containing instructions and information on requesting free staff badges was sent to the company contact on March 12<sup>th</sup>. Registration for staff badges will be handled online. In order to receive your badges in the mail, requests must be received by March 31<sup>st</sup>, 2008.

- ✓ Additionally, ICSC will issue two complimentary host/hostess badges for use by non-leasing personnel. Requests for host/hostess must be emailed to Scott Jacobi, ICSC Coordinator of Leasing and Deal Making at [sjacobi@icsc.org](mailto:sjacobi@icsc.org), or Phyllis Peterson, ICSC Director of Leasing and Deal Making, at [ppeterson@icsc.org](mailto:ppeterson@icsc.org). The deadline for this is March 31<sup>st</sup>. Host/hostess badges will not be issued on-site.

ICSC has allowed you to view and edit your company description, for inclusion in the RECon Leasing Mall Directory, via our "a2z" website. Instructions have been emailed to the official ICSC contact for your company. If you did not submit your description by March 3rd, 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 1st, 2008).
- ✓ Full payment for your Leasing Mall space due upon receipt of invoice. If payment is not received by April 3<sup>rd</sup>, 2008, 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 Scott Jacobi at (646) 728-3634.

## **REMINDERS**

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 48.

## NEW LOCATION FOR ALL REGISTRATION

Badge pick-up (for those who did not receive their badge in the mail), correction and on-site and exhibitor registration will be located in Meeting Room N 250 (mezzanine level of the LVCC) and Meeting Room S 220 (second level of the South Hall).

Leasing Mall exhibitor registration hours are as follows:

Friday, May 16 <sup>th</sup>	9:00 am - 3:00 pm
Saturday, May 17 <sup>th</sup>	10:00 am - 5:00 pm
Sunday, May 18 <sup>th</sup>	8:00 am - 7:00 pm
Monday, May 19 <sup>th</sup>	6:30 am - 6:00 pm

Badge validation will be located at McCarron Airport and the Las Vegas Hilton (Ballroom Foyer) as well as in two areas at the LVCC: the Grand Lobby (between North and Central Halls) and South Hall (1<sup>st</sup> floor foyer).

Leasing Mall staff who have registered for the full Convention by March 31st, will receive their badges in the mail by May 1<sup>st</sup>. Free Leasing Mall Staff badges and Host and Hostess badges received by March 31<sup>st</sup>, 2007 will also be received in the mail.

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

Both free and paid Leasing Mall Exhibitor 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 in your Online GES exhibitor manual or online @ <http://www.icsc.org/mt/exhib/2008SC/index.html>.

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 17<sup>th</sup>. 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 19<sup>th</sup>, after show hours, for set-up. Move-in service must be requested at the GES Service Center located in Room N101 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 18<sup>th</sup> 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](mailto:krwilson@ges.com)

**Leasing Mall Hours**

Leasing Mall hours are as follows:

Monday, May 19 <sup>th</sup>	8:00 am - 6:00 pm
Tuesday, May 20 <sup>th</sup>	8:00 am - 6:00 pm
Wednesday, May 21 <sup>st</sup>	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 21st. 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 22 <sup>nd</sup>	8:00 am - 6:00 pm
Friday, May 23 <sup>rd</sup>	8:00 am - 6:00 pm

Light packing of personal items, company brochures, etc. can begin after 5:00 pm on Wednesday, May 21<sup>st</sup>. All crates for heavy move-out items will be delivered to your area by 8:00 am on Thursday, May 22<sup>nd</sup>.

### **Tenant Signs (Must be ordered by April 23<sup>rd</sup>)**

Beginning in 2008, ICSC will no longer be providing a Tenant ID sign for your booth. Only those Leasing Mall companies requesting an ICSC tenant sign will receive one. Tenant ID sign order forms can be found in your online exhibitor manual, under the Package Information section. Only those exhibitors utilizing the 10' ICSC wall system should order a sign. 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 Pepper. 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 online exhibitor manual, under the Package Information section by April 5, 2008.

### **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](mailto:ppeterson@icsc.org). ICSC would prefer companies to host their parties on Monday evening, May 19<sup>th</sup>, but may host parties on Tuesday evening, May 20<sup>th</sup> 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 Gold Shield Security. Order forms can be found in your online exhibitor manual. If the event is extending past official Leasing Mall hours, exhibitors must 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 hotel 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 2008, 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](mailto:twilsonmorgan@ges.com) by April 3, 2008, for wall removal.

- A GES Service Center will be located in the lower portion of the Grand Lobby of the Las Vegas Convention Center in Room N101. This service center will service the North and Central Halls. A second GES Service Center will be located in S202 (2<sup>nd</sup> level of the South Hall) for exhibitors located in the S2-4 Halls.
- A menu detailing food and beverage selections offered by ARAMARK, the exclusive Leasing Mall caterer, is included in your online 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](mailto: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 15<sup>th</sup>, 2007.

**Reminder: Nightly Janitorial Services:** ICSC will require all Leasing Mall exhibitors to arrange for nightly cleaning of their exhibits for Monday, May 19<sup>th</sup> and Tuesday, May 20<sup>th</sup>. ICSC will provide cleaning for Sunday, May 19<sup>th</sup>.

**All Leasing Mall Companies are cordially invited to the ICSC Open House Reception on Sunday, May 18th from 4:00 - 6:00pm in the Trade Exposition (S1 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 15<sup>th</sup> FOR FURTHER LEASING MALL UPDATES.**