

# 2008 LEASING MALL DESIGN CRITERIA

Please note: The Exhibitor Service Manual will be available on the [RECon 2008 Exhibitor webpage](#).

## 1. INTRODUCTION

The International Council of Shopping Centers will feature a Leasing Mall, May 19-21, at RECon Spring 2008 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 online Exhibitor Service Manual (<http://www.ges.com/ecomm/2008/11-03771/>) for furnishings and other services provided by GES Exposition Services, the official show contractor, or order on-line with GES.

## 2. AREA DRAWINGS

All Area Drawings can be found on the 2008 RECon Exhibitor Information webpage. Please study your area drawing carefully before you prepare your layout. To locate your specific Area Drawing number, review the Area Drawing key plan: <http://www.icsc.org/mt/exhib/2008SC/keyplan.pdf>.

## 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 of this Design Criteria for full details.) The only area in which an exhibit can exceed the standard 10'-0" height restriction is in the first 4'-0" of the exhibit space on any side that is open to an aisle (4'-0" Deep Design Control Area, 4'DDCA). **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 (Please see #9 of this Design Criteria for a plan diagram). Each Area Drawing illustrates the 4'DDCA with a gray shaded band for Exhibitor reference. 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 pepper. See ICSC Leasing Mall Rules and Regulations #21 for Carpet information [http://www.icsc.org/mt/exhib/2008SC/LM\\_rules.pdf](http://www.icsc.org/mt/exhib/2008SC/LM_rules.pdf).

### 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. 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 two 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 cut-out or window in the display would provide clear view of the strobe if the display 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 **5:30 pm EST on Thursday, February 28, 2008**. 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

New this year, Leasing Suites are no longer located in mezzanine meeting rooms. The 70+ 10 x 10 spaces are now on the Leasing Mall show floor in the S2 Hall at V Street and Forty-Third Avenue. In addition to having a new location, Leasing Suites have a new Exhibit Design Criteria. 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. As with all Leasing Mall exhibits, carpet will be provided by ICSC. Furniture and Exhibitor Identification Signs (see 2' x 4' sign under #8 below) are not supplied by ICSC but can be ordered through the Exhibitor Service Manual: <http://www.ges.com/ecom/2008/11-03771/>. Please see #6 below for Exhibit Design Submission requirements.

#### 5. SPECIALTY EXHIBIT AREA CRITERIA

There are several specialty exhibit areas located on the show floor in the North Hall portion of the Leasing Mall including: **Two Public Sector Plazas** and **ICSC's Global Partners**. 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.

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## 6. EXHIBIT DESIGN SUBMISSION REQUIREMENTS

Every Exhibitor (including Leasing Suite Exhibitors and Specialty Exhibit Area Exhibitors) is required to submit an Exhibit Design Submission for each show year regardless of how many times the exhibit has been used for this particular show. Failure to submit a design will result in a show Violation. Please see #31 of the 2008 Leasing Mall Rules & Regulations for more information on the Violation system: [http://www.icsc.org/mt/exhib/2008SC/LM\\_rules.pdf](http://www.icsc.org/mt/exhib/2008SC/LM_rules.pdf)

**Each submission must include the following information:**

### 1. **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 Exhibit submission.

### 2. **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. If all exhibit items are 10'-0" in height or below please make a note of this on your Exhibit Design Submission for faster approval processing. (For Leasing Suites and Specialty Exhibits, follow height restrictions noted in #4 and #5 above).

### 3. **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.

### 4. **Returning Exhibits**

If your Exhibit Design Submission represents a returning exhibit from the 2007 show with little to no modifications, please make a note of this on your Exhibit Design Submission for faster approval processing.

**Incomplete submissions will be returned to sender as rejected until all necessary information is included to process an approval.**

Exhibitors are required to submit **one copy** of their exhibit design **via email (pdf or jpeg format only)** to Development Design Group for review and written approval. Faxes and mailed hardcopies are no longer being accepted. 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 5:30 pm EST on Thursday, February 28, 2008.**

**FOR DESIGN REVIEW AND WRITTEN APPROVAL, EMAIL TO:**

**Development Design Group, Inc.**

Attn: Valerie Cataffa

[RECon08@ddg-usa.com](mailto:RECon08@ddg-usa.com)

**FOR OFFICIAL SHOW CONTRACTOR'S RECORDS, EMAIL TO:**

**GES Exposition Services**

Attn: Ron Dean and Tamie Morgan

[ICSCDesignSubmissions@ges.com](mailto:ICSCDesignSubmissions@ges.com)

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

**Safety and Security Department**

**Office of Fire Protection and Safety**

[boothplans@lvcva.com](mailto:boothplans@lvcva.com)

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Please note:

- A. **Any submissions received after 5:30 pm EST on Thursday, February 28, 2008 will not be eligible for design review.** Failure to submit an exhibit design by the due date and time 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. 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 in the online Exhibitor Service Manual: <http://www.ges.com/ecommm/2008/11-03771/>.

Orders for interior partition panels must be received no later than **Thursday, April 3, 2008**.

As a part of each exhibit area, there are wing walls and/or support braces. A wing wall or support brace is required every 12 feet to support the exterior walls, and will extend a minimum of 12 inches (wing wall) or a maximum of 14 inches (support brace) into your exhibit space. If a wing wall or support brace interferes with the interior design of your exhibit, you may submit to GES the Wing Wall / Support Brace Removal Request Form by the deadline date. You must remit the order form with an area drawing showing the wing wall(s) or support brace(s) to be remove or relocated and a detailed floor plan of your exhibit.

Requests for wing wall removal must be received no later than **Thursday, April 3, 2008** to receive a discounted price. Consult the online Exhibitor Service Manual for costs, order forms and contact information: <http://www.ges.com/ecommm/2008/11-03771/>.

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**8. EXHIBITOR IDENTIFICATION SIGNS**

Beginning in 2008, those exhibitors who require an ICSC tenant identification sign will be responsible for ordering and payment for these signs. The ICSC Exhibitor Identification Sign order form is included in the online Exhibitor Service Manual and must be ordered by **Wednesday, April 23, 2008**.

**1' x 44" Exhibitor Identification Sign (Non-Public Sector and Non-Leasing Suite Exhibitors)**

Exhibitor Identification Signs and sign frames can only be used with the ICSC exterior wall system. If the 2'-0" x 10'-0" front wall 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 are allowed.



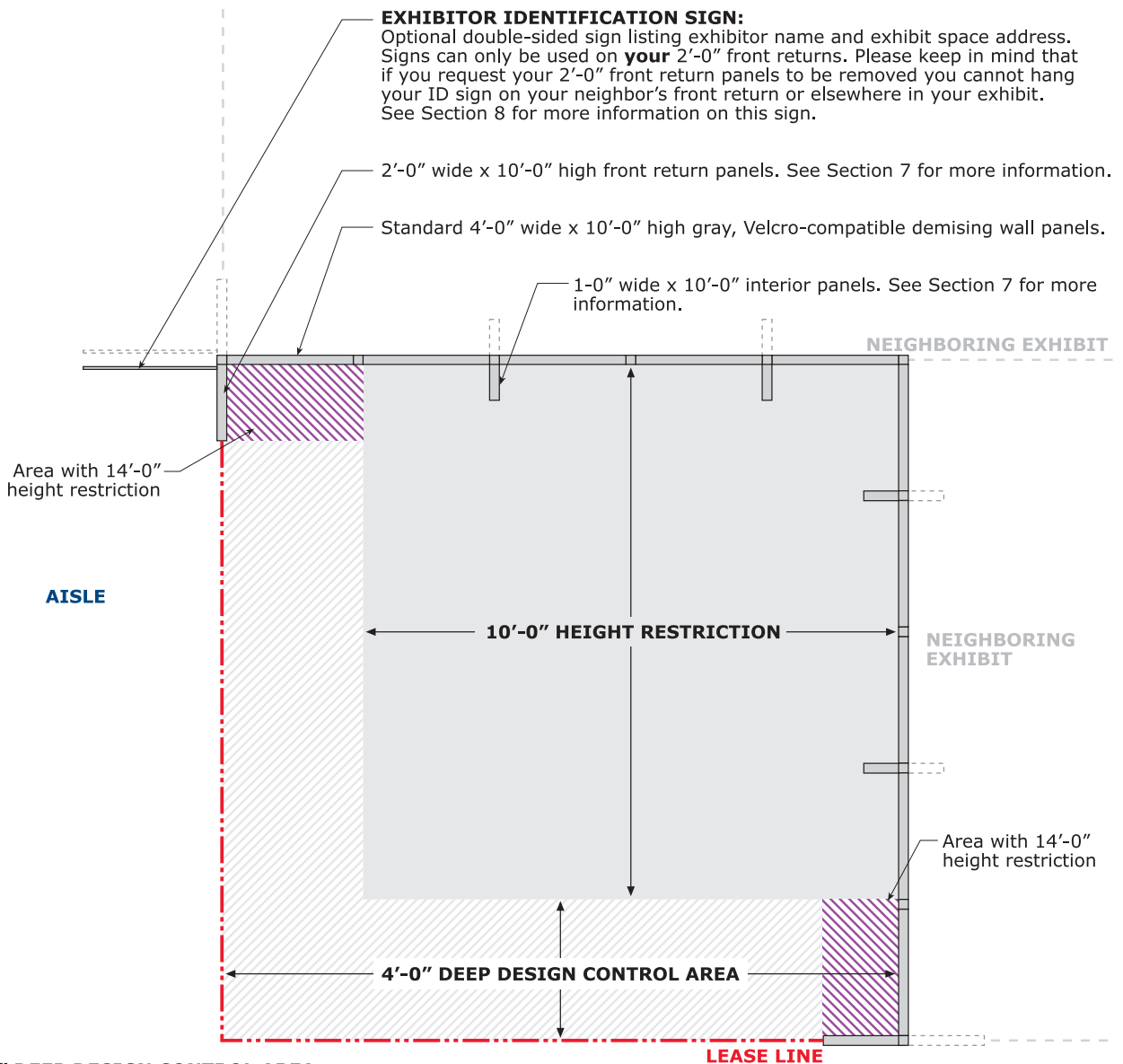
**2' x 4' Exhibitor Identification Sign (Public Sector and Leasing Suite Exhibitors)**

Exhibitor Identification Signs will be attached to the upper center of the 8'-0" high back wall with brackets supplied by GES. A maximum of one (1) Exhibitor Identification Sign per exhibit are allowed.



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## 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