

# ICSC RECon 2009

## LEASING MALL EXHIBIT DESIGN CRITERIA

Please note: The Exhibitor Service Manual will be available on the [RECon 2009 Exhibitor webpage](#) on February 20, 2009.

### 1. INTRODUCTION

The International Council of Shopping Centers will feature a Leasing Mall, May 18-20, at RECon Spring 2009 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 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 ICSC RECon 2009 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.

### 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, Public Sector Plaza exhibits have specific criteria that must be followed. Please see item #4 of this Design Criteria for full details.) The only area in which an exhibit can exceed the standard 10'-0" height restriction within 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" DDCA when near any demising wall that divides an exhibit from a neighboring exhibit (Please see #8 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 variance 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 available through GES. 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 return walls are 2'-0" wide x 10'-0" high at the front of the lease line.
- E. Carpet color within the exhibit space is light gray. Aisle carpet color is pepper. See the 2009 Leasing Mall Rules and Regulations #22 for Carpet information.

#### Column Criteria

Exhibits that have LVCC building columns located within the leased exhibit space must submit design plans to the Fire Marshal for review and approval. A column surround must comply with ICSC's Leasing Mall Exhibit Design Criteria and Rules & Regulations first but could be further restricted by LVCVA Fire & Safety. Each column location, condition and exhibit elements will be reviewed on a case by case situation. Below are general column restrictions when designing exhibit structures:

- A. If the column in your exhibit area has fire safety equipment [fire hose cabinet (FHC)/fire extinguisher (FX)], 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, you must allow for visibility to the fixtures.
- 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 columns and exhibit display elements must remain clear and free of debris and must not be used for Exhibitor storage.
- E. Designs for column surrounds must be submitted to the LVCC Fire Marshal for approval no later than **12:00pm EST on Friday, February 13, 2009.**
- 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.

If you have any concerns or questions regarding the Column Criteria guidelines listed above please call Fire Marshal Richard Feenstra at (702) 371-1844.

#### 4. PUBLIC SECTOR PLAZA CRITERIA

There are three Public Sector Plazas located on the show floor in the North Hall portion of the Leasing Mall.

These 10' x 10' exhibits are comprised of three 1 meter, 8'-0" high back hard wall panels. The side walls needed to divide one inline space from another inline space are made of two 1 meter, 8'-0" high hard wall panels (rear and middle) and one 40" high hard modular wall panel (front). [Click here](#) to see a color coded diagram for your specific wall configuration – (3 page PDF).

Exhibit components cannot project over 8'-0" in height.

#### 5. EXHIBIT DESIGN SUBMISSION REQUIREMENTS

**Every Exhibitor (including Public Sector Plaza 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.**

Each submission **must** include the following:

**A. Leasing Mall Exhibit Data Sheet**

New this year, a completed Exhibit Data Sheet must accompany each Exhibit Design Submission.

**B. 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. Any items requested for a variance must be clearly noted with dimensions.

**C. 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. Any items requested for a variance must be clearly noted with dimensions.

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**. Any single level exhibit exceeding 300 square feet of contiguous (overhead) covered area and/or 1,000 square feet of total booth space must submit a **third copy** to the Fire Marshal for review and written approval. This copy will specifically be utilized for Las Vegas Convention Center criteria and safety compliance.

Exhibit Design Submissions are to be forwarded to the three separate contacts listed below after your lease agreement has been finalized with ICSC and must be **received no later than 12:00pm EST on Friday, February 13, 2009.**

- **FOR DESIGN REVIEW AND WRITTEN APPROVAL FOR ALL EXHIBITS, EMAIL TO:**  
**Development Design Group, Inc.**  
Attn: Valerie Cataffa  
[RECon09@ddg-usa.com](mailto:RECon09@ddg-usa.com)
- **FOR OFFICIAL SHOW CONTRACTOR'S RECORDS FOR ALL EXHIBITS, EMAIL TO:**  
**GES Exposition Services**  
Attn: Ron Dean and Tamie Morgan  
[RECon09designsubmissions@ges.com](mailto:RECon09designsubmissions@ges.com)
- **FOR LVCC CRITERIA & SAFETY COMPLIANCE REVIEW & WRITTEN APPROVAL FOR ANY SINGLE LEVEL EXHIBIT EXCEEDING 300 SQUARE FEET OF CONTIGUOUS (OVERHEAD) COVERED AREA AND/OR 1,000 SQUARE FEET OF TOTAL BOOTH SPACE, EMAIL TO:**

**Safety and Security Department**  
**Office of Fire Protection and Safety**  
[boothplans@lvcva.com](mailto:boothplans@lvcva.com)

**Important Notes and Information:**

- A. Submissions are due no later than 12:00 pm Eastern Standard Time on Friday, February 13, 2009.
- B. A completed **Leasing Mall Exhibit Data Sheet** must accompany each **Exhibit Design Submission** to qualify for official review.
- C. **Incomplete submissions will not be reviewed and will be returned until all necessary information is included to process an approval.**
- D. Exhibitors that do not receive an Exhibit Design Approval will receive a show Violation. Please see #32 of the 2009 Leasing Mall Rules & Regulations for more information on the Violation system.
- E. It is each Exhibitor's responsibility (or appointed EAC's responsibility) to thoroughly review the ICSC RECon 2009 Leasing Mall Exhibit Design Criteria and ICSC RECon 2009 Leasing Mall Rules & Regulations.
- F. Exhibit Designs should be submitted each year only after the exhibitor has received space confirmation from ICSC to ensure guaranteed space size, location and orientation.
- G. E-mailed submissions only (10 MB maximum size). Mailed and faxed submissions will not be accepted.
- H. **Booth construction should not begin until an ICSC Exhibit Approval has been issued.**
- I. All submissions are reviewed in the order they are received with an average response time of 3 weeks from the date the **Exhibit Data Sheet** and **Exhibit Design Submission** are received.
- J. EACs representing more than one exhibit must submit exhibit designs separately to ensure proper ICSC approval and record for each Exhibitor. **Batch submissions will not be accepted.**

**6. INTERIOR PARTITION PANELS, RETURN WALLS AND BRACES**

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.

Orders for interior partition panels must be received no later than **Thursday, April 2, 2009.**

As a part of each exhibit area, there are return walls, corner braces and support braces required to support the 4'-0" wide by 10'-0" tall exterior walls listed in #3 above. Corner braces are metal supports located at the 10'-0" wall height at each corner of your booth. The floor braces are 30" tall and will extend 14 inches into your exhibit space. The floor braces are located every 12'-0" from the corner brace. Please review your Area Drawing to see where the corner and support braces are located. You must remit the order form with an area drawing showing the corner brace(s) or support brace(s) to be removed or relocated and a detailed floor plan of your exhibit.

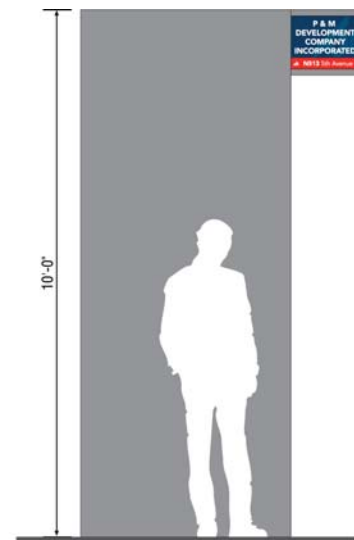
Requests for removal of return walls, wing walls, floor braces and/or corner braces must be received no later than **Thursday, April 2, 2009** to receive a discounted price. Consult the online Exhibitor Service Manual for costs, order forms and contact information.

## 7. EXHIBITOR IDENTIFICATION SIGNS

Those exhibitors who require an ICSC exhibit 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, March 25, 2009**.

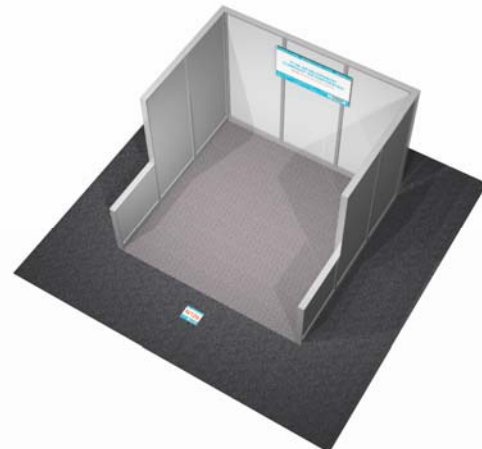
### Exhibitor Identification Sign (Non-Public Sector Plaza)

- Exhibitor Identification Signs and sign frames can **only** be used with the ICSC exterior wall system.
- Signs will be positioned only on the aisle side listed in the official exhibit address.
- Installation occurs on the end vertical metal frame of the ICSC provided demising wall. Signs will no longer be mounted to the side support walls.
- A maximum of one (1) Exhibitor Identification Sign per exhibit is allowed.
- Primary Exhibitors are eligible for ordering an Exhibitor Identification Sign. Share companies are not permitted to order an Exhibitor Identification Sign.
- When two Exhibitor Identification Signs for two adjacent Exhibitors must be located on the same vertical metal frame, the signs will be mounted in numeric order.

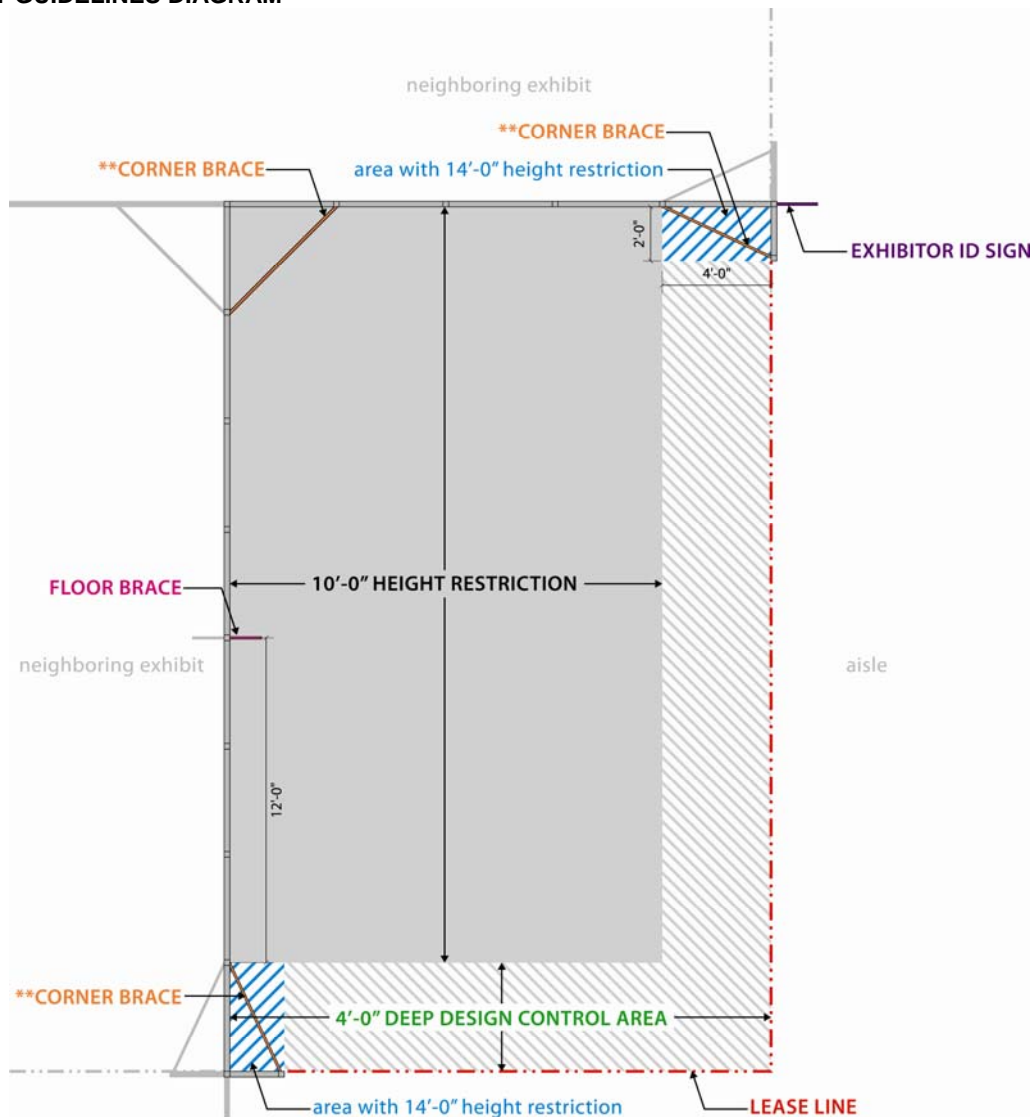


### Public Sector Plaza Exhibitor Identification Signs

- Signs will be positioned with Velcro to the upper center portion of the 8'-0" high back wall.
- Exhibitor is free to reposition the sign to any 8'-0" wall within their space (inside only)
- Exhibitor Identification Signs may not extend above the 8'-0" wall height
- A maximum of one (1) Exhibitor Identification Sign per exhibit is allowed.



## 8. 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 within 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 2'-0" of any demising wall that connects your exhibit to your neighbor's exhibit\*\*

### \*\*CORNER BRACE

Metal brace located at the 10'-0" wall height at all corners of an exhibit.

- you must contact GES if you would like your corner braces to be removed to allow for a structure taller than 10'-0" within the 4' Deep Design Control Area.
- cannot be removed without another means of support

### FLOOR BRACE

Support brace that is 14" x 1" x 33".

- placed every 12'-0" on center after corner brace
- you must contact GES if you would like your support brace to be removed

### LEASE LINE

No part of your exhibit may project beyond your lease line.

### EXHIBITOR ID SIGN

Optional double-sided sign listing **your** exhibitor name and exhibit address only:

- can only be hung from your ICSC supplied 2'-0" front return wall
- if you request your 2'-0" return to be removed you cannot hang your ID sign on your neighbor's front return or anywhere else within your exhibit space
- can **only** be located on the aisle listed as your exhibit address