

## ICSC RECon 2009

# TRADE EXPO & GREEN ZONE EXHIBIT DESIGN CRITERIA

Please note: The Exhibitor Service Manual is currently available on the [RECon 2009 Exhibitor webpage](#).

### 1. INTRODUCTION

The International Council of Shopping Centers will feature a Trade Exposition and Green Zone, May 17-20, at RECon Spring 2009 at the Las Vegas Convention Center, Hall S1. Through the use of control guidelines and color combinations, a professional atmosphere will be created. This document outlines the requirements placed upon Trade Expo and Green Zone 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 and Green Zone 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. 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 in the online Exhibitor Service Manual.

The Las Vegas Convention Center is not carpeted. ICSC will supply pepper (black and gray mix) aisle carpet in the Trade Expo and green aisle carpet in the Green Zone, but not exhibit booth carpet. Carpet for your exhibit space can be ordered by using the form provided in the online Exhibitor Service Manual. **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 online [Exhibitor Service Manual](#).

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'-0" x 9'-3"). There is special criteria regarding LVCC columns, please refer to #4 for more details.

### 3. GENERAL EXHIBITOR INFORMATION

#### Installation/Move-in

Friday, May 15, 2009

8:00am - 5:00pm

Saturday, May 16, 2009

8:00am - 5:00pm

**All exhibits must be set by 5:00pm, Saturday, May 16, 2009.** The delivery of heavy crates and pallets will not be permitted the morning of Sunday, May 17, 2009. 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 follows:

#### Exhibit Hours

Sunday, May 17, 2009

2:30pm - 6:00pm\*

Monday, May 18, 2009

8:00am - 6:00pm

Tuesday, May 19, 2009

8:00am - 6:00pm

Wednesday, May 20, 2009  
8:00am - 1:00pm

- \* The ICSC "Welcome" Reception will take place in the Trade Exposition and Green Zone Hall on Sunday, May 17th from 5:00pm - 6:00pm. 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 "Welcome" Reception**

Sunday, May 17, 2009  
5:00pm - 6:00pm  
Trade Exposition and Green Zone Hall

### **Dismantling/Move-out**

Wednesday, May 20, 2009  
1:00pm - 10:00pm

Thursday, May 21, 2009  
8:00am - 5:00pm

No exhibit in whole or in part may be removed or dismantled before Wednesday, May 20, 2009 at 1:00pm. The dismantling or the failure to provide a presence at your booth prior to 5:00pm may affect your exhibit positioning at future ICSC events.

Note: All materials and freight must be cleared from the exhibit floor no later than 5:00pm on Thursday, May 21, 2009. Exhibitor shall be liable for all storage and handling charges resulting from failure to remove the Exhibitor's property from the Trade Exposition area before conclusion of the dismantling period as specified by ICSC.

### **Trade Exposition Hall Entry**

Photo-ID convention badges are required in order to enter the exhibition hall during show hours and must be worn at all times within the hall. A company badge may be worn in addition to the ICSC badge, **but not instead of the official show badge.**

## **4. EXHIBIT DESIGN CRITERIA**

### **General Criteria**

- Exhibit materials may not project beyond lease line.
- Exhibit lighting may not project beyond your lease line or outside of the 8'-0" wall height. All lighting must be contained within your exhibit. No lights should be directed towards other displays or convention attendee traffic.
- Hanging signs or banners used as company identification are prohibited.
- Double-deck displays are prohibited.
- All Exhibitors will be responsible for providing backdrop that is a solid, opaque-finish surface with all sides finished plus floor covering. If your display is not finished you may be required to pay for GES masking onsite.
- Literature and promotional items must be distributed from within your designated exhibit space.
- Excessive levels of audio (as deemed by show management) are prohibited.
- 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 via email to ICSC and DDG for approval no later than **12:00pm EST, Friday, February 13, 2009**. Requests must be emailed to:

**Development Design Group, Inc.**

Attn: Valerie Cataffa  
[RECon09@ddg-usa.com](mailto:RECon09@ddg-usa.com)

**ICSC**

Attn: Douglas Lugo  
[dlugo@ICSC.org](mailto:dlugo@ICSC.org)

**Column Criteria**

South Hall 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 Trade Expo and Green Zone Exhibit Design Criteria and Rules & Regulations first but could be further restricted by LVCCA 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.
- 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 South Hall 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.**

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

**5. STANDARD INLINE EXHIBIT**

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

HEIGHT: Exhibit fixtures, components & 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 by 12:00pm EST, Friday, February 13, 2009. 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.

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. There is special criteria regarding LVCC columns, please refer to #4 for more details.

**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".

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. There is special criteria regarding LVCC columns, please refer to #4 for more details.

**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.