

# EXHIBIT SPACE APPLICATION

Company Name (Exhibitor/Company Name) \_\_\_\_\_ Company Web Site Address \_\_\_\_\_

Exhibitor Contact (This person will receive ALL exhibitor information.) \_\_\_\_\_

\*Exhibitor Contact Email Address (Required. ALL information will be sent via email to this contact.) \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_ ZIP/Postal Code \_\_\_\_\_ Country \_\_\_\_\_

Telephone (Required) \_\_\_\_\_ Fax \_\_\_\_\_ ICSC Company Membership I.D.# \_\_\_\_\_

## COMPANY CATEGORY (REQUIRED)

- Owner/Developer       Management Company       Retailer       Lender/Financial Institution  
 Broker       Municipality/Public Sector/Organization       Product/Service

## 2010 FEES:

### RETURNING 2009 FUSION EXHIBITORS FEE

**\$1,275 (15% Savings per 10'x10' Booth PLUS 2 VIP Tickets to Keynote Speaker Al Gore)**

Deadline: November 16, 2009

# of Booths \_\_\_\_\_ X **\$1,275** = Space Fee \_\_\_\_\_

Corner Request (10% of total)\* Corner Fee \_\_\_\_\_

Full Page 4 Color Ad in At-Door Program **\$750** \_\_\_\_\_

TOTAL \_\_\_\_\_

### NEW EXHIBITORS - ICSC MEMBER FEE

**Member Fee: \$1,500 (per 10'x10' Booth)**

# of Booths \_\_\_\_\_ X **\$1,500** = Space Fee \_\_\_\_\_

Corner Request (10% of total)\* Corner Fee \_\_\_\_\_

Full Page 4 Color Ad in At-Door Program **\$750** \_\_\_\_\_

TOTAL \_\_\_\_\_

### NEW EXHIBITORS - NON-MEMBER FEE

**Non-Member Fee: \$2,250 (per 10'x10' Booth)**

# of Booths \_\_\_\_\_ X **\$2,250** = Space Fee \_\_\_\_\_

Corner Request (10% of total)\* Corner Fee \_\_\_\_\_

Full Page 4 Color Ad in At-Door Program **\$750** \_\_\_\_\_

TOTAL \_\_\_\_\_

### Exposition Space Includes:

- Two (2) staff badges per booth (allows access to the Exposition only)
- One (1) Conference Pass
- Contact listing in the On-Site Convention Program (provided application & payment is received by December 2009)
- 8' high booth drape & tenant sign for inline booth configurations
- Carpet
- First night booth cleaning

The Exhibitor understands that ICSC will not confirm exposition booth space until January 2010. The Exhibitor has read the foregoing application for Exhibit Space and agree to all terms, conditions, authorizations and covenants contained here.

\_\_\_\_\_  
Company Authorized Signature (required)

\*ICSC can not guarantee that you will not be placed near a competitor.  
\*Submission of This Application Does Not Imply Guaranteed Booth Space.  
\*Exhibit Space is Confirmed ONLY in Writing / Space is Not Confirmed or Implied Verbally. \*Fax Confirmations, Email Receipts and/or Tracking Receipts DO NOT Imply the Guaranteed Receipt of an Application. \*Applications CAN NOT Be Processed Without Payment.

### Voluntary Cancellations Are Not Refundable, nor Transferable

Exhibitors are required to provide General Liability insurance naming ICSC and GES as co-insured's with limits of liability of at least \$1,000,000 combined single limits including bodily injury, property damage, fire and theft.

\*Assigned booths with corner exposure will be assessed a 10% surcharge of the total space commitment. If your "Total Space Fee" does not include a 10% surcharge for a corner exposure, your company will not be applicable for a potential corner space. This DOES NOT guarantee you will be assigned a corner space.

Enclosed Check:

### Make check payable to ICSC

**Mail To:** 2010 Fusion Trade Exposition  
International Council of Shopping Centers  
Trade Expositions Department  
1221 Avenue of the Americas, 41st Floor  
New York, NY 10020-1099

**Fax:** +1 732 694 1740

**Credit Card:**  MasterCard  Visa  Amex  Discover

\_\_\_\_\_  
Name (as it appears on credit card)      Signature

\_\_\_\_\_  
Credit Card Number (include all digits)      Expiration Date (month/year)

# DEAL MAKING/TRADE EXPOSITION (MARCH 1 AND 2)

The Specialty Retail Industry's only Conference, Deal Making/Trade Exposition and Awards Program connecting manufacturers of products and services aimed at the shopping center managers and marketing professionals all in one place.

## Who Exhibits?

- Shopping Center/Mall Owners/Developers
- Retailers
- RMU/Kiosk Operators
- Product Suppliers/Service Companies (i.e. Gift Manufacturers, Signs, Graphics Displays, Fixtures, Visual Merchandisers, Seasonal Merchandise)

## Why Should I Exhibit?

- Two (2) Days of Deal Making-Cost Effective Booth Package
- Reach Key Decision Makers responsible for purchasing products/services for their malls or centers
- Network with Marketing/Management professionals responsible for day-to-day marketing and operations of the nation's prime retail properties
- Introduce New Concepts to Shopping Center Owners and Developers
- Hear Keynote Speaker Al Gore
- Learn about the latest industry trends
- Special Exhibitor Only Ad Rate in At Door Program
- \$159 Discounted Hotel Rate

## Deal Making/Trade Exposition Space Includes:

- Two (2) Staff badges per booth (allows access to the Exposition only)
- One (1) Conference Pass
- Contact Listing in the On-Site Convention Program (provided application & payment received by January 4, 2010)
- 8' high booth drape and tenant sign for inline booth configurations
- Carpet
- First Night Booth Cleaning

## 2010 Booth Fees:

### RETURNING 2009 FUSION EXHIBITORS: \$1,275

(15% Savings per 10'x10' Booth includes 2 VIP Tickets to Keynote Speaker Al Gore)  
Deadline: November 16, 2009

### New Exhibitors:

Member Fee: \$1,500 (per 10'x10' Booth)  
Non-Member Fee: \$2,250 (per 10'x10' Booth)

## Deal Making/Trade Exposition Hours:

**MONDAY, MARCH 1 3:00 - 6:00 PM**

Including a reception during the last hour

**TUESDAY, MARCH 2 10:00 AM - 4:00 PM**

## Next Steps:

Complete the Deal Making/Trade Exposition form and send to: [dlugo@icsc.org](mailto:dlugo@icsc.org) to confirm your participation.

## Print/Online Advertising & Sponsorship Opportunities

ICSC can help you reach your target audience locally, regionally and nationally. Outstanding advertising and sponsorship opportunities are available with ICSC Program Directories, *Shopping Centers Today*, *VRN* and *IOJ* magazines and New Pre-Show and On-Site Sponsorship Programs.

Contact ICSC's Deal Making and Trade Show Services Team:

Sally Stephenson  
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Tel: + 1 847 835 1617

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