



**International Council of Shopping Centers  
2010 ICSC RECon  
LEASING MALL SPACE APPLICATION  
MAY 23-25, 2010 • LAS VEGAS, NV**

Print or type all information:

1. Contact to receive all exhibit information (Required)

Company \_\_\_\_\_

Company Membership Number \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_

Telephone \_\_\_\_\_ /Cell Phone \_\_\_\_\_ /Fax \_\_\_\_\_ /e-mail \_\_\_\_\_ (Required)

2. Please check the category that best describes your company:

- Owner/Developer                       Broker
- Retailer                                       Management
- Lender/Financial Institution     Municipality/Public Sector Organization
- Other \_\_\_\_\_

In order for ICSC to accommodate your needs, please complete the following information:

A) Number of square feet occupied in 2009 \_\_\_\_\_  Wait Listed     New Applicant

B) Booth Address in 2009 \_\_\_\_\_

C) Please indicate the minimum and the maximum amount of space you would like to occupy in 2010  
Minimum \_\_\_\_\_ Maximum \_\_\_\_\_

D) If you own an exhibit unit (or units) please list specific dimensions:  
\_\_\_\_\_ length (ft.) x \_\_\_\_\_ width (ft.)

This booth was designed for a (please check one):     Corner     Island     In line

**NEW: 2010 Deposit Policy**  
**Requests for space up to 800 square feet - Full payment due with this application.**  
**Requests for space over 800 square feet - \$5000 deposit due with this application.**

Please sign and return this application along with your full payment or deposit made payable to ICSC by September 3, 2009. Applicants who cancel their commitments will not receive refunds, nor are deposits transferable.

Your signature below acknowledges you agree to the ICSC Leasing Mall Policy printed on the reverse side of this page.

Return to:

International Council of Shopping Centers, Inc.  
1221 Avenue of the Americas  
New York, NY 10020

–or–

International Council of Shopping Centers, Inc.  
P.O. Box 26958  
New York, NY 10087

Questions:

Phyllis Peterson +1 646 728 3633, E-mail: ppeterson@icsc.org

Peter Bordes +1 646 728 3634, Fax: +1 732 694 1806, E-mail: pbordes@icsc.org,

*The undersigned hereby acknowledges that he/she has read and accepts the terms set forth above and the ICSC Leasing Mall policy printed on the reverse of this page.*

Signature (Required) \_\_\_\_\_ Date \_\_\_\_\_

Print Name \_\_\_\_\_ Title \_\_\_\_\_ Company \_\_\_\_\_

# ICSC POLICY

The applicant desires to reserve space in the 2010 ICSC RECon Leasing Mall during the period May 23-25, 2010. We understand that in accepting this reservation, the International Council of Shopping Centers will make every effort to accommodate the company's space and location preferences but cannot guarantee precise amounts of space or exact location. To request for space in the Las Vegas Convention Center complete and return this application along with the appropriate full payment or deposit by September 3, 2009. Checks are to be made payable to ICSC.

## **2010 Space Rental Fees:**

**\$8.25 per square foot - ICSC Member**

**\$25 per square foot - Non-Member**

ICSC will make every effort to accommodate your company's space and location preferences however, it is not possible to:

Guarantee precise amounts of space

Guarantee space configuration

Guarantee that your company will not be relocated in 2010

Submission of this application does not imply guaranteed booth space. Exhibit space is confirmed only in writing. Space is not committed or implied verbally.

**By signing this space application, it is understood that this policy has been read and fully understood.**

2010 RECon Leasing Mall space includes: Hard walls, gray booth carpeting, general exhibit hall security, nightly aisle and first night (Sunday) booth cleaning. Additionally, exhibitors will receive one free Leasing Mall Staff Badge per 100 square feet of space assigned (minimum four). The free Leasing Mall Staff Badge is valid for entry into Leasing Mall and Trade Exposition ONLY and not valid for ICSC RECon sessions or meal functions.