DESIGN TRENDS
at the ICSC European Conference
17-18 April 2013
Stockholm Waterfront Congress Centre, Stockholm, Sweden

Design trends is a visual showcase for shopping centre design featuring the new, the interesting and the innovative as well as centres in the pipeline.

WHO IS IT FOR?
Shopping centre owners, developers, architects, designers, leasing directors, agents, retail property directors – anyone who has an innovative design approach to share with shopping centre professionals in Europe.

WHO SEES IT?
Circa 600 delegates attending ICSC’s annual conference in Europe; an international audience representing the senior level of every discipline of the shopping centre business community.

HOW DO I APPLY?
To showcase your new projects, simply fill in the application form overleaf and send it to ICSC with the appropriate fee enclosed. The fee covers all design, production, shipping, insurance and installation. Each entry is displayed on a roller banner.

EXTRA VALUE
Take your design trends banner home after the conference to use again and again!

DEADLINE
Registration, payment and submission of artwork:
15 February 2013

“There is no better place to get a feel of developing trends than to participate in the ICSC Design Trends Exhibition – a great way to get company and scheme exposure and to learn about the shopping centre industry’s latest concepts all in one go.”

Derek Barker,
Managing Director, Haskoll

FOR MORE INFORMATION CALL +44 20 7976 3111
# Detailed Information and Specifications

<table>
<thead>
<tr>
<th>Panel Actual Size:</th>
<th>800mm wide x 2,200mm high</th>
</tr>
</thead>
<tbody>
<tr>
<td>Panel Colour:</td>
<td>Specified Green on the supplied artwork; four colour breakdown is: Cyan: 52% Magenta: 9% Yellow: 100% Black: 0%</td>
</tr>
</tbody>
</table>
| Font Size:        | Main heading: Arial bold 34pt with 36pt leading All text should be left aligned  
|                   | Body copy about the centre: Arial 18pt with 33pt leading All text should be left aligned |
| Pictures:         | Please illustrate your scheme with photographs, drawings and other "visuals" within the white box area. They could include:  
|                   | • A location plan – how it fits in with the existing city centre or transport system.  
|                   | • A floor plan so that conference delegates can see the shape of the mall, the entrances and the location of the anchor stores.  
|                   | • A vertical cross section to show the relative levels if they are significant.  
|                   | • One external and one internal view.  
|                   | • Any special features in the malls, i.e. lighting, display items or signage.  
|                   | • The centre’s logo if there is one.  
|                   | • All the images used on banner, including any embedded images and logos, must be CMYK. |
| Format:           | The finished artwork for the panels should be digitally produced and sent to ICSC either on a CD-ROM, via your FTP site or sent to us on our FTP site. Please contact Francesca King (fking@icsc.org) for the details of our secure FTP site to upload your artwork. All artwork for the banners should be produced for Apple Mac for reproduction purposes, but can also be supplied from a PC if the finished artwork meets the requirements listed below.  
|                   | **Template files have been produced on Apple Mac and can be retrieved from www.icsc.org/2013EU**  
|                   | The applications required to produce the panels are:  
|                   | QuarkXPress® Version 8, Adobe® Illustrator® Version 8 or Adobe® InDesign®CS Version 5.5.  
|                   | The ICSC logo has been placed in all template files. The logo should always be positioned in the top right hand corner of the banner as indicated on the templates, **the ICSC logo must not be moved or re-sized.**  
|                   | • The finished artwork should be in a **TIFF format only**, at a minimum resolution of 400dpi (dots per inch) in CMYK.  
|                   | • Artwork should be produced with **no bleed, no crop marks and no compression.**  
|                   | • All artwork is required to be produced at a **scale 1:4mm** and will be scaled up by 400% to fit onto the banner. No information should appear under the bottom horizontal white line as it will not be seen once the banner has been produced. The dimensions of the artwork should be:  
|                   | 200mm wide x 550mm high. |
| Further Information: | Two A4 (21cm x 29.7cm) colour copy prints of the design should be included with the CD-ROM to assist the printer with colour quality and ease of identification.  
|                   | At the end of the conference, you can take the banner away with you - it comes in an easy to carry soft bag - simply tick the box on the application form. Please collect the bag from the ICSC office at Stockholm Waterfront Congress Centre on Thursday 18 April 2013 at 13:00 and then take your banner from the exhibition. Otherwise, the banner will be destroyed! |
| Deadline:         | Your finished artwork and coloured copy prints should be sent to:  
|                   | **ICSC European Office at 29 Queen Anne’s Gate, London, SW1H 9BU, UK by 15 February 2013**  
|                   | Any artwork received after this date may not be processed and it cannot be guaranteed that your banner will be produced. It is essential to get your material sent in early as there is a large number of banners to process. Please label the artwork clearly with the name of the shopping centre. |
| Any Questions:    | Please call us on +44 20 7976 3111 |
All artwork is produced to: **scale of 1:4mm**
Finished artwork: **200mm x 550mm**
Actual banner size is: **800mm x 2,200mm**

**ICSC logo already in place**

**DO NOT MOVE**

**Insert white line 3pt weight**

Line one: **Name of shopping centre**
Line two: **Name of country**

**Text should be left aligned:**
34pt with 36pt leading in Arial bold.

We recommend that any corporate logos are placed in the top left corner (as shown here)

The banner should be the specified **Green**
four colour breakdown: C:52% M:9% Y:100% K:0%

Please illustrate your scheme with photographs, drawings and other visuals within the white box area.

**All images and logos should be placed 5mm from inside the white box.**

Please see information and specification page for further guidance on the images.

Please add your key information in the eight bullet points provided, which could include some of the following:

- Scheme opening date
- Developer
- Investor
- Architect
- Gross Leasable Area
- Number of retail units
- Number of parking spaces
- Centre Manager
- Telephone number as follows: + (country code) (area code) tel number
- Website address

**Text should be left aligned:** 18pt with 33pt leading in Arial.

**Insert white line 3pt weight**

**NO INFORMATION SHOULD BE PLACED IN THIS AREA.**
Three easy ways to register

+44 20 7976 3111
+44 20 7222 7791
International Council of Shopping Centers/Europe LLC,
1221 Avenue of the Americas, New York, NY 10020-1099, USA

For information on registration and membership please contact the team on +44 20 7976 3102 or icsc.europe@icsc.org

Pleasing Complete in block capital letters

Fee

☐ ICSC member: €529 + €132.25 VAT = €661.25
☐ Non-member: €629 + €157.25 VAT = €786.25
☐ I would like to collect the banner after the conference to take away with me. Please provide name and telephone number of person who will collect the banner

ICSC Membership

To qualify for the discounted membership fee, each registrant must be an ICSC member. See separate form for details and application to become a member of ICSC or contact ICSC on +44 20 7976 3102 or icsc.europe@icsc.org

Project Name ________________________________ (one registration form per project/banner)

Title (Mr/Mrs/Miss/Dr etc.) __________________________ First name __________________________ Surname __________________________

Position __________________________ Company name __________________________

Type of business __________________________

Address __________________________

City __________________________ Postcode __________________________

Country __________________________ Tel no __________________________ Fax no __________________________

E-mail (for correspondence) __________________________

ICSC Membership number __________________________

Payment Details

Please make cheques payable to: International Council of Shopping Centers/Europe LLC and enclose with your completed registration form.

Credit Card Payment

☐ MasterCard ☐ VISA ☐ American Express

Cardholder’s Name __________________________

Card Number __________________________

Expiry date __________________________

Cardholder’s Signature __________________________

Invoice. Please issue an invoice using the following details:

Cancellations/substitutions

Entry fees are non-refundable.

Data protection

By entering your details into this form you agree to allow ICSC to contact you via mail, fax, e-mail, phone or otherwise regarding their services and events that may be of interest to you or your colleagues.