



## FOR LEASING MALL EXHIBITORS ONLY

### ICSC RECon 2016

## RECon **LEASING MALL** EXHIBIT DESIGN CRITERIA

### 1. INTRODUCTION

The International Council of Shopping Centers will feature RECon, May 23-25, 2016 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 RECon 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 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 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, located on the Map Your Show exhibitor dashboard.

### 3. EXHIBIT DESIGN CRITERIA

#### General Criteria

- 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 2016 Exhibitor Rules and Regulations located in Exhibitor Manual.

#### 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 Exhibit Design Criteria and Rules & Regulations first but could be further restricted by LVCVA Fire & Safety. If you do have a column in your booth, please email Ron Dean with GES for measurements, [Rdean@ges.com](mailto:Rdean@ges.com). 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, March 25, 2016.**

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. CITIES OF THE WORLD (NOW CALLED P3 PAVILION) EXHIBIT CRITERIA**

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

#### **5. EXHIBIT DESIGN SUBMISSION REQUIREMENTS – IMPORTANT**

All exhibitors with 400 square feet or more are required to submit an Exhibit Design Submission

**Each submission must include the following:**

##### **A. Exhibit Data Sheet**

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 GES for review and written approval. Faxes and mailed hardcopies are no longer being accepted. This copy will specifically be utilized for design criteria compliance. 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 **second 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, March 25, 2016.**

- **FOR DESIGN REVIEW AND WRITTEN APPROVAL FOR ALL EXHIBITS, EMAIL TO:**  

<b>GES Exposition Services</b> Attn: David White <a href="mailto:RECondesignsubmissions@ges.com">RECondesignsubmissions@ges.com</a>	<b>ICSC</b> Attn: Trade Exposition Team <a href="mailto:reconexhibits@icsc.org">reconexhibits@icsc.org</a>
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- **FOR OFFICIAL SHOW CONTRACTOR'S RECORDS FOR ALL EXHIBITS, EMAIL TO:**  
**GES Exposition Services**  
Attn: Ron Dean  
[RECondesignsubmissions@ges.com](mailto:RECondesignsubmissions@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, March 25, 2016.**
- B. A completed **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 on new or modified exhibits will receive a show Violation. Please see RECon 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 2016 Exhibit Design Criteria and ICSC RECon 2016 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 **Monday, April 4, 2016.**

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 **Friday, April 22, 2016 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 **Friday, April 22, 2016**

### Exhibitor Identification Sign

- 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.



## 8. STANDARD EXHIBIT

DEFINITION: One or more standard units in a straight line with a depth of 10 feet or less.

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.

## 9. PENINSULA EXHIBIT

DEFINITION: Any exhibit 20' x 20' or larger with a depth from the common back wall to the aisle of at 20'.

HEIGHT: Exhibit fixtures, components and identification signs are permitted to a maximum height of 16'-0", provided written approval is received from exposition management by **12:00 pm Eastern Standard Time on Friday, March 4, 2016**. 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 #3-4 for more details.

## 10. PERIMETER WALL EXHIBIT

DEFINITION: A standard unit that is located around the perimeter wall of the exhibit floor with a depth of 20' or more.

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.

## 11. ISLAND EXHIBIT

DEFINITION: Any exhibit 20' x 20' or larger 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.

## 12. 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.



# RECon

# Marketplace Mall@RECon

# SPREE RECon

(A completed Exhibit Data Sheet **MUST** accompany each Exhibit Design Submission to qualify for official review)

**ALL EXHIBIT SPACES WITH 400 SQUARE FEET OR MORE MUST SUBMIT THIS FORM AND DESIGN**

Please print clearly

Exhibitor Name

Full Address of the Exhibit Location (as it appears in the ICSC space confirmation)

Exhibit Size

Total Square Footage

Exhibitor (or appointed EAC) Contact Name

Contact Title

Contact Phone Number

Contact E-Mail Address

Date Submitted

#### EXHIBIT STRUCTURE INFORMATION

PLEASE CHECK ONE

- ☐ Same Exhibit used at ICSC RECon 2015
- ☐ Modification to Exhibit Structure used at ICSC RECon 2015
- ☐ New Construction / New Exhibit in 2016

#### EXHIBIT LOCATION / ADDRESS INFORMATION

PLEASE CHECK ONE

- ☐ Same exhibit location / address from ICSC RECon 2015
- ☐ New Location / address
- ☐ Comments: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

#### EXHIBIT DESIGN CRITERIA COMPLIANCE

PLEASE CHECK ONE

- ☐ All exhibit items are 10' in height or below (8' and below for Public Sector Plaza locations)
- ☐ All items above 10' in height, up to 16', are located within the 4' deep design control area. (Public Sector Plaza locations do not have a 4')
- ☐ Some items are in excess of the states Exhibit Design Criteria and a variance is requested for consideration. (Submitted Exhibit Design drawings should clearly not the item requested for variance review)

#### Important Notes and Information:

1. Submissions are due no later than 12:00 pm EST on Friday, March 25, 2016.
2. A completed RECon Exhibit Data Sheet must accompany each Exhibit Design Submission to qualify for official review.
3. Incomplete submissions will not be reviewed and will be returned.
4. Please see #5 in the RECon 2016 Exhibit Design Criteria for full submission requirements and submission contact information.
5. It is each exhibitor's responsibility (or appointed EAC) to thoroughly review the RECon 2016 Leasing Mall Exhibit Design Criteria and RECon 2016 Leasing Mall Rules and Regulations.
6. 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.
7. E-mailed submissions only (10MB maximum size). Mailed and faxed submissions will not be accepted.
8. Booth construction should not begin until an ICSC Exhibit Approval has been issued.
9. All submissions are reviewed in the order they are received with an average response time of three (3) weeks from the date the **Leasing Mall Exhibit Data Sheet** and **Exhibit Design Submission** forms are received.
10. EAC's 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.**

Submissions must be sent to the following contacts by **12:00 pm EST on Friday, March 25, 2016:**

- [REConDesignSubmissions@ges.com](mailto:REConDesignSubmissions@ges.com) for Exhibit Design Criteria compliance review and written approval
- [REConexhibits@icsc.org](mailto:REConexhibits@icsc.org) for ICSC review and records
- LVCVA Fire & Safety (please review the RECon Leasing Mall Exhibit Design Criteria to determine if your exhibit requires Fire Marshal review and approval)