



LAS VEGAS CONVENTION CENTER • LAS VEGAS, NV  
MAY 19 – 21, 2024 • #ICSC

## DESIGN RULES AND REGULATIONS FOR LEASING MALL EXHIBITORS

### 1. INTRODUCTION

This document outlines the design rules and regulations Leasing Mall exhibitors must adhere to at ICSC 2024 LAS VEGAS. Please review these rules and regulations along with the ICSC Terms, Conditions, and Rules for Exhibitors available at [ICSC Terms and Conditions](#)

Exhibitors or their appointed EAC's must complete their design submission forms and submit to ICSC and GES with a rendering **no later than 12:00pm EST on Friday, March 22, 2024.**

**Important: When designing your booth, please check the floorplan closely to see if there is a column in your booth. This is especially important to an exhibitor that may be in a new booth location. If you have any questions and need a booth schematic showing column locations and dimensions, please email [kcotton@ges.com](mailto:kcotton@ges.com). Please refer to the exhibitor floorplan below.**

### 2. FLOOR PLAN

Exhibitors can view the live floor plan here [ICSC LAS VEGAS 2024 Floorplan](#)

Starting November 1, 2023, you may log into your exhibitor dashboard to view the target move-in/move-out floor plans along with the wall plans for your exhibit space. Off-target freight arrivals may be subject to additional fees.

### 3. EXHIBIT DESIGN RULES AND REGULATIONS

#### General Rules and Regulations

- a. Exhibits must not extend beyond the boundaries of the booth.
- b. No hanging signs or balloons are permitted (unless it is a sponsorship banner ordered through ICSC).
- c. All exhibit displays must be ground-supported.
- d. At no time may a company's name or logo infringe on an immediate neighbor's exhibit space.
- e. ICSC provides walls that are 8' high with white fabric covering.
- f. Exhibitors may attach lightweight items on the interior side of the ICSC wall system using special brackets available through GES. These items are not to exceed ten pounds per four-foot panel. Exhibitors may not use Velcro tape, glue, nails, or screws to affix objects to the walls. Damage to the walls will be charged to the Exhibitor.
- g. Wall panels are covered with stretched fabric material and are not Velcro-compatible.
- h. Exterior wall partitioning panels are provided to all leasing mall exhibitors at no additional charge. For more information, see the wall plans posted in the GES Exhibitor Services Manual.
- i. Exhibitors will be provided with light grey carpet in their exhibit space. If you will be providing your own flooring, please be sure to indicate this on the Design Submission Form and fill out the Supplied Carpet Form in the GES Exhibitor Services Manual.



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## **Column Criteria**

Exhibitors with columns within their exhibit space must submit their design for review and approval to the Fire Marshal. Any column wraps and graphics must comply with the design rules and regulations outlined in this document. However, further restrictions may be imposed by LVCVA Fire & Safety. Each column location, condition, and exhibit element will be reviewed on a case-by-case basis. Below are general column restrictions:

- a. Exhibitors may only wrap columns in their exhibit space. Exhibitors will not be permitted to wrap columns in an aisle.
- b. If the column in your exhibit space 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. To obtain specific column dimensions, please contact Keith Cotton at GES ([kcotton@ges.com](mailto:kcotton@ges.com)).
- c. If the column in your exhibit space has an ADA emergency strobe, you must allow for visibility to the fixtures.
- d. A minimum of 18" is required from the base of all columns to any exhibit structure to allow for ADA specified utility working area.
- e. Any area between the columns and exhibit display elements must remain clear and free of debris and must not be used for exhibitor storage.
- f. Designs for column wraps must be submitted to the LVCC Fire Marshal for **approval no later than 12:00pm EST on Friday, March 22, 2024**.
- g. Exhibitors are liable for any damages caused by the exhibitor or their representative to the building floor, walls, columns, equipment, or to the property of another exhibitor. Exhibitors may not in any way deface the Las Vegas Convention Center. If you have any concerns or questions regarding the column criteria guidelines listed above, please email [boothplans@lvcva.com](mailto:boothplans@lvcva.com)

## **4. EXHIBIT DESIGN SUBMISSION REQUIREMENTS - IMPORTANT**

All exhibitors with booths 400 square feet or larger are required to submit an Exhibit Design Submission Form which can be found in the exhibitor dashboard under Design Rules and Regulations.

Each submission must include the following:

- a. **Exhibit Design Submission Form**
- b. **Exhibit Space Rendering** – a scaled PDF rendering of the booth design. Renderings must include a front and overhead scale view and must identify complete dimensions including the height of all display structures. Renderings must also include electrical locations and wing wall support locations (as shown on the wall plan).  
Note: Any interior partition panels to be rented from GES must be clearly indicated on the rendering.

Exhibitors are required to submit one copy of their exhibit design submission form and rendering 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



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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 designs should be submitted each year only after the exhibitor has received their space confirmation from ICSC to ensure guaranteed space size, location, and orientation. Submissions must be sent to all three of the contacts below no later than **no later than 12:00pm EST on Friday, March 22, 2024**

**For design review and written approval for all exhibits, email to:**

GES Exposition Services

[ICSCdesignsubmission@ges.com](mailto:ICSCdesignsubmission@ges.com)

**For LVCC design criteria & safety compliance review and 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

Attn: Office of Fire Protection and Safety

[boothplans@lvcva.com](mailto:boothplans@lvcva.com)

**Important Notes and Information:**

- a. Incomplete submissions will not be reviewed or returned until all necessary information has been submitted.
- b. It is the exhibitor's responsibility (or appointed EAC) to thoroughly review the show Display Rules & Regulations.
- c. Booth construction should not begin until an approval has been issued.
- d. Exhibitors who fail to submit their design submission form and rendering will not be permitted to set up their booth until both documents have been provided to show management and GES.
- e. Exhibitors in violation of the design rules and regulations may be penalized at ICSC's discretion.
- f. All submissions are reviewed in the order they are received, with an average response time of 2-3 weeks from the date the Exhibit Design Submission Form and Rendering are received.
- g. EACs representing more than one exhibitor must submit exhibit designs separately to ensure proper ICSC approval and record for each exhibitor. Batch submissions will not be accepted.

**5. RETURN WALLS AND BRACES**

If you have a peninsula or inline booth, you will have 8' high partitioning walls between booths. Between peninsula booths, the partitioning walls will extend 12" into the booth space. Please review the wall plan to see where the walls are located. If you do need these partitioning walls, please ensure you indicate



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this on the Exhibit Design Submission Form located in your exhibitor dashboard and if possible, we will have them removed.

Requests for removal of walls must be received no later than [Monday, April 15, 2024, to receive the best pricing.](#)

## **6. EXHIBITOR IDENTIFICATION SIGN**

Except for meeting rooms, companies who require an ICSC Exhibitor ID sign will be responsible for ordering these signs. The ICSC Exhibitor ID Sign order form is included in the GES Exhibitor Services Manual and must be ordered by [Monday, April 15, 2024.](#)

### **Criteria**

- a. Exhibitor ID signs and sign frames can **only** be used with the ICSC 8' exterior wall system. The 2' front supports must remain in place for the exhibitor ID sign to hang on.
- b. Signs will be positioned only on the aisle side listed in the official exhibit address.
- c. Installation occurs on the end vertical metal frame of the ICSC provided partition wall.
- d. A maximum of one (1) exhibitor ID sign may be ordered.
- e. Primary exhibitors are eligible to order an exhibitor ID sign. Share companies are not permitted to order an exhibitor ID sign.
- f. When two exhibitor ID signs for two adjacent exhibitors must be located on the same vertical metal frame, the signs will be mounted in numeric order.

## **7. LINEAR EXHIBIT DESIGN REGULATIONS**

Linear booths, also called "In-Line Booths", are generally arranged in a straight line and have neighboring exhibitors on their immediate right and left, leaving only one side exposed to the aisle.

### **Dimensions**

For purposes of consistency and ease of layout and/or reconfiguration, the floor plan has been designed in increments of 10' (3.05m). The maximum back wall height is 10' high. Exhibit fixtures, components & identification signs are not permitted to exceed the maximum height of 10'-0".

### **Use of Space**

Leasing Mall exhibitors may follow the cubic content rule, allowing them to maximize their booth space use. Exhibitors may build up to the front of their booths and up to the maximum allowable height with no sign-line restrictions.



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### **Back Wall Clearance**

The space at the rear of the booth is defined as a service/utility area. The Fire Marshal requires that these areas be kept clear at all times. Each exhibitor (except island booths) **MUST** allow a minimum of nine (9") inches of space behind the booth boundary line when setting up their exhibit back wall (or sidewall for block configurations). This space is for access to electrical and utility outlets between the abutting back walls and must be kept clear at all times. Exhibitors are responsible for any expenses incurred if any booth property has to be moved in order to access this area.

## **8. PENINSULA EXHIBIT DESIGN REGULATIONS**

A Peninsula Booth is exposed to aisles on three sides and comprised of a minimum of four booths. There are two types of Peninsula Booths: (a) one which backs to Linear Booths, and (b) one which backs to another Peninsula Booth and is referred to as a "Split Island Booth."

### **Height**

All exhibit components and signage are permitted to a maximum height of 18'-0".

### **Use of Space**

Peninsula booths follow the cubic content rule, allowing exhibitors to maximize their booth space's use. Exhibitors may build up to the front of their booths and up to the maximum allowable height with no sign-line restrictions. Double-sided signs, logos, and graphics shall be set back ten feet (10') from adjacent booths. All back walls must be finished, and no graphics are allowed to make the back wall aesthetically clear to neighboring exhibitors.

### **Back Wall Clearance**

The space at the rear of the booth is defined as a service/utility area. The Fire Marshal requires that these areas be kept clear at all times. Each exhibitor (except island booths) **MUST** allow a minimum of nine (9") inches of space behind the booth boundary line when setting up their exhibit back wall (or sidewall for block configurations). This space is for access to electrical and utility outlets between the abutting back walls and must be kept clear at all times. Exhibitors are responsible for any expenses incurred if any booth property has to be moved in order to access this area.

## **9. PERIMETER EXHIBIT DESIGN REGULATIONS**

A Perimeter Booth is a linear that backs to an outside perimeter wall of the exhibit facility rather than to another exhibitor.

### **Dimensions/Use of Space**

All guidelines for Linear booths apply to perimeter booths except that the maximum back wall height is 12'.



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### **Back Wall Clearance**

All guidelines for Linear booths apply to perimeter booths. Perimeter exhibitor must allow for a minimum of 9 inches from the exhibit space line at the back of the booths for access to electrical.

## **10. ISLAND EXHIBIT DESIGN REGULATIONS**

An Island Booth is any size booth exposed to aisles on all four sides.

### **Use of Space**

The entire cubic content of this configuration may be used, up to the maximum allowable height, without any back-wall line-of-sight restrictions.

### **Height**

The maximum height allowance for exhibit spaces 400 square feet and larger is eighteen feet (18'). Exhibit spaces under 400 square feet have a maximum height allowance of 10'.

## **11. CANOPIES AND CEILINGS**

Canopies, including ceilings, umbrellas, and canopy frames, can be either decorative or functional (such as to shade computer monitors from ambient light or to allow for hanging products). Canopies for Linear or Perimeter Booths should comply with Line-of-Sight requirements. (See "Use of Space" for Linear or Perimeter Booths).

The bottom of the canopy should not be lower than 7ft (2.13m) from the floor within 5ft (1.52m) of any aisle. Canopy supports should be no wider than three inches 3in (.08m). This applies to any booth configuration that has a sight line restriction, such as a Linear Booth. Fire and safety regulations in many facilities strictly govern the use of canopies, ceilings, and other similar coverings. Check with the appropriate local agencies prior to determining specific exhibition rules.

## **12. TOWERS**

A Tower is a free-standing exhibit component separate from the main exhibit fixture.

### **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 part of a Peninsula Exhibit will not exceed 18'-0" in height.

Towers that are placed within 5'-0" from the aisle line and have a neighboring booth are not permitted to have the company name or logo on the back side of the tower, which faces the neighboring exhibitor.

Fire and safety regulations in many facilities strictly govern the use of Towers. A building permit or safety lines may be required and are at the exhibitors' expense.



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### **13. DOUBLE DECKER BOOTHS**

Second levels are permissible, providing the following guidelines are adhered to:

- a. Only booths 400 square feet or larger are eligible to build a second level.
- b. The footprint of the second level can only be 40% or less of the overall contracted exhibit space.
- c. Maximum height is 18', top of the booth to floor, including signage.
- d. Exhibitors cannot reduce the existing size of their booth space if permission is granted to build a second level.
- e. The back wall of the second level must be neutral in color and free of any obstruction, for example, but not limited to the company name, logo, or electrical wires, that would detract from neighboring booths.

*Note: All second-level additions and designs are subject to ICSC show management approval and must comply with all ICSC event conditions and rules, including but not limited to the ICSC Terms, Conditions, and Rules for Exhibitors and second-level addition design criteria as set forth below or otherwise communicated to exhibitors.*