



NEW YORK DEAL MAKING

Jacob K. Javits Convention Center | New York City
December 6 – 7, 2017 | #NYDM

DISPLAY RULES & REGULATIONS

- No hanging signs or balloons are permitted.
- All exhibit displays must be ground supported.
- All exhibitors with booths 400 square feet and larger are required to submit (or have their display house submit) a scaled PDF rendering of their booth design to ICSC show management no later than **Friday, August 18th, 2017**. The renderings must include a front and overhead scale view. The rendering must identify complete dimensions including the height of all display structures. The Exhibit Design Submission Form and renderings must be submitted to ICSCNYDesignSubmissions@ges.com and briansullivan@icsc.org. If design renderings are not submitted, we withhold the right to place a stop order on all GES, Javits, and Centerplate orders.
- **At no time can a company's name or logo be visible by their neighboring exhibitors.**

IN-LINE BOOTH

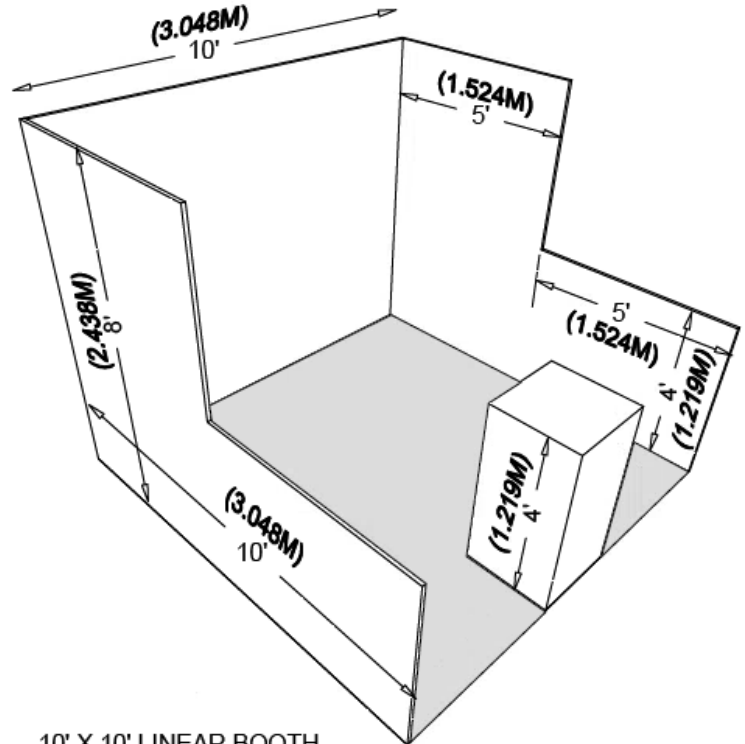
In-Line booths have only one side exposed to an aisle and are generally arranged in a series along a straight line.

Dimensions

For purposes of consistency and ease of layout and/or reconfiguration, floor plan design in increments of 10' (3.05m) has become the de facto industry standard. In-line booths are usually 10' (3.05m) x 10' (3.05m).

Use of Space

Regardless of the number of in-line booths utilized (10' x 20', 10' x 30', etc) display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors. The maximum height of 8' (2.44m) is allowed only in the rear half of the booth space, with a 4' (1.22m) height restriction imposed on all materials in the remaining space forward to the aisle.



10' X 10' LINEAR BOOTH

ISLAND BOOTH

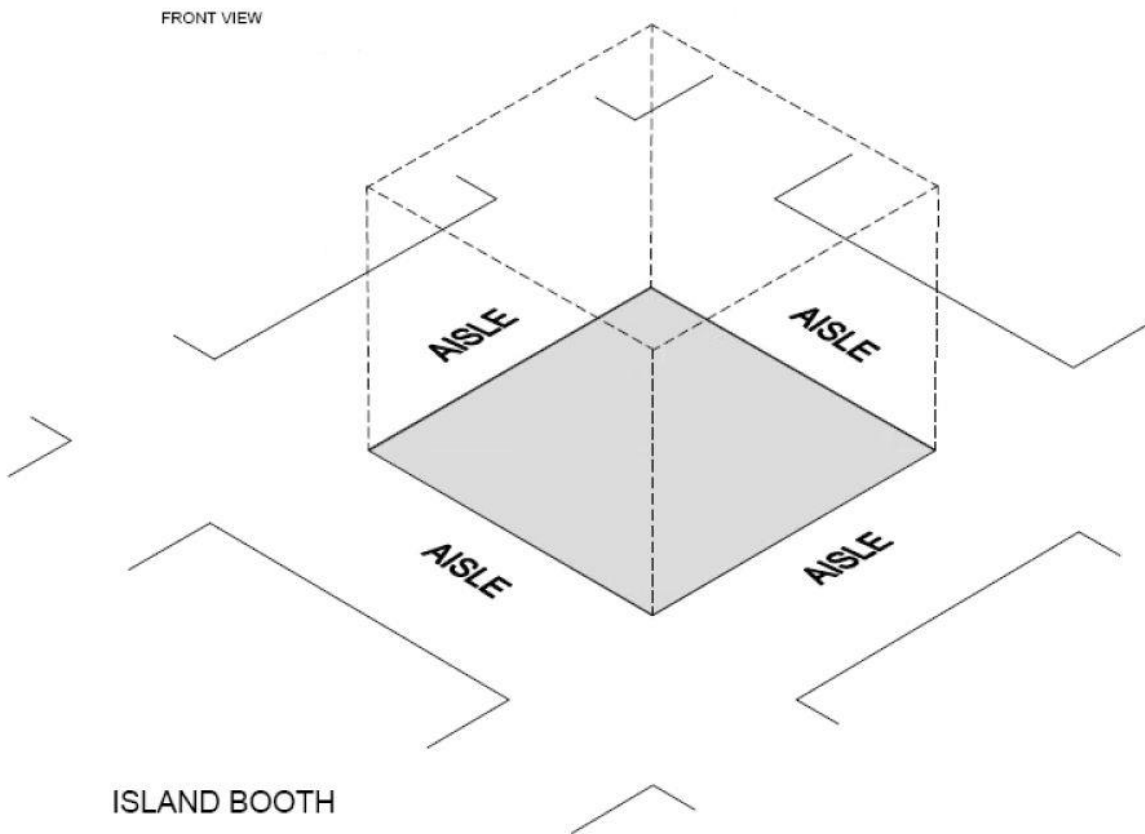
An Island Booth is a 20' (6.09m) x 20' (6.09m) or larger sized booth which is not directly adjacent to any other booth and is typically exposed to aisles on all four sides.

Dimensions

Island Booths are a minimum of 20' (6.09m) x 20' (6.09m) or larger, although it may be configured differently.

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. Eighteen feet (18') (5.48m) is the maximum height allowance.

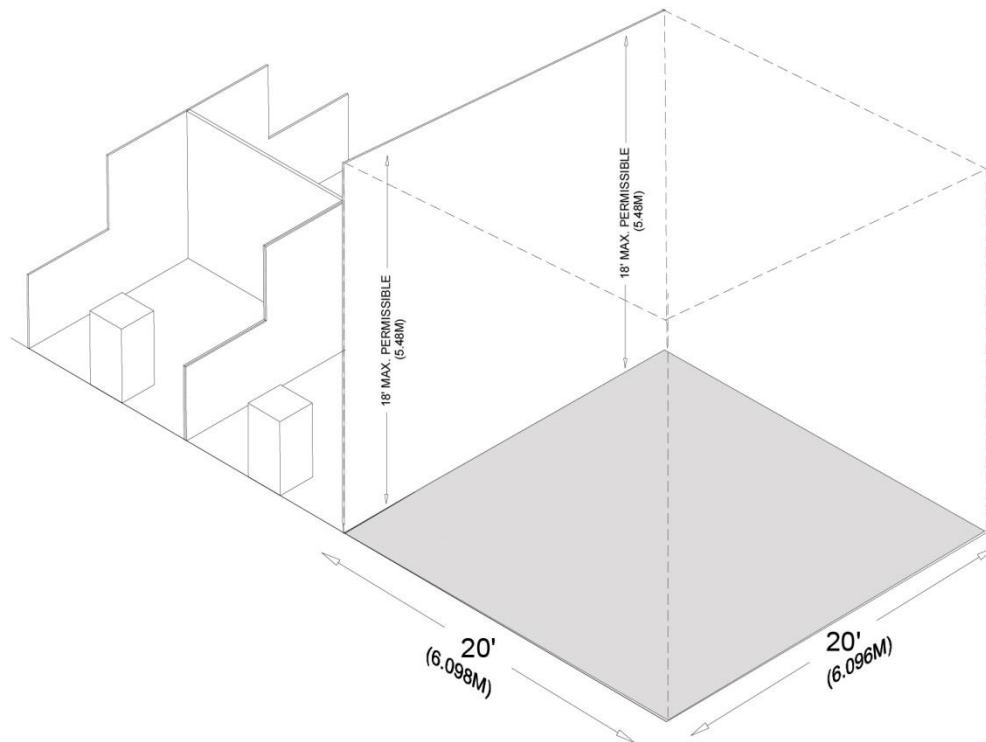


PENINSULA BOOTH

A Peninsula Booth is exposed to an aisle on three (3) sides and composed of a minimum of four (4) 10' x 10' exhibit spaces.

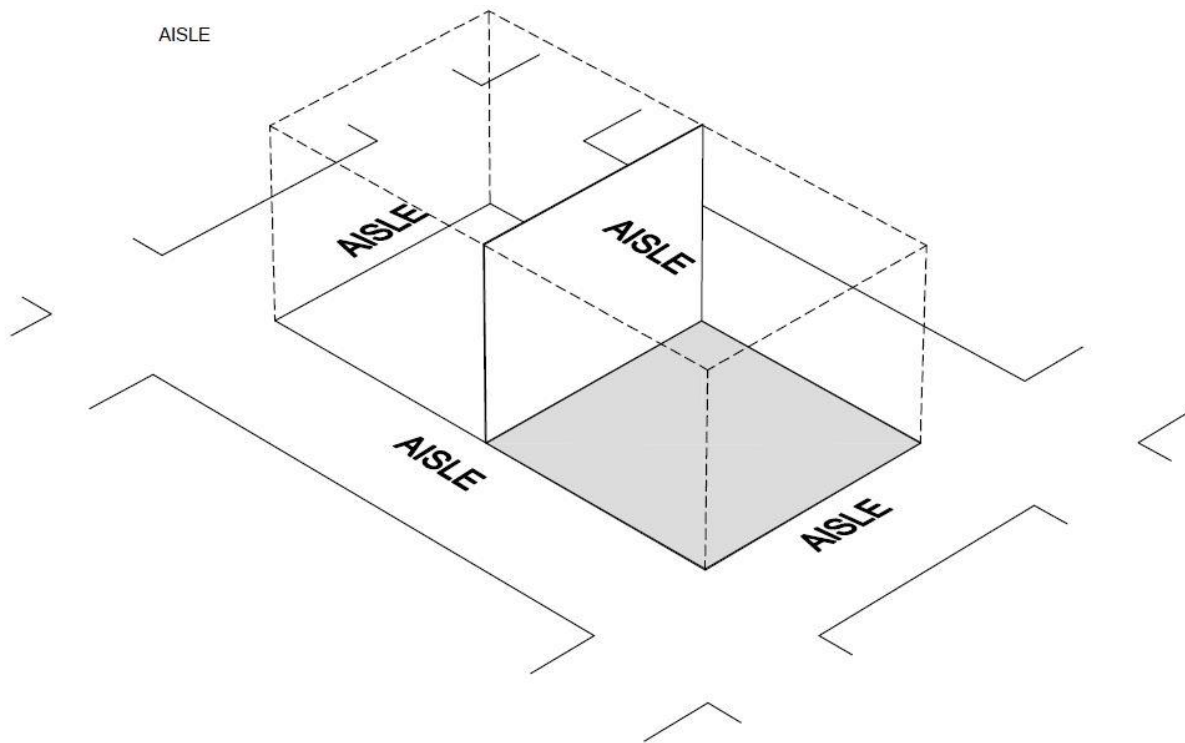
Dimensions

A Peninsula Booth is usually 20' x 20' or larger. Peninsula Booths have a maximum height allowance of eighteen feet (18') (5.48m), including signage and structures along the back wall. All back walls must be finished and no graphics are allowed so that the back wall is aesthetically clear to neighboring exhibitors. Unfinished back walls will be covered by GES at the expense of the exhibitor.



SPLIT-PENINSULA BOOTH

A Split-Peninsula booth is a 20' (6.09m) x 20' (6.09m) or larger booth which is exposed to an aisle on three (3) sides and shares a common back wall with another exhibit of the same configuration. The entire cubic content of this booth may be used up to the maximum allowable height of eighteen feet (18') (5.48m). Double sided signs, logos, and graphics must be set back ten feet (10') (3.05m) from the common back wall.





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

ALL EXHIBIT SPACES WITH 400 SQUARE FEET (20x20 OR LARGER) OR MORE MUST SUBMIT THIS FORM AND DESIGN

EXHIBIT SPACES SMALLER THEN 400 SQUARE FEET DO NOT NEED TO SUBMIT THIS FORM

Please print clearly

Exhibitor Name

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

Exhibit Size

Booth #

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 New York Deal Making 2016
- ☐ Modification to Exhibit Structure used at ICSC New York Deal Making 2016
- ☐ New Construction / New Exhibit in 2017

Important Notes and Information:

1. Submissions are due no later than 12:00 pm EST on August 18, 2017.
2. A completed New York Deal Making Exhibit Design Submission Form must accompany each Exhibit Design Submission to qualify for official review.
3. Incomplete submissions will not be reviewed and will be returned.
4. It is each exhibitor's responsibility (or appointed EAC) to thoroughly review the [ICSC 2017 New York Deal Making Design Criteria](#).
5. 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.
6. E-mailed submissions only (10MB maximum size). Mailed and faxed submissions will not be accepted.
7. Booth construction should not begin until an ICSC Exhibit Approval has been issued.
8. All submissions are reviewed in the order they are received with an average response time of one (1) week from the date the **Exhibit Design Submission Form** and **Exhibit Design Renderings** are received.
9. 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 both the following contacts by **12:00 pm EST on August 18, 2017:**

- ICSCNYDesignSubmissions@ges.com for Exhibit Design Criteria compliance review and written approval
- Briansullivan@icsc.org for ICSC review and records