



HERE,
WE GO. 2021

FREQUENTLY ASKED QUESTIONS

Our goal for **ICSC – Here, We Go. 2021** is to bring the industry back together for a safe, affordable and productive event, with programming focused on networking, reconnecting with business associates, peers and friends as well as re-establishing in-person deal making.

Where and when will the event take place?

ICSC – Here, We Go. 2021 will take place at the Las Vegas Convention Center, December 5 – 7, 2021.

Whom should I contact about becoming an exhibitor?

For information about exhibiting on the deal making show floor, please contact:

Keith Colavito, Director, Trade Expositions

kcolavito@icsc.com

Carlos Baudett, Director, Trade Expositions

cbaudett@icsc.com

Other important contacts:

Member Services Team

icscmembership@icsc.com

GES – General Services Contractor

+1.800.475.2098

What is the deal making schedule?

Sunday, December 5, 2021

Networking Events

Monday, December 6, 2021

Show Floor 9:00 am to 5:00 pm

Tuesday, December 7, 2021

Show Floor 9:00 am to 3:00 pm

How do I register for a booth?

Companies that have exhibited with us previously at RECon will receive an application via email from Map Your Show (service@mapyourshow.com) in early June.

First-time exhibitors can complete [an online application](#) and will be contacted regarding booth space in late July.

How much is a booth and what is included?

New this year and inclusive of your booth fee, all exhibitors will receive a Turnkey Booth Package. Booths will cost \$26 per sq. ft. and each 10'x10' space will include 8' fabric walls on three sides, a backwall graphic, exhibitor ID signage, one (1) round table, three (3) chairs, one (1) wastebasket, first night booth cleaning and up to 100 lbs. of drayage.

Exhibitors will have access to the Booth Design platform to design their booth layout. Access information and a link will be emailed to all registered exhibitors in early August.

Additional items not included in the booth package can be ordered through the GES Exhibitor Services Manual.

Booth sizes will be available in 100 sq. ft. increments. Available booth sizes and badge allotments are listed below.

Booth Size	Sq. Ft.	2021 Badge Allotment
10' x 10'	100	2
10 x 20'	200	2
10' x 30'	300	2
20' x 20'	400	4
20' x 30'	600	4
20' x 40'	800	4
30' x 30'	900	4
30' x 40'	1,200	6
40' x 40'	1,600	8
30' x 60'	1,800	8
40' x 50'	2,000	10
40' x 60'	2,400	12
50' x 50'	2,500	12
40' x 80'	3,200	16
50' x 80'	4,000	20
50' x 100'	5,000	25

What can I ship to the show?

You can ship booth-related supplies, marketing materials and brochures. Custom booths, towers and outside furnishings will not be permitted for ICSC – Here, We Go. 2021.

When does my booth have to be finished and ready for the show?

The turnkey booth package will be installed prior to your arrival at the Las Vegas Convention Center. We recommend you arrive on Sunday, December 5, to ensure your booth items are in order. Last minute touch-ups can be made on Sunday, December 5, or prior to the show floor opening Monday, December 6.

When can I begin to pack my booth items?

Booth packing can begin on Tuesday, December 7 after 3:00 pm.

Are there specific rules and regulations regarding exhibit space design?

Custom booths constructed by any outside vendors are not permitted at ICSC – Here, We Go. 2021. As part of the booth package, exhibitors will have to follow a booth design guideline. You will be able to design your booth using a custom booth design portal supplied by GES. This portal will be made available in early August. Exhibitors can order additional furnishings for private offices through the GES Exhibitor Services Manual.

What if I have a building column in my booth? How do I go about requesting a schematic?

Please contact Keith Cotton with GES at kcotton@ges.com. Columns are indicated on the floorplan and we encourage all exhibitors with a column in their booth to request a schematic.

Will "Host/Hostess" badges be provided with my exhibit space?

"Host/Hostess" badges are not provided with the exhibit space. You will need to utilize a complimentary staff badge for your booth host/hostess.

How do I assign my complimentary badges?

Step 1: Log in to your exhibitor dashboard using the credentials provided in your booth confirmation email.

Step 2: Click on “Register Staff Badges.”

Step 3: Select a name from the drop-down list in Section A or select Section B to add a new name.

Step 4: Once you have finished submitting names, click “Complete Staff Badge Registration.”

Step 5: Each person assigned a badge will receive a confirmation email.

Please remember to hit the “Save” and “Complete” buttons.

**Registrations are not complete unless you receive a confirmation email.*

What does a Full Conference registration cost?

Please view registration pricing at the [ICSC – Here, We Go. 2021 event page](#).

What happens if I miss the advance registration deadline?

You can still register online and pick your badge up on-site at the Registration Area at the Las Vegas Convention Center.

How do I update my company’s directory listing and online profile?

Step 1: Log in to your exhibitor dashboard using the credentials provided in your booth confirmation email.

Step 2: Click on “Exhibitor Directory Listing.”

Step 3: Edit your company information then click “Approve the Data.”

Since I am not using an exhibitor appointed contractor, do I still need to submit a certificate of insurance?

Yes, all exhibitors must submit a certificate of insurance by November 3, 2021. Information regarding insurance and liability requirements are located in your exhibitor dashboard. Please submit your COI directly to Rainprotection at sales@rainprotection.net. We highly recommend sending your COI via email. *Exhibitors who fail to submit proof of coverage will not be able to set up their exhibit space until proof of coverage is provided. There will be no exceptions.*

How do I order furniture, electrical, food and beverage, etc.?

You can order these services and more via the GES and vendor service forms located in your exhibitor dashboard.

I would like to have an after-hours reception in my booth. Are there any requirements?

Exhibitors may host after-hours receptions in their exhibit space provided ICSC receives written notification prior to the show. Notifications must be sent via email to tradeshowgroup@icsc.com no later than **Monday, November 15**. All food and beverage for your event must be ordered through Centerplate Catering, the exclusive caterer of the Las Vegas Convention Center. If the event is extending past official show hours, exhibitors must contact TSE (Trade Show Electric) via GES to schedule late booth power.

Are there hotel rooms available?

Yes, the link for room reservations will be available in early July and will be posted on [the eventpage](#).

Are there sponsorship opportunities available?

Yes, sponsors are welcome. Please review the sponsorship form in your exhibitor dashboard or contact Carlos Baudett cbaudett@icsc.com or Keith Colavito kcolavito@icsc.com.

What is ICSC’s cancellation policy?

Cancellations are subject to a \$100 fee and must be received in writing 30 days prior to the event start date (Friday, November 5, 2021). Your exhibitor application is subject to [ICSC Terms, Conditions and Rules for Exhibitors](#), which are hereby incorporated by reference.

COVID-19 PROTOCOL AND REQUIREMENTS TO ATTEND LIVE ICSC EVENTS

What are the COVID-19 requirements and protocols to attend an ICSC live event?

After careful consideration, we have concluded that the most effective manner to support health and safety is to require attendees at all ICSC live events to provide proof of full vaccination against COVID-19 or a negative COVID-19 test within 48 hours of the event, prior to entry.

How do I share my proof of vaccination or a negative COVID-19 test result?

Upon RSVP or registration for an ICSC event, attendees will receive instructions on how to submit proof of vaccination or test results prior to attendance.

Will on-site registration be available for any ICSC events?

There will be no on-site registration at upcoming ICSC events, and all required documentation must be submitted prior to arrival.

Are masks required at live ICSC events?

Our policy around masks will follow the most recent COVID-19 guidance issued by the Center for Disease Control (CDC), and where applicable, we will comply with any provincial, state and local government mask mandates.