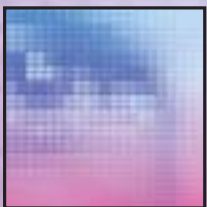


BCSC

REPRESENTING THE RETAIL
PROPERTY INDUSTRY



BCSC 2004
Regenerating
Communities

BCSC 2004 Regenerating Communities
Retail Showcase, G-MEX, Manchester
Mon 1 – Wed 3 November 2004

Sponsors of the Retail Showcase



themall.co.uk



BCSC 2004 Regenerating Communities

The BCSC Annual Conference & Retail Showcase is the only opportunity in the year when some 1,600 decision-makers from the retail property industry who do, or who want to do business together, are in the same place for three days.

G-MEX will bring together the leading retailers, developers, owners, consultants and suppliers to the industry, to create the synergy for which the event is celebrated.

This is your chance to reach them all.

Who Exhibits?

- Retailers present new formats, merchandising ideas and shop fits.
- Owners and developers of shopping centres use the showcase to display their portfolios across the spectrum, from in-town and high street centres to out-of-town and edge-of-town developments.
- Leisure, lifestyle and retail operators promote new concepts and brands.
- Developers and retailers alike introduce new corporate strategies, acquisition requirements or disposal programs.
- Consultants and specialists demonstrate innovations, skills and services.

More and more retailers please...

Members of BCSC, post event evaluations and questionnaires continuously tell us that participants at the BCSC Conference and Retail Showcase want to see more and more retailers at the annual event. Each year we strive to meet this demand and in order to do so, where appropriate and possible, we offer retailers extra incentives to encourage them to take part.

Unit Options

Option 1 – 3m x 3m open space units for maximum flexibility in building and designing your own stand (includes floor area only, no carpeting or electrics)

or

Option 2 – 3m x 3m shell scheme units (includes carpet, 2 spotlights, 1 500w(2amp) socket, name board on each open side, and velcro friendly grey textured panels 2.4m high.)

Retailer Exhibitors' Package

Each 3m x 3m unit is available at a cost of £3,000 plus VAT.

Exhibitor Passes – Allow access to Retail Showcase and for the first time this year, all conference sessions; does not include conference dinner ticket (this may be purchased separately).

For each 3m x 3m unit booked (either open space or shell scheme), the exhibitor will receive 2 exhibitor passes.

For example; 1 unit = 2 exhibitor passes
2 units = 4 exhibitor passes
3 units = 6 exhibitor passes

Delegate Tickets – Allows access to all conference sessions, Retail Showcase, option to book on the golf day and study tours and one conference dinner ticket. Retailers will receive TWO delegate tickets per booking. These complimentary passes are per booking and therefore do not increase with the number of units booked.

Additional delegate tickets can be purchased at the reduced price of £100 plus VAT. This reduced price ticket includes access to the study tour, welcome party, conference sessions, and exhibition. It does not include the conference dinner, or golf competition, which can be booked separately.

Non-Retailer Exhibitors' Package

Each 3m x 3m unit is available at a cost of £4,000 plus VAT.

Exhibitor Passes – Allow access to Retail Showcase and for the first time this year, all conference sessions; does not include conference dinner ticket (this may be purchased separately).

For the first 3m x 3m unit booked (either open space or shell scheme), the exhibitor will receive 2 exhibitor passes. Any further units booked will result in 1 extra exhibitor pass per unit.

For example; 1 unit = 2 exhibitor passes
2 units = 3 exhibitor passes
3 units = 4 exhibitor passes

Delegate Ticket – Allows access to all conference sessions, Retail Showcase, option to book on the golf day and study tours and one conference dinner ticket. Each non-retailer exhibitor booking will receive ONE complimentary delegate ticket per booking. This complimentary pass is per booking and therefore does not increase with the number of units booked.

Additional delegate tickets can be purchased at the reduced price of £375 plus VAT. This reduced price ticket includes access to the study tour, welcome party, conference sessions, and exhibition. It does not include the conference dinner, or golf competition, which can be booked separately.

“The BCSC conference is a fantastic forum for networking. It provides a practical and enjoyable way of getting through lots of meetings – all under one roof!”
ASDA Stores Limited

“We regard our stand at the showcase as an integral part of the development of the Dagleish brand. It provides an invaluable opportunity to further business relationships in a relaxed yet business-like environment”.
Dagleish

“The Showcase provides an excellent opportunity to solidify existing and procure new business relationships within the industry. We look forward to supporting it again this year.”
Legal & General Property Limited



All Exhibitors – Other benefits

Exhibitors are ensured maximum exposure and viewing time with the following programme of events to be held within the Retail Showcase, in G-MEX:

- Opening Welcome Party on Monday night
- Happy Hour on Tuesday evening
- All lunch and coffee/tea breaks on Tuesday and Wednesday
- Dedicated exhibition viewing time within the conference programme on Tuesday and Wednesday afternoons as no conference sessions will take place after lunch on either days
- Conference Pre-dinner drinks and Dinner on Wednesday night

Each exhibitor's company profile and logo will also be publicised in the following:

- Conference programme
- Entry in Centre Retailing, published by Estates Gazette
- Conference website – www.bcsc.org.uk/conference

Exhibitors also have the opportunity to compete for the Best Stand Awards presented at the Conference Dinner on Wednesday night.

Exhibitor Advertising Opportunities

- Opportunity to advertise in the Conference Programme – a full page colour advert in the programme which is handed out to all participants at the conference at a cost of £1,500 + VAT.
- There are additional digital media and print based advertising opportunities available to exhibitors in G-MEX, on plasma screens in the entrance and central piazza area and also on overhead banners.

For further information, please contact Sally Clarke on 020 7227 3459.

Sponsors of BCSC Retail Showcase 2004

The Mall is the UK's community shopping centre brand.

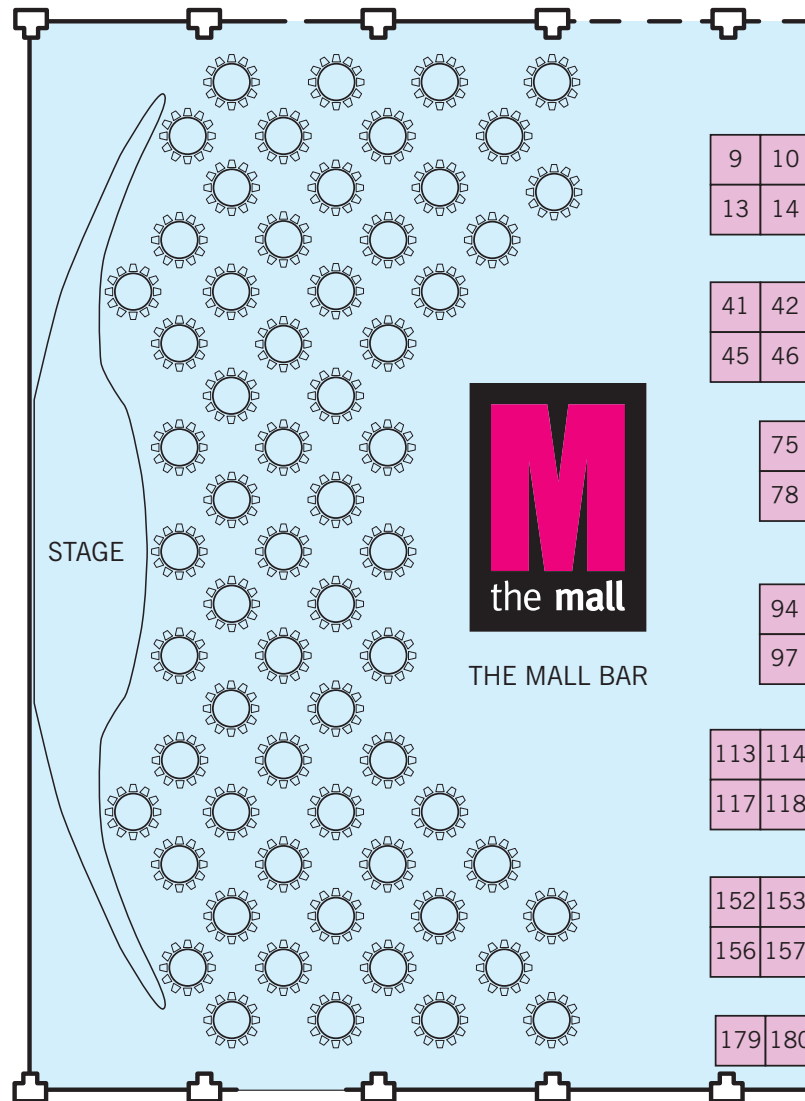
We currently own and operate 16 Malls throughout the UK with a valuation of circa £1.3bn with plans to grow assets to £2bn in up to 30 locations over the next two years. The Mall culture is inclusive, listening and innovative. We express this not only with our shoppers but also in the way we work with retail and other business partners.

Retailers can expect to work in The Mall Partnership towards mutual profit. With over 145 million shopping visits per annum we provide all our partners with increased relevant footfall to provide higher returns.

By listening to our customers we give shoppers what they want: an enjoyable, personal and changing shopping environment.

The Mall – Shopping as it should be.

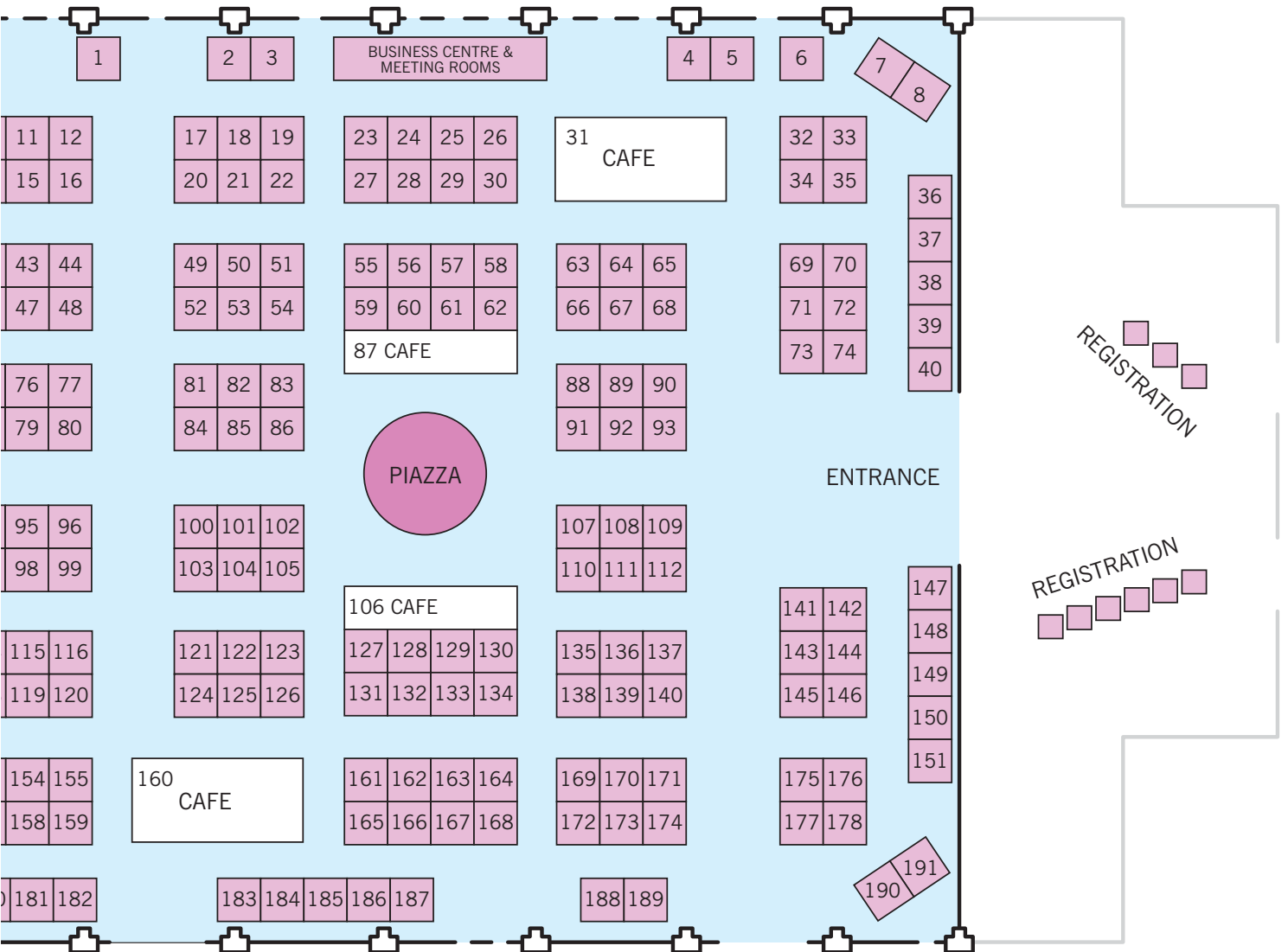
For further information visit: themall.co.uk or call 020 7592 9000.



"Retail Showcase is an ideal opportunity to do a large proportion of our business in a short period of time.

It's so good we are coming back!"

BB's Coffee and Muffins



The organisers reserve the right to alter the floor plan should circumstances dictate.

“We were overwhelmed by the amount of contacts we made whilst at the BCSC in 2003. It is one of the best marketing platforms available for quality retail developments.”
Hamilton Osborne King

“We continue to be keen supporters of the Retail Showcase as it provides an ideal forum to strengthen our relationship with clients and advisors, while developing further links within the retail industry”.
Sir Robert McAlpine

Bookings are now open
for this prestigious event!

Retailer Exhibitors contact:
Maureen De Barr
T 01628 475 700
M 07899 750 250
mdb@morgandebarr.com

All other Exhibitors contact:
Sally Clarke
T 020 7227 3459
F 020 7222 4440
sally.clarke@bcsc.org.uk

For all other enquires, please contact:
BCSC, 1 Queen Anne's Gate
London SW1H 9BT
T 020 7227 3450
F 020 7222 4440
bcsc2004@bcsc.org.uk
www.bcsc.org.uk/conference



BCSC 2004
Regenerating
Communities

BCSC Annual Conference & Retail Showcase Booking Form

1 – 3 November 2004, G-MEX, Manchester

Please keep a copy of this form for your files as it contains important information.

I/We would like to reserve:

Option 1 – Space Only Unit (floor area only, no carpeting or electrics)

3m x 3m unit(s) at BCSC Retail Showcase 2004.

Retailer Exhibitors at £3,000 plus £525 VAT = £3525 for each unit
Non Retailer Exhibitors at £4,000 plus £700 VAT = £4700 for each unit

Option 2 – Shell Scheme Unit (includes carpet, 2 spotlights, 1 500w(2amp) socket, name board on each open side, and velcro friendly grey textured panels 2.4m high).

3m x 3m unit(s) at BCSC Retail Showcase 2004.

Retailer Exhibitors at £3,000 plus £525 VAT = £3525 for each unit
Non Retailer Exhibitors at £4,000 plus £700 VAT = £4700 for each unit

Total Cost for unit(s) £

Please indicate your first three unit number preferences referring to the floor plan:

Stand number preferences

Please note: we will contact you with reference to your final position once we have received your booking form.
Your preferences DO NOT reflect your final position, BCSC reserve the right to have final allocation.

The details below will be used for publication in the Conference Programme:

Contact name

Company (full name)

Address

Town

Postcode

Tel

Fax

Company Email

Company Website

Sponsorship Opportunities:

Please tick the box if you would like to be contacted with reference to sponsorship options

Promotional Material

Please tick the box if you would like to receive promotional information from other exhibitors

Company Logo and Profile

Logos for use in print:

Please send a four-colour version of your company logo, electronically to sally.clarke@bcsc.org.uk or on disc/CD-Rom in EPS Vector or high resolution JPEG (minimum 300 dpi). Please also send pantone references and corporate identity guidelines, if applicable.

Logos for use on website:

Please send a four-colour version of your company logo, electronically to sally.clarke@bcsc.org.uk

This file can be either a .gif or .jpg format. The size of the logos must be no larger than 146 pixels wide and 100 pixels high.

Company Profile

We will also need a short profile of your company (approximately 150 words). This will be listed in the conference programme, in Centre Retailing and on the conference website. Please ensure this is sent as soon as possible, or at the latest by 30 July to sally.clarke@bcsc.org.uk in order for it to be included.

The details below are relevant to the person who is responsible for managing the organisation of your stand/s and will require the exhibitor manual:

Organiser	Direct Tel
Fax	Email

I have read and understood the Booking Conditions stated below.

Signed	Date
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If invoicing details are different from those above, please state below:

Company Name (Full name)	
Order No (If applicable)	
Address	
Town	Postcode
Accounts Contact	Tel
Fax	Email

Booking Conditions:

- Upon receipt of this written booking form, a VAT invoice will be issued by BCSC. Full fee payment must be received at latest by close of business Friday 22nd October 2004 in order for the booking to be valid. Cheques and bank drafts, drawn in pounds sterling on a UK bank, should be made payable to British Council of Shopping Centres; bank transfers should be made payable as follows: BCSC; Natwest; Account 67410006; Sort Code 60-17-21; quoting your organisation name and invoice no.
- In the event of cancellation of your booking, notification must be given in writing to BCSC. As this incurs costs, we reserve the right to apply cancellation charges as shown below:
 - More than 60 days prior to start of Conference – nil.
 - Between 59 and 30 days prior to start of Conference – 50% of total booking price.
 - Within 29 days of start of Conference – 100% of total booking price.
- BCSC will provide a downloadable version of the exhibitors' manual on the conference website. This way additional copies can be printed for any contractors involved with the production of your stand. It is the exhibitor's responsibility to ensure this information is communicated to all contractors if applicable.
- BCSC cannot take responsibility for any loss, theft or damage to exhibitors' property. Each exhibitor must take out sufficient insurance cover.

Once completed, please return this form to:

Sally Clarke
 BCSC Events
 1 Queen Anne's Gate, Westminster, London SW1H 9BT
 T 020 7227 3459 F 020 7222 4440
 sally.clarke@bcsc.org.uk