

SERVICE?

**WHAT
SERVICE!**

BCSC 2005
'Service? What Service!'
Retail Showcase,
St George's Market, Belfast
Mon 31 October – Wed 2 November 2005

Retail Showcase Sponsor



SERVICE?

WHAT
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The BCSC Annual Conference & Retail Showcase is the only opportunity in the year when some 2000 decision-makers from the retail property industry who do, or who want to do business together, are in the same place for three days.

St George's Market provides the platform for 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 and leisure and lifestyle operators, present new formats, growth strategies, and acquisition requirements.
- 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.
- Developers and retailers alike introduce new corporate strategies, acquisition requirements or disposal programmes.
- Consultants and specialists demonstrate innovations, skills and services.
- Local Authorities promote new concepts.

More and more retailers please...

Members of BCSC, post event evaluations and questionnaires, continuously tell us that participants at the BCSC Annual Conference and Retail Showcase want to see more and more retailers at the 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. Read on to find out how you can be at the Showcase!

Stand Information

Important information – please read

Due to constraints with the size of the venue:

- No stand may be built higher than 4 (four) meters in height.
- No exhibitor may take more than 4 (four) units in total.
- Each exhibitor must be aware that there are structural pylons that are unavoidably located within some of the units and these will have to be accommodated when designing and building stands.
- Please check with BCSC organisers before authorizing any stand plans.

Unit Options

Option 1 – Space Only Unit

3m x 3m, or 3m x 4m (limited in number) open space units for maximum flexibility in building and designing your own stand. Includes floor area only, no carpeting or electrics, these will have to be ordered separately through recommended suppliers.

Or

Option 2 – Shell Scheme Unit

3m x 3m, or 3m x 4m (limited in number) shell scheme units. Includes carpet, 2 spotlights, 1 x 500w(2amp) socket, name board on each open side, and white foamex panels 2.4m high.

Costs

Retailer Exhibitors' Package

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

Each 3m x 4m unit is available at a cost of £3,500 plus VAT.

You receive 3 different types of passes with your stand – please read carefully.

1. Exhibitor Passes – Allow access to Retail Showcase and all Conference Sessions but does not include 'Irish Celebration' ticket for Wednesday evening (this may be purchased separately).

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

For example;

- 1 unit = 2 exhibitor passes
- 2 units = 4 exhibitor passes
- 3 units = 6 exhibitor passes
- 4 units = 8 exhibitor passes (maximum allowed)

2. Exhibitor Delegate Passes – Allow access to all Conference Sessions, Retail Showcase, option to book on the Golf Day and Study Tours and 1 (one) ticket to the 'Irish Celebration' on Wednesday evening. Retailers will receive 2 (two) Exhibitor Delegate Passes per booking. These complimentary passes are per booking and therefore do not increase with the number of units booked.

3. Additional Exhibitor Delegate Passes – Can be purchased at the reduced price of £100 plus VAT. This reduced price ticket includes access to the Welcome Party, Conference Sessions, and Retail Showcase. It does not include a ticket to the 'Irish Celebration' on Wednesday evening, Study Tours, 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.
Each 3m x 4m unit is available at a cost of £4,500 plus VAT.

You receive 3 different types of passes with your stand – please read carefully.

1. Exhibitor Passes – Allow access to Retail Showcase and all Conference Sessions but does not include 'Irish Celebration' ticket (this may be purchased separately).

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

For example;

1 unit = 2 exhibitor passes

2 units = 3 exhibitor passes

3 units = 4 exhibitor passes

4 units = 5 exhibitor passes (maximum allowed)

2. Exhibitor Delegate Pass – Allow access to all Conference Sessions, Retail Showcase, option to book on the Golf Day and Study Tours and 1 (one) ticket to the 'Irish Celebration' on Wednesday evening. Each non-retailer exhibitor booking will receive 1 (one) complimentary delegate pass per booking. This complimentary pass is per booking and therefore does not increase with the number of units booked.

3. Additional Exhibitor Delegate Passes – Can be purchased at the reduced price of £375 plus VAT. This reduced price ticket includes access to the Welcome Party, Conference Sessions, and Retail Showcase. It does not include a ticket to the 'Irish Celebration' on Wednesday evening, Study Tours, or Golf Competition, which can be booked separately.

*Specific forms will be provided for each type of pass with your exhibitor manual.

All Exhibitors – other benefits of exhibiting

Exhibitors are ensured maximum exposure and time with delegates, as the following programme of events are to be held within the Retail Showcase, in St George's Market:

- Opening Welcome Party on Monday evening
- 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 day.

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

- Conference Programme included in the delegate pack
- Entry in Centre Retailing, published by Estates Gazette
- Conference website – www.bcsc.org.uk/conference

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 based advertising opportunities available to exhibitors in St George's Market. For further information, please contact Sally Clarke on T 020 7227 3459 or E sally.clarke@bcsc.org.uk

Retail Showcase Sponsor 2005

AM Development is active on a European scale in urban centre, shopping centre, housing and office development that is sensitive to the wider local context. With an operating income of almost €1.3 billion and net profit of €66 million in 2004, the listed company occupies a prominent position in the property development sector in Europe. AM's projects all have that special something. Our goal is to keep creating projects that speak to people, whether it is a home, shopping centre, an office building or an entire district.

AM currently has projects in progress in the Netherlands, France, Belgium, Germany, Spain, Portugal, Italy, Poland, Turkey, Hungary, the Czech Republic and the United Kingdom. In the UK, AM is active in developing two major city regeneration schemes – the £300 million Victoria Square in Belfast (opening 2007) and £210 million New Summer Row in Wolverhampton (opening 2008). Tailored to the consumers' lifestyles, our projects take into account and enhance the characteristics of the area where they are located.

For further information please contact:

Mary Johnston
Marketing Manager
36 Victoria Square Belfast BT1 4QB
Tel: + 44 (0) 28 9023 4999 mjohnston@amdevelopment.co.uk
Also visit: www.victoriasquare.com www.ameurope.com



Summary of Types of Passes Available and Access Allowed at BCSC Conference and Retail Showcase 2005.

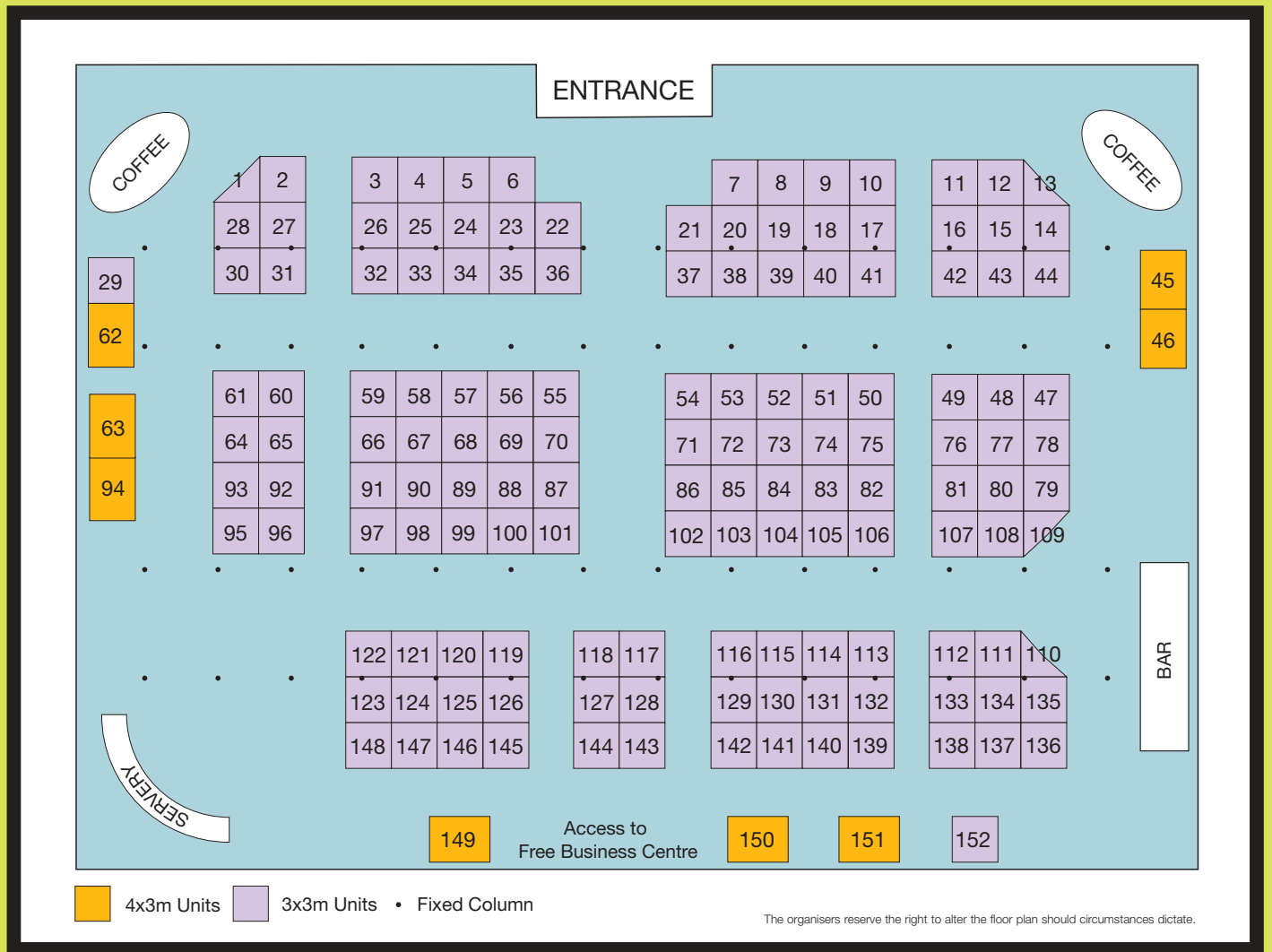
Retail Exhibitors' Package

Exhibitor Passes	2 per unit purchased
Exhibitor Delegate Passes	2 per booking only
Additional Exhibitor Delegate Pass	£100 + VAT
Unit Costs	3m x 3m £3,000 +VAT 3m x 4m £3,500 +VAT

Non-Retailer Exhibitors' Package

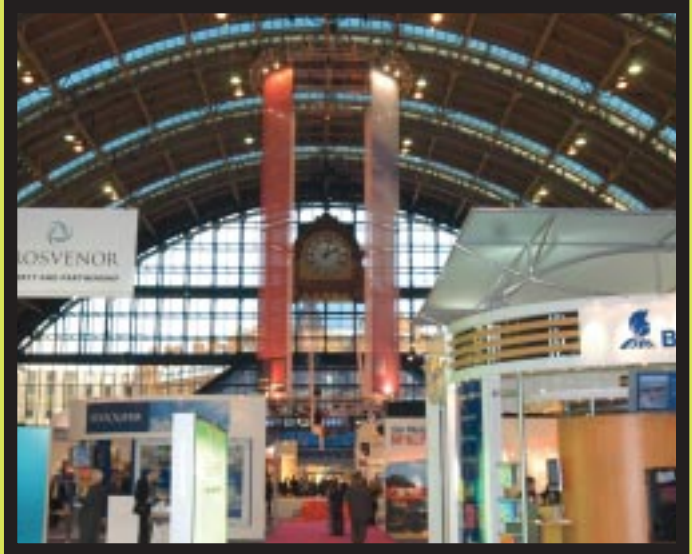
Exhibitor Passes	2 for first unit purchased, 1 thereafter
Exhibitor Delegate Pass	1 per booking
Additional Exhibitor Delegate Pass	£375 + VAT
Unit Costs	3m x 3m £4,000 +VAT 3m x 4m £4,500 +VAT

* If these events are not included, tickets can be purchased separately.



Access to Exhibition	Conference Sessions	Welcome Party	Irish Celebration*	Golf*	Study Tours*
Yes	Yes	Yes	No	No	No
Yes	Yes	Yes	Yes	Yes	Yes
Yes	Yes	Yes	No	No	No
Yes	Yes	Yes	No	No	No
Yes	Yes	Yes	Yes	Yes	Yes
Yes	Yes	Yes	No	No	No

“The BCSC conference and showcase is one of the most important events on the calendar for anyone involved in retail property. It allows us to spend time, not just with our clients, but with other members of the industry, and to share information and ideas.”
Colliers CRE



“Attending BCSC has become an integral part of Laing O'Rourke's commitment to providing world-class retail solutions. The informal networking facilitated by the event is invaluable, and has allowed us to forge very positive and mutually beneficial relationships within the retail industry.”
Andrew Wilson, Director, Laing O'Rourke

“The BCSC Retail Showcase is an excellent opportunity for Photo-Me to show its continued support to the Shopping Centre Industry. It is also an important forum for us to maintain the existing relationships that we have developed and to create new business opportunities. We look forward to showing our continued support and commitment again this year.”
Photo-Me International

Bookings are now open for this prestigious event!

Retailer Exhibitors contact: Maureen De Barr

T 01628 475 700 M 07899 750 250 E mdb@morgandebarr.com

All other Exhibitors contact: Sally Clarke

BCSC Events Team

T 020 7227 3459 F 020 7222 4440 E sally.clarke@bcsc.org.uk

For all other general enquires, please contact: BCSC Events Team,

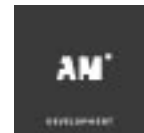
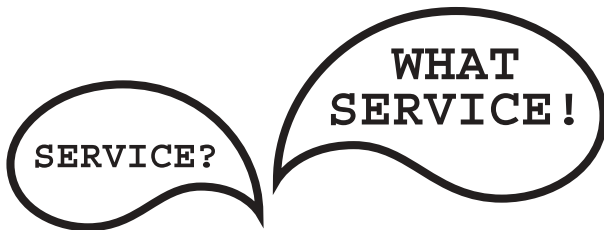
1 Queen Anne's Gate London SW1H 9BT

T 020 7227 3450 F 020 7222 4440 E bcsc2005@bcsc.org.uk www.bcsc.org.uk/conference

BCSC 2005 Annual Conference

brought to you in conjunction with:





BCSC Retail Showcase Booking Form

Mon 31 Oct – Wed 2 Nov 2005, St George's Market, Belfast

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). Maximum 4 (four) units in total can be booked.

	3m x 3m unit(s) at BCSC Retail Showcase 2005
	Retail Exhibitors at £3,000 plus £525 VAT = £3,525 for each unit £ _____
	Non Retailer Exhibitors at £4,000 plus £700 VAT = £4,700 for each unit £ _____

	4m x 3m unit(s) (limited number available) at Retail Showcase 2005
	Retail Exhibitors at £3,500 plus £612.50 VAT = £4,112.50 for each unit £ _____
	Non Retailer Exhibitors at £4,500 plus £787.50 VAT = £5,287.50 for each unit £ _____

Option 2 – Shell Scheme Unit (includes carpet, 2 spotlights, 1x 500w(2amp) socket, name board on each open side, and white foamex panels 2.4m high). Maximum 4 (four) units in total can be booked.

	3m x 3m unit(s) at BCSC Retail Showcase 2005.
	Retail Exhibitors at £3,000 plus £525 VAT = £3,525 for each unit £ _____
	Non Retailer Exhibitors at £4,000 plus £700 VAT = £4,700 for each unit £ _____

	4m x 3m unit(s) (Limited number available) at Retail Showcase 2005
	Retail Exhibitors at £3,500 plus £612.50 VAT = £4,112.50 for each unit £ _____
	Non Retailer Exhibitors at £4,500 plus £787.50 VAT = £5,287.50 for each unit £ _____

Total cost for unit (s) £

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

Stand number preferences	1st	2nd	3rd	4th
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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 opportunities

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 (150 words maximum). 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 in certain publications.

Exhibitor Manual

BCSC will provide a downloadable version of the exhibitors' manual on the conference website, which is password protected. 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. The password will be sent to you upon confirmation of your booking.

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	Mobile
Fax	Email	

I have read and understood the Booking Conditions stated below.

Signed	Date
--------	------

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:

- I am aware that no stand is to be built higher than 4 (four) metres in height; that no exhibitor is to take more than 4 (four) units in total; and that there may be structural pylons in my space that I will have to build around.
- 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 21 October 2005 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; you must send a remittance advice 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 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