



Preliminary Program

RECON

The Future Starts Now

May 17 – 20, 2015
Las Vegas Convention Center
Las Vegas, NV
#RECon15



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REASONS TO ATTEND RECON

Reconnect with prosperity and profits at ICSC's RECon 2015! RECon is the world's largest retail real estate exhibition and conference and is a must-attend event for shopping center industry executives, retailers, financial companies, and product and service suppliers. If you're in the shopping center industry, you can't afford not to attend RECon. When over 34,000 of the best and brightest in the industry come together, the opportunities are limitless.

1

PROFESSIONAL DEVELOPMENT DAY

NEW

Taking place on Sunday, enjoy a day that is dedicated to education, training, and professional development. Before the exhibit halls open on Monday, this is your chance to take advantage of non-compete time to enhance your career skills. With a choice of quick hitting or in-depth educational sessions on industry concepts from ICSC's world-class speakers and faculty, this program offers a variety of timely topics across a range of disciplines. Participants earn 1.0 professional development credits toward ICSC certification renewal.

2

SPREE RECON

NEW

The world's largest show for the cart, kiosk, and temporary retail industry is coming to RECon. SPREE[®] has become a fixture in the specialty

retail industry, offering cart, kiosk and pop-up store retailers, wholesalers, specialty leasing professionals, and service providers the unique opportunity to gather under one roof and make deals. #SPREEshow

3

LEASING MALL

Whether you're a shopping center owner, looking to lease space in a new or existing shopping center, or a retailer, looking to expand into new markets, the Leasing Mall is the place where the deals get done! With over 900 of the world's largest shopping center development companies and retailers in attendance, the Leasing Mall is the most cost efficient means of doing business. You can visit with all the major companies in the industry and conduct a year's worth of business in just three days. Stop by Retailer Central and Retailer Square in Central and North Halls with Networking Lounges and free WiFi.

4

MARKETPLACE MALL

The Marketplace Mall will feature over 300 product suppliers and service companies, grouped together in one convenient location so that you can quickly and easily learn about the latest innovations that will improve your profitability. Whether you are looking for signage, shopping carts, or solutions on how to engage consumers through social media, you can get all the information you need at the Marketplace Mall.



5 U.S. MAXI AWARDS

The U.S. MAXI Awards, ICSC's marketing awards program, will again take place at RECon. The U.S. MAXI Awards honors innovative events, programs and technology that are vital to shopping center success. Designed to recognize the evolution of the industry, while rewarding innovation and creativity, they are the premier marketing awards in the industry.

6 CITIES OF THE WORLD PAVILION

The Cities of the World Pavilion will feature cities and municipalities as well as government and non-profit organizations that are looking to attract retail real estate development to communities throughout the world. Located on the Leasing Mall floor, the Cities of the World Pavilion will allow attendees to quickly and conveniently learn about all the incentives, inducements and development opportunities that exist in communities near and far.

7 FINANCE PAVILION

The Finance Pavilion is one convenient stop for attendees to meet with financial companies, banks and lenders to discuss incentives and financing opportunities that will make their development dreams come true.

8 ICSC FOUNDATION GALA DINNER

Jump start your RECon at the ICSC Foundation Gala Dinner. This who's who of retail real estate is the ideal opportunity to give back while entertaining your clientele or staff. Join us at this private engagement for a night of networking and song with a tribute to Frankie Valli and the Four Seasons. Separate registration required. Space is limited.

9 DESIGN TRENDS EXHIBIT

Today's dreams and tomorrow's realities are featured at the Design Trends Exhibit as shopping center owners, developers, architects, and designers display their vision and latest concepts. Located in high traffic areas throughout the Convention Center, a Design Trends Exhibit is an ideal way to expand your presence and drive traffic to your Leasing Mall exhibit.

10 MEET THE TRUSTEES BREAKFAST

This is your opportunity to discuss key industry issues with ICSC's Board of Trustees in an interactive, roundtable setting.



RECON PROGRAM-AT-A-GLANCE

SATURDAY MAY 16

12:00 noon – 6:00 pm Registration

SUNDAY MAY 17 – PROFESSIONAL DEVELOPMENT DAY

8:00 am – 5:00 pm Registration

9:00 am – 12:30 pm Educational Sessions

1:00 – 2:15 pm Opening Keynote Presentation and VIVA's Ceremony

2:30 – 5:00 pm Educational Sessions

5:30 – 7:00 pm U.S. MAXI Awards Ceremony

6:00 – 9:30 pm ICSC Foundation Gala Dinner

7:30 – 9:30 pm Opening Reception at Encore Beach Club

MONDAY MAY 18

7:00 am – 5:00 pm Registration

8:00 am – 5:00 pm Leasing Mall/Marketplace Mall/SPREE RECon

9:00 am – 12:00 pm Educational Sessions

12:30 – 2:00 pm Lunch and Keynote Presentation

2:30 – 5:30 pm Educational Sessions

3:30 – 5:00 pm Cities of the World Reception

TUESDAY MAY 19

6:30 am – 5:00 pm Registration

7:00 – 8:30 am Meet the Trustees Breakfast

8:00 am – 5:00 pm Leasing Mall/Marketplace Mall/SPREE RECon

9:00 am – 12:00 pm Educational Sessions

12:30 – 2:00 pm Lunch and Keynote Presentation

2:30 – 5:30 pm Educational Sessions

WEDNESDAY MAY 20

7:00 am – 2:00 pm Registration

8:00 am – 2:00 pm Leasing Mall/Marketplace Mall/SPREE RECon

All Educational Sessions and Keynote Presentations to be held in the Westgate Resort & Casino (formerly the LVH).

Schedule is tentative and subject to change.

3 WAYS TO STAND OUT IN THE CROWD:

- ▶ EXHIBIT
- ▶ SPONSOR
- ▶ ADVERTISE



With over 34,000 attendees once again expected to pack the halls of the Las Vegas Convention Center, you will want to ensure that you optimize your ability to get your message out. ICSC has several exhibiting, sponsoring and advertising opportunities that can help you gain exposure before, during and after RECon.

Marketplace Mall, conveniently located in the North Hall, will host over 300 exhibiting companies and is a high traffic destination. Exhibitors will be featured in sections that fall into specific categories including Technology Showcase, Green Zone and Specialty Leasing Showcase. In addition to these special sections, Marketplace Mall will be home to RECon registration, ensuring every attendee will have the opportunity to see what's on display. To help drive traffic to your exhibit, you will receive 10 complimentary passes that allow your customers access to Marketplace Mall free of charge.

NEW IN 2015: SPREE RECON! SPREE the world's largest event for the cart, kiosk and temporary retail industry is now part of RECon. For sponsorship opportunities, contact **Patricia Norins** at +1 781 709 2411 or pnorins@icsc.org.

“By sponsoring ICSC's RECon, Meridian received exceptional visibility and was able to promote our brand and align our firm with the retail real estate industry's leading trade association and its significant membership.”

Jonathan M. Stern
Managing Director, Meridian Capital Group, LLC

Consider one of the numerous **Sponsorship Packages** which provide unparalleled opportunities to put your company in front of 34,000+ attendees. Deals and networking don't just happen on the show floor, they happen after hours as well. The Opening Reception at the Encore Beach Club is an ideal venue to promote your company and brand awareness and generate new prospects. Additional Sponsorship

Opportunities include, **Marketplace Mall Continental Breakfast, WiFi Hotspots, Inter-Hall Golf Carts, ICSC Foundation Gala Dinner, U.S. MAXI Awards and Diversity Reception.**

Take advantage of a variety of **Advertising Opportunities**

that will extend your reach. Advertising Opportunities include, **RECon Program Directory, RECon News (RECon-centric version of *Shopping Centers Today*), RECon Learning Journal, Digital Ads or "You Are Here" Locator Billboards throughout the Convention Center, Shuttle Buses and Badge Mailer Inserts.**

Let ICSC help you promote your company or product at the retail real estate industry's premier event. For more information on exhibiting, sponsoring or advertising opportunities contact **Rita Malek** at +1 646 728 3539 or rmalek@icsc.org or visit www.icscrecon.org.

REGISTRATION FEES

REGULAR REGISTRATION FEES:

	EARLY BIRD	ADVANCE	ON-SITE
Member*:	\$530	\$570	\$720
Non-Member:	\$1,120	\$1,120	\$1,430
Student Member**:	\$50	\$50	\$50

Access to the Full Convention Program includes two lunches, receptions, Professional Development Day (Sunday), Leasing Mall, Marketplace Mall, and SPREE RECon.

BEST VALUE REGISTRATION FEES:

	EARLY BIRD	ADVANCE	ON-SITE
Member*:	\$625	\$665	\$815
Non-Member:	\$1,215	\$1,215	\$1,525
Student Member**:	\$145	\$145	\$145

The Best Value Package not only includes your RECon Regular Registration convention registration, but you will also enjoy unlimited, 24/7 access to the ICSC Digital Knowledge Center and experience up to 25 hours of audio recorded LIVE at RECon – all synchronized to presenters' PowerPoint presentations, downloaded MP3s, and presenter handouts.

PROFESSIONAL DEVELOPMENT DAY — SUNDAY, MAY 17:

ADVANCE/ON-SITE: \$250

This fee is for the **Professional Development Day** on Sunday, including all conference sessions and Academy courses. Those with RECon Regular Registration or Best Value Package Registration do **NOT** need to add on this fee, as it is included in your registration fee. Those who have a free Exhibitor, Marketplace Mall, MAXI or SPREE RECon badge and would like to attend Professional Development Day sessions must register for this option.

* To qualify for the member rates, each registrant must be an ICSC member. A company membership does not entitle every employee of that company to register at the member rates.

** Registrants must be ICSC student members to qualify for the student rates.

All attendees and exhibitors are required to have an ICSC-issued color photo badge for access to the Convention. To submit a photo, visit www.icsc.org/membership/photo-upload-instructions

BECOME A MEMBER AND SAVE ON REGISTRATION!

ICSC MEMBERSHIP FEES

Regular and Associate:	\$800
Affiliate:	\$125
Public/Academic:	\$100
Public/Academic Affiliate:	\$50
Student:	\$50

For complete program, registration, exhibition information and forms, visit

www.icscrecon.org

REGISTRATION DEADLINES

DECEMBER 12, 2014

Early Bird Deadline – Members Save \$40

MARCH 27, 2015

Register and submit a photo by deadline to receive your badge in the mail. No badges will be mailed without a photo. Registrants who pay the member rate must be a member in good standing on March 27 to retain that rate and receive a badge in the mail.

APRIL 30, 2015

Deadline to receive advance registration fee.

MAY 16, 2015

Registrations will be accepted on-site in Las Vegas.

HOW TO REGISTER

Online: www.icscrecon.org

Fax: +1 732 694 1800

Mail: International Council of Shopping Centers
P.O. Box 26958
New York, NY 10087-6958, USA

TRANSFERS/CANCELLATIONS

If you are unable to attend RECon, you may transfer your registration (member to non-member transfer requires higher registration fee be paid). After badges are mailed, the original registrant's badge must be returned at time of transfer. You may cancel your registration up to March 27, 2015 and receive a refund. All cancellations will be subject to a \$25 fee and must be received by ICSC in writing. No refunds will be issued after March 27, 2015.



DISCOUNTS AND EXCLUSIVE HOTEL EXTRAS

YOUR HOTEL STAY

Great low rates at all of Las Vegas' most popular hotels are now available exclusively for RECon participants. Bookers will also have access to exclusive RECon hotel extras like free WiFi and substantial discounts on food and beverages. Other benefits include:

- ▶ No service fees to make reservations
- ▶ Immediate confirmations with no waiting or wondering
- ▶ Update/change hotel reservations with no fees or penalties
- ▶ Descriptions, photos and maps to help choose the perfect hotel
- ▶ Real support from real people, prior, during and after RECon

NEW & IMPROVED GROUP RESERVATIONS TECHNOLOGY

Reserving your team's hotel reservations has never been easier. We offer booking features that you can't get anywhere else:

- ▶ Book all your rooms in a single session
- ▶ Assign same or different credit cards to each room
- ▶ Email a single confirmation to yourself or send individual confirmations to each guest
- ▶ Work offline in Excel and upload all of your reservations in a single click whenever you're ready

These and many more great features are available when you book your rooms with *Travel Planners*.

GET STARTED TODAY

To book online, visit www.icscrecon.org and click the Hotel tab. Or book by phone. Friendly RECon Housing Agents are ready to assist you Monday – Friday, 9:00 am – 7:00 pm ET, at +1 212 532 1660 or +1 855 355 0301.

Travel Planners offers a set of benefits to help RECon participants get a great hotel deal with a locked-in rate, providing peace of mind and more time to concentrate on making business connections and deals during RECon. Travel Planners negotiates low-rate guarantees for all hotel contracts, works with hotels to meet or beat reduced competitive rates and passes the savings on to RECon participants.



RECON ADVISORY COMMITTEE



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