

Where the Industry Meets

RECON

THE GLOBAL RETAIL REAL ESTATE CONVENTION

2014

MAY 18-20

LAS VEGAS, NV

32,000 ATTENDEES

1,000 EXHIBITORS

3 DAYS OF DEAL MAKING

ALL AT THE LAS VEGAS

CONVENTION CENTER



PRELIMINARY PROGRAM

RECon

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9 Reasons to Attend RECon

Reconnect with prosperity and profits at ICSC's RECon 2014! RECon is the world's largest retail real estate exhibition and conference and it 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 32,000 of the best and brightest in the industry come together, the opportunities are limitless.

1 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. New for RECon 2014, the Lower South Hall of the Leasing Mall will be moving to the North Hall to provide for a more energetic, unified exhibit experience and will open on Sunday, May 18. Stop by Retailer Central and Retailer Square in the North Hall with a Networking Lounge and free WiFi.

2 Marketplace Mall

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





3 U.S. MAXI Awards

The U.S. Shopping Center MAXI Awards, ICSC's marketing awards program, has been added to the RECon program in 2014! This exciting change will open the door for marketing professionals within the retail real estate industry to showcase their endeavors during ICSC's premier conference. The U.S. MAXI Awards honor 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.

4 Cities of the World Pavilion

Introduced at RECon in 2012, 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.

5 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.

6 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. Prominently 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.

7 Educational Focus

You spoke, we listened! New for RECon 2014, educational content will be based on five major areas of focus: Retail, Leasing, Marketing, Capital Markets and Public/Private Partnerships.

8 ICSC Foundation Gala Dinner

Kick off RECon at the ICSC Foundation Gala Dinner. A who's who of retail real estate, this is your best opportunity to give back while entertaining your clientele at the highest level networking event. Join us at this private engagement for a night of laughs and networking with the comedy of Howie Mandel.

9 Continuing Education Credits

Don't miss out on RECon Academy providing in-depth educational classes on industry concepts. Register for RECon Academy and receive credits toward your ICSC continuing education.



REcon

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2014 Program-at-a-Glance

Saturday, May 17

12:00 noon – 6:00 pm Registration

Sunday, May 18

8:00 am – 5:00 pm Registration

10:00 am – 5:00 pm Marketplace Mall

10:30 am – 12:00 noon RECon Academy

12:00 noon – 5:00 pm Leasing Mall

1:00 – 4:00 pm Marketing Sessions

2:00 – 3:30 pm RECon Academy

4:00 – 5:00 pm Opening Keynote Presentation

6:00 – 7:30 pm U.S. MAXI Awards

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

7:30 – 9:30 pm Opening Reception

Monday, May 19

7:00 am – 5:00 pm Registration

7:30 – 9:00 am Breakfast Hosted by CREW

8:00 am – 5:00 pm Leasing Mall and Marketplace Mall

10:30 am – 12:00 noon RECon Academy

11:00 am – 12:00 noon Concurrent Sessions

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

2:00 – 3:30 pm RECon Academy

3:00 – 4:00 pm Concurrent Sessions

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

4:00 – 5:00 pm Concurrent Sessions

4:00 – 5:30 pm RECon Academy

Tuesday, May 20

6:30 am – 5:00 pm Registration

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

8:00 am – 5:00 pm Leasing Mall and Marketplace Mall

10:00 – 11:00 am Concurrent Sessions

10:30 am – 12:00 noon RECon Academy

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

2:00 – 3:30 pm RECon Academy

3 Ways to Stand Out in the Crowd: Exhibit, Sponsor, Advertise



With over 32,000 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,



RECon 2013 was a great show for us. Thanks to the fact that everyone in the industry attends RECon, combined with a lot of prep work on our part to set up meetings in advance, we were busy with high quality prospects the entire time. In fact, we decided to double the size of our booth for next year. The bottom line is that RECon is THE show for us."

Joe Rando, President, Trade Area Systems

ensuring every attendee will have the opportunity to see what's on display. And to help drive traffic to your exhibit, you will receive 10 complimentary passes that allow your customers access to Marketplace Mall free of charge.

Consider one of the numerous **Sponsorship Packages** which provide unparalleled opportunities to put your company in front of 32,000+ 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 and U.S. MAXI Awards.**

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*), 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

Best Value Package:

For the *Best Value* choose the RECon + Digital Recordings Package when you register for RECon. The *Best Value Package* not only includes your Convention registration, but you will also enjoy unlimited, 24/7 access to the *New 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.

Best Value Registration Fees:

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

Regular Registration Fees:

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

Digital Recordings Only:

(purchased without RECon registration)

Member*: \$570 | Non-Member: \$1,120

Student Member Only**:

\$50 | Advance/On-Site

RECon Registration Fee Includes:

Access to the Full Convention Program inclusive of two lunches, receptions, educational sessions and admission to the Leasing Mall and Marketplace Mall.

RECon Academy:

Separate registration fee. Qualifies for Certification Credit.

Member*: \$50 per class | Non-Member: \$100 per class

Become a member and save on the registration fee.

For more information, visit www.icsc.org or call +1 646 728 3800.

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

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

Registration Deadlines

December 13, 2013

Early Bird Deadline – Members Save \$40

March 28, 2014

Register and submit a photo by the 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 28 to retain that rate and receive a badge in the mail.

April 30, 2014

Deadline to receive advance registration discount.

May 17, 2014

Registrations will be accepted on-site in Las Vegas.

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/photos

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 28, 2014 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 28, 2014.

For complete program, registration, exhibition information and forms, visit www.icscrecon.org

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



Holly Cohen

2014 RECon Advisory Committee Chair and ICSC Trustee
Senior Vice President, Global Real Estate and Construction
Claire's Stores, Inc.
Pembroke Pines, FL



Geoffrey Brouman

Partner
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Sue Walker

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Richardson, TX

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