



## **Fusion: The 2010 ICSC Management, Marketing and Specialty Leasing Conference, Deal Making and Trade Exposition + MAXI Awards**

We are pleased to confirm your registration for the 2010 ICSC Fusion Conference, to be held February 28-March 3, 2010 at the Sheraton Chicago Hotel & Towers in Chicago, Illinois.

The address, fax and telephone number of the hotel is as follows:

**Sheraton Chicago Hotel & Towers**

**301 North Water Street**

**Chicago, IL 60611**

**Phone: +1 312 464 1000**

**Fax: +1 312 464 9140**

**The following is some general information to help you plan your trip to this meeting:**

### **REGISTRATION HOURS:**

You may pick up your conference material at the ICSC Registration Desk located in the Ballroom Promenade on Level 4 of the hotel during the following dates and times:

<b>Sunday, February 28</b>	<b>1:00 – 7:00 pm</b>
<b>Monday, March 1</b>	<b>7:30 am – 4:30 pm</b>
<b>Tuesday, March 2</b>	<b>7:00 am – 6:00 pm</b>
<b>Wednesday, March 3</b>	<b>7:30 am – 1:00 pm</b>

### **CONFERENCE ATTIRE:**

The recommended attire for the conference is business. Recommended attire for the MAXI Awards Ceremony on Wednesday night, March 3 is cocktail attire.

### **ATTENDEE LIST:**

ICSC has gone "green" and is not printing out the attendee list during the Fusion Conference event. The full attendee list will be posted to the ICSC web site. To view the list of attendees, go to **[www.icsc.org](http://www.icsc.org)**. Then go to the Events and Programs tab, double-click under Fusion Conference, February 28-March 3 and double-click the attendee list. To view the full names and addresses of the attendees, double-click where you see the attendee's name.

### **SPEAKER BIOGRAPHIES:**

Speaker biographies will be shown prior to, during, and after the conference on the ICSC Fusion Conference web site.

## PROGRAMS

### **NEW TO THE FUSION CONFERENCE: THE FUSION ACADEMY**

This year, you can choose from among three educational classes on Sunday, February 28, from 3 to 6 pm:

- How to Start a Retail Business: Keys to Retail Success
- The Convergence of Social Media with Marketing and Technology (part I)
- Financial Fundamentals of Commercial Real Estate

The Fusion Academy classes are free to all paid registrants to the Fusion Conference. Please register using the attached form to pre-register for Fusion Academy classes. You must pre-register for Fusion Academy in order to attend.

There are also three Fusion Academy classes on Monday, March 1, from 9 am to 12 noon:

- Sales, Sales, Sales
- The Convergence of Social Media with Marketing and Technology (part II)  
NOTE: if you were unable to attend Part I, you may still sign up for part II and join the group
- Negotiating Agreements and Getting to the End of that Road Successfully

Again, Fusion Academy classes are free to paid registrants to Fusion Conference. Use the attached form to pre-register for Fusion Academy.

### **SHOPPING CENTER EDUCATIONAL STUDY TOURS:**

On Monday morning, March 1, you have a choice of two shopping center educational study tours to visit in the Chicago area:

**Tour #1:** Woodfield Mall

**Tour #2:** 900 North Michigan Shops

Free bus transportation is provided for participants of the tours. Presentations on the 2010 Fusion Conference Educational Study Tours will be held at the Sheraton Chicago from 8:45 – 9:00 am. Buses will then leave promptly at 9:00 am, and will return to the Sheraton Chicago by no later than 12:30 pm. Pre-registration is recommended. Please use the attached form to pre-register for the tour of your preference. For those who did not pre-register for a tour, seats on the buses are only available if there are empty seats.

### **CLS, CSM, CMD and CDP TEST REVIEWS:**

If you are planning on taking the Certified Leasing Specialist (CLS), Certified Shopping Center Manager (CSM), Certified Marketing Director (CMD) or Certified Development, Design and Construction Professional (CDP) certification exam in the future, sign up for a Test Review Course. The CSM and CMD Test Review will be on Monday, March 1, 8:00 am – 12:00 noon. The CLS and CDP Test Reviews will be Monday, March 1, 10:00 am – 12:00 noon.

There is a \$75 fee for ICSC members to attend a Test Review, and \$100 for non-members. More than just a review, the course is designed to familiarize you, the candidate, with test-taking techniques, as well as provide a review of test specifications. A practice test will be administered under simulated test conditions and the scoring process for the examination will be reviewed. Pre-registration for a Test Review is recommended.

Please use the attached form to pre-register for the test review of your preference. If you have any questions about the Test Review, please contact Madison Gross, ICSC Senior Manager, Education, at (646) 728-3461 or [mgross@icsc.org](mailto:mgross@icsc.org)

### **OPTIONAL DINNER:**

The Post Maxi Awards Dinner will continue the celebration on Wednesday, March 3, 2010, 8:15 – 10:30 pm at ZED451, one of Chicago's favorite new, artfully designed restaurants featuring modern upscale globally inspired cuisine. There is an additional fee of \$70 per person. Space is limited, and the deadline to register is February 25, 2010. Sorry, registrations on-site can not be accepted, and there are no refunds for cancellations. Transportation to and from this event is not included in the price. Shared taxis will depart from the Sheraton Chicago Hotel lobby at 8:00 pm. If you are interested in attending this event, please visit the event website for further information and registration forms:

[http://www.icsc.org/apps/meeting\\_display.php?meeting=2010FCOP7](http://www.icsc.org/apps/meeting_display.php?meeting=2010FCOP7).

### **WELCOME RECEPTION:**

Celebrate the opening of the ICSC Fusion Conference with a Welcome Reception, hosted by The Shops at North Bridge, an upscale, urban retail-entertainment district, located along North Michigan Avenue in downtown Chicago. The event is from 6:30 – 8:00 pm on Monday, March 1.

Business casual dress is appropriate. ICSC will provide transportation from the Hotel to the Shops at North Bridge, beginning at 6:00 pm, and return at the conclusion of the event. You can board the buses outside of The Convention Center, on the Lower Lobby Level. Return buses are available at 8:00 pm, or you may stay to shop and dine on your own and take a taxi back to the hotel.

### **BREAKFAST ROUNDTABLE PROBLEM-SOLVING CLINICS:**

You will have two opportunities to sit at breakfast roundtables on the morning of Wednesday, March 3 with many of the industry's most innovative professionals. Breakfast Roundtables will be held in Chicago 6 – 7 on Level 4. There are over 40 roundtables for you to choose from. The first round of tables is 8:00 – 8:45 am and the second round is 8:45 – 9:00 am. The preliminary list of tables and roundtable leaders can be found on the program posted on the ICSC web site. A final list of tables will be found in your At-Door Program at Registration. Pre-registration for the roundtables is not required.

### **MAXI AWARDS CEREMONY:**

The world-renowned MAXI Awards Ceremony will be held beginning at 5:30 pm on Wednesday, April 1 at the Sheraton Chicago in Chicago 6 – 7 on Level 4. Doors to the MAXI Awards Ceremony open at 5:00 pm. **In order to be seated for the MAXI Awards Ceremony, you must bring your special admission ticket that accompanied your Registration Package. There are no exceptions. Tickets cannot be purchased for the MAXI Awards Program only.** There will be a MAXI Awards Reception preceding the MAXI Awards Ceremony from 4:30 to 5:15 pm to toast the MAXI finalists. All conference participants are invited to the reception.

## **GROUND TRANSPORTATION**

### **SHUTTLE SERVICE TO & FROM MIDWAY AIRPORT:**

Airport Express Shuttle (per person): One-way \$20.00, Round-trip \$36.00

\* Prices are approximate and subject to change without notice.

The shuttle service from Midway Airport for the downtown hotels departs every 20 minutes throughout the day. To Midway Airport, the shuttle departs the hotel every half hour at :05 and :35 past the hour between 5:35 a.m. and 7:35 p.m.

### **SHUTTLE SERVICE TO & FROM O'HARE AIRPORT:**

Airport Express Shuttle (per person): One-way \$25.00, Round-trip \$46.00

\* Prices are approximate and subject to change without notice.

The shuttle service from O'Hare International Airport for the downtown hotels departs every 10 to 15 minutes throughout the day. To O'Hare International Airport, the shuttle departs the hotel every half hour at :25 and :55 past the hour between 4:55 a.m. and 7:25 p.m.

### **PUBLIC TRANSPORTATION TO & FROM MIDWAY AIRPORT:**

Orange Line Train: Hours are 5:15 a.m. to 11:30 p.m.; cost is \$2.25 one-way per person; travel time to downtown is 25 minutes; exit train at LAKE/CLARK. The hotel is approximately a \$5.00 taxi ride from the train station.

### **PUBLIC TRANSPORTATION TO & FROM O'HARE AIRPORT:**

Blue Line Train: 24-hour service; cost is \$2.25 one-way per person; travel time to downtown is 40 minutes; exit train at LAKE/CLARK. The hotel is approximately a \$5.00 taxi ride from the train station.

### **TAXI SERVICE TO & FROM MIDWAY AIRPORT:**

Estimated cost: \$25.00 to \$30.00. For a private sedan or limousine, the estimated cost is \$110.00 and up.

### **TAXI SERVICE TO & FROM O'HARE AIRPORT:**

Estimated cost: \$35.00 to \$40.00. For a private sedan or limousine, the estimated cost is \$110.00 and up.

### **DRIVING DIRECTIONS TO THE SHERATON CHICAGO HOTEL:**

For driving directions, please see the attached document provided by the Sheraton Chicago Hotel & Towers.

### **PARKING:**

The hotel offers both valet parking (\$22-49 per day) and self-parking (\$14-35 per day).



**From I-55 (Stevenson Expressway):**

Follow I-55 (Stevenson Expressway) east until it ends on Lake Shore Drive. Take Lake Shore Drive North to the Monroe Street exit and turn left, heading west. Go one block west and turn right, heading North on Columbus Drive. Cross over the Chicago River, the hotel will be on your right, at the stoplight.

**From Lake Shore Drive South:**

Head North towards downtown Chicago. Exit at Grand/Illinois Street. Proceed to the second stoplight. Turn left, onto Grand Avenue. Go three blocks West to Columbus Drive. Turn left on Columbus Drive. The hotel will be three blocks ahead on the left.

**From Lake Shore Drive North:**

Head South towards downtown Chicago. Exit at Grand/Illinois Street. Proceed three blocks West to Columbus Drive. Turn left on Columbus Drive. The hotel will be three blocks ahead on the left.

**From I-290 (Eisenhower Expressway):**

Follow 290 East. Exit Congress Parkway. Follow Congress Parkway until it dead ends on Columbus Drive. Turn left, heading North on Columbus Drive. Proceed approximately four blocks. Cross over the Chicago River and the hotel is the first building on the right side.

**From 90/94 (Kennedy and Edens Expressways):**

Follow signs to downtown Chicago. Exit at Ohio Street. Proceed eleven blocks East on Ohio Street. Turn right at Fairbanks/Columbus Drive. Go three blocks South and the hotel is on the left side.

**From O'Hare International Airport and Northwest (Rockford):**

Follow signs to downtown Chicago, also I-90 East (the Kennedy Expressway). I-90 joins I-94. Continue on I-90/I-94 East to downtown. Exit on Ohio Street. Proceed eleven blocks East on Ohio Street. Turn right at Fairbanks/Columbus Drive. Go three blocks South and the hotel is on the left side.

**From Midway Airport:**

Option A: Take Cicero North to I-55 to Chicago.

Option B: Follow signs to Lake Shore Drive North. Take Lake Shore Drive to Grand Avenue West. Exit at Grand/Illinois Street. Proceed three blocks West to Columbus Drive. Turn left on Columbus Drive. The hotel will be three blocks ahead on the left.

Option C: When nearing downtown, take I-90/I-94 West towards O'Hare. Exit Ohio Street. Proceed eleven blocks East on Ohio Street. Turn right at Fairbanks/Columbus Drive. Go three blocks South and the hotel is on the left side.

**From the North Suburbs (Kenosha, Racine and Milwaukee, Wisconsin):**

Take the Illinois Tollway (I-94) East to the Edens Expressway (also I-94). The Edens will join with I-90 (Kennedy Expressway). Continue on I-90/I-94 East to downtown. Exit on Ohio Street. Proceed eleven blocks East on Ohio Street. Turn right at Fairbanks/Columbus Drive. Go three blocks South and the hotel is on the left side.

**From the South (Kankakee, Champaign and Urbana):**

Take I-57 North which joins with I-94 (Dan Ryan Expressway) and I-90. Continue on I-90/I-94 to downtown. Exit on Ohio Street. Proceed eleven blocks East on Ohio Street. Turn right at Fairbanks/Columbus Drive. Go three blocks South and the hotel is on the left side.

**From the Southeast (Indiana and Indianapolis):**

Option A: Take Illinois Tollway to I-90 (Chicago Skyway) into Chicago which joins with I-94 (Dan Ryan Expressway) in the southern area of Chicago. Continue on I-90/I-94 to downtown. Exit at Ohio Street. Proceed eleven blocks East on Ohio Street. Turn right at Fairbanks/Columbus Drive. Go three blocks South and the hotel is on the left side.

Option B: Take I-80/I-94 to Illinois, then take I-94 into Chicago which joins with I-90 (Chicago Skyway) in the southern area of Chicago. Continue on I-90/I-94 to downtown. Exit on Ohio Street. Proceed eleven blocks East on Ohio Street. Turn right at Fairbanks/Columbus Drive. Go three blocks South and the hotel is on the left side.