



RETAILERS

register for free.

- You and your team can walk the show floor for **FREE**.
- Take advantage of the **FREE** concurrent session on **Wednesday, March 30, 11:00 AM - 12:15 PM, "Working with Manufacturers for the Specialty Leasing Industry"***

There are lots of innovative new products in general retail. Many manufacturers, both new and old, are not aware of the opportunity presented by specialty retailing; how do we reach out to them most effectively? Not all of their products can thrive in our unique market; how do we explain winning formulas and how do we teach them how to create a successful program of their products?

- Meet with the Mall Developers to secure your retail locations across the region/country.

Want to Expand Your Knowledge About the Retail Industry? Register* to Attend the Entire ICSC Fusion Conference!

Conference attendees should expect to return to work fully armed with the most current and critical thinking on relevant issues in shopping center management, marketing and specialty retail; and you'll gain confidence in your ability to have a positive impact on your organization.

Three critical themes are explored this year: **Negotiate, Collaborate and Innovate.**

***Complete program information and full conference registration can be found at www.icsc.org/2011FC**

SPECIAL OFFER

RETAILERS Register for free

REGISTRATION FORM

HOW TO REGISTER

Fax: +1 732 694 1800
(credit card registrations only)

Online: www.icsc.org

Mail: ICSC
Attn: Registration Department
P.O. Box 26958
New York, NY 10087-6958

**Renaissance Hollywood Hotel & Spa
at Hollywood & Highland**
1755 N. Highland Avenue
Hollywood, CA 90028

I authorize ICSC and its members to send me announcements
via mail, fax and phone about ICSC's and ICSC's members' programs
and services that may be of interest to me or my colleagues.
I also consent to receipt of notices from ICSC in electronic form.

MEMBER NON-MEMBER RETAILERS FOR FREE PROGRAM **11:00 am - 12:15 pm Concurrent Sessions**
Working with Manufacturers for the Specialty Leasing Industry

NAME _____ TITLE _____

COMPANY _____

ADDRESS _____

CITY _____ STATE/PROVINCE _____ ZIP/POSTAL CODE _____ COUNTRY _____

BUSINESS TELEPHONE _____ FAX NUMBER _____ E-MAIL _____

SECONDARY E-MAIL _____ MEMBERSHIP NO. _____

PLEASE CHECK HERE IF ANY OF THE ABOVE INFORMATION HAS RECENTLY CHANGED.

CHECK MADE PAYABLE TO ICSC \$ _____ CREDIT CARD VISA MASTERCARD AMERICAN EXPRESS DISCOVER

CARD NUMBER _____ EXPIRATION DATE _____ TOTAL _____

NAME ON CARD _____ SIGNATURE _____

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