

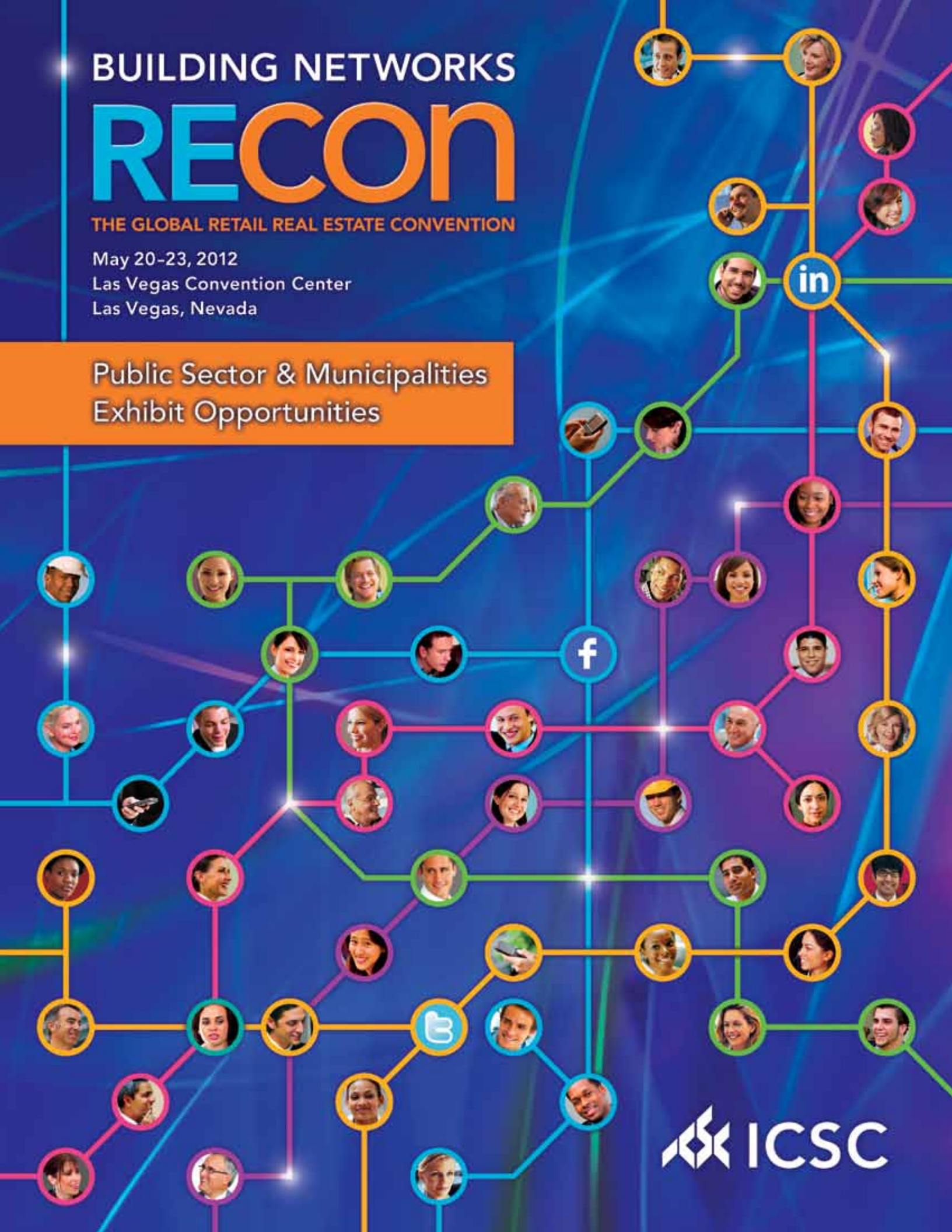
# BUILDING NETWORKS

# RECON

THE GLOBAL RETAIL REAL ESTATE CONVENTION

May 20-23, 2012  
Las Vegas Convention Center  
Las Vegas, Nevada

Public Sector & Municipalities  
Exhibit Opportunities



# Public Sector & Municipalities Exhibit Opportunities

Finding new private economic development partners can be difficult, but RECon 2012 has the solutions to help you do it. Realizing that each city has different needs and that a one-size-fits-all approach never works, RECon 2012 will feature three unique options that will allow municipalities to participate in the world's largest retail real estate conference.

## Leasing Mall Exhibit

For years, municipalities have designed and constructed their own exhibit booths on the Leasing Mall floor and RECon 2012 is no different. Designing and outfitting your own exhibit space gives you a unique look and affords you the flexibility to design your booth based on your branding and space requirements.

**Exhibit space in the Leasing Mall is \$8.95 per square foot** and includes a minimum of four exhibit only badges with the purchase of a booth. Space is limited, so apply today!

## Cities of the World Pavilion

Brand new for RECon 2012, the Cities of the World Pavilion is a turn-key solution for cities and municipalities who want to have a leasing exhibit that is slightly more cost-effective than designing and building their own booth. This solution offers municipalities a 10' x 10' exhibit space within the Cities of the World Pavilion at one low flat fee. The Cities of the World Pavilion will feature 150 exhibit spaces under a unified branded pavilion as part of the Leasing Mall that is exclusively for use by cities, municipalities, economic development agencies and non-profit development authorities. **Cities of the World Pavilion exhibit packages cost \$1,100.**

Package includes:

- 10' x 10' exhibit space
- Company ID sign
- Exhibit space carpeting
- One table
- Two chairs
- Four exhibit only badges

## Cities of the World Showcase

Whether you are looking to drive additional traffic to your booth in the Leasing Mall or if you just want to make sure you have a presence at RECon, the Cities of the World Showcase can help you achieve your goal. The Cities of the World Showcase is located in the Grand Lobby of the convention center, a prominent high-traffic area at RECon, so this is a great opportunity to put your city in front of 30,000+ shopping center professionals through a graphic

rendering and your current marketing literature. Graphic production and set-up will be handled by ICSC. **The cost to exhibit in the Cities of the World Showcase is \$450.**

Package includes:

- Wire wall
- Company ID sign
- Production of a 22" x 28" graphic (graphic delivered to ICSC by March 30, 2012)
- One 8.5" x 11" literature pocket
- One exhibit only badge

At ICSC we know that "Build It and They Will Come" only works in Kevin Costner movies so this year all municipalities will have the opportunity to pre-promote their exhibit at RECon with a free listing in ICSC's "Opportunity City" deals brochure. This is your opportunity to let all RECon attendees know what incentives you have available and all about the development opportunities that exist in your community. Tell your story before RECon and drive attendance to your exhibit with your listing in "Opportunity City."

RECon is the global convention for the shopping center industry and provides networking, deal making and educational opportunities for retail real estate professionals. With over 30,000 attendees and 1,000 exhibitors it is the largest industry convention, providing unparalleled access to the foremost shopping center developers and retailers in the world. So, if you are looking to promote additional economic development, enhance sales tax revenues, and create new jobs for your city, municipality or community, RECon will help you accomplish it!

For more information on any of these opportunities contact **Suzanne Tanguay** at +1 646 728 3475 or [stanguay@icsc.org](mailto:stanguay@icsc.org).

“Now is the time to be aggressively marketing municipal opportunities and ICSC’s RECon is the most cost-effective way for government officials to achieve that objective.”

**David Wallace**

ICSC Research Scholar for Economic Development Emeritus and Former Mayor of Sugar Land, Texas

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## Public Sector & Municipalities Exhibit Opportunities Application

### LEASING MALL EXHIBIT

#### 2012 Leasing Mall Exhibit Space Pricing

**Member Fee:** \$8.95 per square foot

**Non-Member Fee:** \$25.75 per square foot

**Space Includes:**

- Four exhibit only badges
- Hard wall exhibit
- Standard carpet
- First night booth cleaning

\_\_\_\_\_ x \_\_\_\_\_ = \_\_\_\_\_  
Total Square Feet (Sq. Ft. Price) **Total**

#### Cities of the World Pavilion Package Includes:

- 10' x 10' exhibit space
- Company ID sign
- One table
- Two chairs
- 4 exhibit only badges

\_\_\_\_\_ x \$1,100 per = \_\_\_\_\_  
Number of Packages package **Total**

**Note: Limited to 3 packages**

#### Cities of the World Pavilion Showcase Includes:

- Wire wall
- Company ID sign
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(graphic delivered to ICSC by March 30, 2012)
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\_\_\_\_\_ x \$450 per = \_\_\_\_\_  
Number of Packages package **Total**

**Note: Limited to 3 packages**

#### Return application to:

**Fax:** +1 732 694 1748

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

#### For questions contact:

**Suzanne Tanguay**

**Tel:** +1 646 728 3475

**Email:** stanguay@icsc.org

Contact

Company

Company Membership I.D. #

Address

City

State

Country

Zip/Postal Code

Phone

Fax

Email

#### Payment Information:

Check or money order enclosed (payable to ICSC)

Credit Card:  Mastercard  Visa  Amex  Discover

Total \_\_\_\_\_

Credit Card Number (include all digits)

Expiration Date (month/year)

Name (as it appears on credit card)

Signature

Your signature below acknowledges you agree to the ICSC Terms,  
Conditions and Rules located at <http://exhibits.icsc.org/2012SC>

Signature (Required)

Date

Print Name

Title

Company

 International Council of Shopping Centers  
1221 Avenue of the Americas  
New York, NY 10020-1099

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**RECON**

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