

RECONO

LATIN AMERICA

THE GLOBAL SHOPPING CENTER CONVENTION OF LATIN AMERICA

March 12 – 14, 2012
The Westin Lima Hotel
& Convention Center
Lima, Peru
www.icsc.org/2012RLA



INTERNATIONAL COUNCIL OF SHOPPING CENTERS

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Announcing **ICSC's RECon Latin America** Deal Making, Trade Exposition and 3rd Conference showcasing owners, developers, retailers, investors and product and service providers. Meet with over 500 industry leaders from all over Latin America for networking, deal making and education.

"The Peruvian market may hold more than 100 malls in the next five years due to increasing demand and the increased purchasing power of local consumers," said general manager of Jockey Plaza Shopping Center, Juan Jose Calle. "To date there are 25 shopping centers nationwide and is expected to reach 40 in 2012 and continue growing."

The **Conference** includes Educational Sessions and Workshops about the issues and trends affecting the industry in the region and globally.

RECon Latin America's Deal Making and Trade Expo provides the perfect venue for exhibitors to increase their visibility and meet with industry leaders in this thriving region. **The Deal Making and Trade Expo** will include nearly 50 exhibitors, providing the opportunity for owners, developers, brokers, financial institutions and retailers to come together to conduct business during this two day deal making event.

In addition, the **Trade Expo** is a one stop shopping area devoted to the industry's latest and most innovative products and services. Key decision-makers will be on site looking for:

- Accounting/Financial Services and Software
- Advertising/Marketing/Public Relations Firms
- Architectural/Engineering/Construction Firms
- Computer Software including Demographics/Market Analysis/Prospecting
- Graphic and Interior Design
- Decorations/Seasonal Décor
- Flooring/Masonry Products
- Elevators/Escalator Sales and Service/ Statues/Sculptures
- HVAC/Lighting/Energy Management Systems and Utilities
- Roofing Contractors and Materials
- Security Services and Equipment
- Furnishings/Equipment and Supplies
- Landscaping Services

Deal Making and Trade Expo Hours

March 12 8:00 – 9:30 pm
(Member Sponsored Reception 8:00 – 9:30 pm)
March 13 9:00 am – 6:00 pm
March 14 9:00 am – 6:00 pm

TWO EXHIBIT PACKAGES TO MEET YOUR NEEDS:

1. Hardwall

10' x 10' (3m x 3m) booths are available as single units or can be combined.

PACKAGE INCLUDES:

- 8' high hardwall system
- Booth carpeting
- 2 side chairs
- Rectangular table*
- Wastebasket
- 4 Exhibitor Staff Passes (allows access to exhibit hall only)

Cost: USD \$2,995 (10% premium per corner booth)

*Enhancements (i.e. shelving, racks, etc.) available through contractor for nominal fees.

2. Raw Space

10' x 10' (3m x 3m) booths are available as single units or can be combined.

PACKAGE INCLUDES:

- 4 Exhibitor Staff Passes (allows access to exhibit hall only)

Cost: USD \$1,495

See exhibit space application. For more information or to reserve your space contact:

Rita Malek
Phone: +1 646 728 3539
Email: rmalek@icsc.org

Douglas Lugo
Phone: +1 646 728 3847
Email: dlugo@icsc.org



The International Council of Shopping Centers (ICSC) was founded in 1957 and is the global trade and professional association serving the retail real estate industry. ICSC's 55,000 plus members worldwide include shopping center owners, developers, retailers, investors, academics, public officials, and others allied to the industry. ICSC hosts over 250 meetings annually with a combined attendance of 120,000 business professionals.



Sponsorship Packages

RECon Latin America also provides sponsorship opportunities to showcase your company to the largest gathering of retail real estate professionals in the region.

PLATINUM

USD \$16,000 includes:

- 1 20' x 20' Raw Booth Space
- 4 Conference Passes
- Full page color advertisement in the 1st Quarter 2012 issue of *SCT Latinoamérica*
- Full page color advertisement in the RECon Latin America At-Door Program
- Premier logo exposure in printed and electronic material with 150 word company profile in the At-Door Program

GOLD

USD \$12,500 includes:

- 1 10' x 20' Raw Booth Space
- 2 Conference Passes
- Full page color advertisement in the 1st Quarter 2012 issue of *SCT Latinoamérica*
- Full page color advertisement in the RECon Latin America At-Door Program
- Logo exposure in printed and electronic material with 150 word company profile in the At-Door Program

SILVER

USD \$4,000 includes:

- 2 Conference Passes
- Half page color advertisement in the 1st Quarter 2012 issue of *SCT Latinoamérica*
- Logo exposure in printed and electronic material with 150 word company profile in the At-Door Program

BRONZE

USD \$2,000 includes:

- 1 Conference Pass
- Logo exposure in printed and electronic material with 150 word company profile in the At-Door Program

For more information on sponsorship packages contact:

Rita Malek Phone: +1 646 728 3539 Email: rmalek@icsc.org

For more information on advertising in *Shopping Centers Today Latinoamérica (SCT LA)* contact:

Lynda Gamboa Phone: + 52 (33) 1369 3401 Email: lgamboa@icsc.org

FOR FULL PROGRAM, EXHIBITION AND REGISTRATION INFORMATION VISIT www.icsc.org/2012RLA

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Trade Expo Exhibit Space Application

Company Name (Exhibitor/Company Name)		Company Website Address	
Exhibitor Contact (This person will receive ALL exhibitor information)		Exhibitor Email	
Address			
City	State/Province	Zip/Postal Code	Country
Telephone	Fax	ICSC Membership I.D.#	RLA2012

Company Category (Required)

- Owner/Developer
 Broker
 Retailer
- Management Company
 Municipality/Public Sector/Organization
 Lender/Financial Institution

Product/Service
The Product/Service we plan to show: _____

*ICSC cannot guarantee that you will not be placed near a competitor.
*Submission of this application does not imply guaranteed booth space.

*Fax confirmations, email receipts and/or tracking receipts DO NOT imply the guaranteed receipt of an application.
*Applications CANNOT be processed without payment.

Exhibit Packages

1. HARDWALL – Fee: USD \$2,995 per 10'x10' Booth (3m x 3m)

Package includes:

8' High Hardwall System, Booth Carpeting, 2 Side Chairs, Rectangular Table, Wastebasket, 4 Exhibitor Staff Passes (allows access to the Exhibition Hall only)

of Booths ___ X **USD \$2,995** = Space Fee _____

Corner Request (10% of total)* Corner Fee _____

TOTAL _____

2. RAW SPACE* – Fee: USD \$1,495 per 10'x10' Booth (3m x 3m)

Package includes:

4 Exhibitor Staff Passes (allows access to the Exhibition Hall only)

() I will use Hardwall (Shell Scheme Package)

() I will bring my own display

of Booths ___ X **USD \$1,495** = Space Fee _____

*Note: Hardwall must be provided. TOTAL _____

Sponsorship Packages

() Platinum USD \$16,000

() Silver USD \$4,000

() Gold USD \$12,500

() Bronze USD \$2,000

For more information on sponsorship packages contact:

Rita Malek
Phone: +1 646 728 3539
Email: rmalek@icsc.org

For more information on advertising in *Shopping Centers Today Latinoamérica* (SCT LA) contact:

Lynda Gamboa
Phone: + 52 (33) 1369 3401
Email: lgamboa@icsc.org

The Exhibitor has read the foregoing application for Exhibit Space and agrees to all terms, conditions, authorizations and covenants contained here.

Company Authorized Signature (required)

*Assigned Hardwall booths with corner exposure will be assessed a 10% surcharge of the total space commitment. If your "Total Space Fee" does not include a 10% surcharge for a corner exposure, your company will not be eligible for a potential corner space. This DOES NOT guarantee you will be assigned a corner space.

Method of Payment

CHECK – Make check payable to ICSC and mail to:

International Council of Shopping Centers
Trade Exposition Department / RECon 2012 Latin America
PO Box 26958
New York, NY 10087-6958 USA

CREDIT CARD: MasterCard Visa Amex Discover

Name (as it appears on credit card) Signature

Credit Card Number (include all digits) Expiration Date (month/year)

FAX: +1 732 694 1735 (Credit card only)

PLEASE TRANSFER WIRE FUNDS TO:

JPMorgan Chase Bank, N.A., 270 Park Avenue, 41st Floor
New York, NY 10017 USA

Attn: Irina Berger

For the account of the International Council of Shopping Centers

A/C # 033-1-030767 ABA # 021 000 021 SWIFT:CHASUS33

Reference: Please include a brief description with your payment.