

THE SURVIVAL GUIDE:
NAVIGATING THE ICSC SPRING CONVENTION



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Around the block and around the globe, the retail real estate industry is reaching beyond its boundaries. The environment in which retail real estate professionals must now work in is dynamically changing and is being redefined.

For this reason, the International Council of Shopping Centers, Inc., (ICSC) is delighted that you have decided to join us for this year's Spring Convention in Las Vegas, Nevada. Each year, the Spring Convention is enhanced. 2006 saw record breaking attendance of over 45,000 and this year will be no different. In just four short days, whether it is through new contacts, viewing new products and services being offered in the industry, attending an educational session or two, or through discussions in the newly expanded Leasing Mall—you will reach beyond your boundaries and achieve new goals.

Whether you have attended the ICSC Spring Convention for 20 years or this is your first time, be prepared to be overwhelmed—ICSC's Spring Convention is not your typical convention. Knowing how overwhelming the Spring Convention can be, ICSC has developed this "Navigating the ICSC's Spring

Convention” guide, as a way to make your trip to Las Vegas and the ICSC Spring Convention as productive and profitable as possible.

The following pages provide the things that you need to know before you go, while you are there, plus tips and other helpful ways to “navigate” the convention. Remember to visit ICSC’s website at www.icsc.org and click on the Spring Convention link regularly for information on attendees, exhibitors, and convention highlights.

Once you arrive or if you lose your bearings during the Spring Convention, visit ICSC’s Welcome Center, where ICSC’s knowledgeable staff will be on hand to welcome you and answer any questions you may have!

We look forward to seeing you in Las Vegas at the Spring Convention on May 20-23, 2007. Should you have any questions, please feel free to contact ICSC at +1 646.728.3800 or visit ICSC at www.icsc.org.

ICSC SPRING CONVENTION FACT SHEET

- Over 45,000 industry professionals attend the ICSC Spring Convention annually representing:
 - Shopping Center Owners/Developers: 42%
 - Retailers: 32%
 - Financial and Investment Institutions: 10%
 - Economic Development Agencies and Municipalities: 6%
 - Architects/Design/Construction: 5%
 - Suppliers: 3%
 - Others: 1%
- Attendees represent approximately 51 countries from five continents
- ICSC's Spring Convention contains three components:
 - Industry Educational Sessions (Sunday through Wednesday)
 - Trade Exposition featuring the latest and most innovative products and services (Sunday through Tuesday)
 - Leasing Mall featuring 1,200 of the world's leading owners, developers, retailers, brokers, economic development agencies and municipalities and financial institutions and lenders for networking and conducting business (Monday through Wednesday)
- ICSC's Spring Convention is the 12th largest convention in North America and the 7th largest in Las Vegas
- ICSC's Spring Convention is the largest gathering of retail real estate professionals
- The Trade Exposition occupies 134,000 square feet
- The Leasing Mall encompasses 2.0 million square feet
- ICSC's estimates that approximately 25 percent of the retail real estate industry's shopping center leases are signed or conceived during the Spring Convention
- Visit ICSC's Spring Convention website for updates at www.icsc.org

KNOW BEFORE
YOU GO



KNOW BEFORE YOU GO: KEY TERMS

ICSC SPRING CONVENTION: ICSC's Spring Convention is the 12th largest convention in North America and is the largest gathering of retail real estate professionals. More than 45,000 retail real estate professionals attend the Convention, Trade Exposition and Leasing Mall annually. The Convention, which runs for four days, features more than 20 educational sessions on topics affecting the shopping center industry; more than 350 products and service vendors exhibiting in the Trade Exposition; and the opportunity to meet over 1,200 shopping center owners, developers, leasing agents, brokers, retailers, and public sector professionals who are exhibiting in the 2.0 million square foot Leasing Mall. ICSC estimates that approximately 25 percent of all shopping center leases are signed or conceived during the Spring Convention.

LAS VEGAS HILTON AND HILTON CENTER: Located at 3000 Paradise Road in Las Vegas, the Las Vegas Hilton and Hilton Center are hosts to ICSC's general and concurrent sessions on Monday and Tuesday morning. It is also the location of ICSC's keynote sessions.

TIP #1

The easiest and most convenient way to travel between the Las Vegas Hilton and the Las Vegas Convention Center (LVCC) is through the mezzanine skywalk which connects both locations.

LAS VEGAS CONVENTION CENTER (LVCC): Located at 3150 Paradise Road the LVCC hosts ICSC's main convention events and is where most of your time will be spent during the Spring Convention. At the LVCC you will find: ICSC Leasing Mall, Leasing Suites and Meeting Rooms, Trade Exposition, Registration (Advance and On-Site), ICSC's Welcome Center, Spouse Program, and Press Room. Also, located at the LVCC are the Public Sector Showcase, Design Trends, the Public Sector Plaza, ICSC's Green Pavilion, Green Zone and some of ICSC's Educational Workshops.

PHOTO BADGES: All attendees and exhibitors **are required** to have an ICSC-issued color photo badge for access to the Spring Convention. For more information or to submit a photo, visit www.icsc.org/photo_instr.html.

CONVENTION REGISTRATION: (New Location) Located at the south part of the Central Hall in the LVCC, attendees can pick-up their badges or make corrections on-site. ICSC will also have badge validation centers at the Hilton Ballroom Grand Lobby, McCarran International Airport, and in the South Hall of the Leasing Mall.

LEASING MALL: Developed by the late Albert Sussman, ICSC's first and past president, the Leasing Mall provides shopping center owners, developers, retailers, public sector representatives, brokers and financial institutions a forum to discuss projects—existing and new—and retail real estate strategy. The Leasing Mall consists of custom designed booths for over 1,200 companies that are looking to either fill space or develop retail space throughout the world. The Leasing Mall is located in the LVCC and is made up of **three halls—CENTRAL, NORTH and SOUTH HALLS that are bridged by the LVCC Grand Lobby. The Grand Lobby features the ICSC's Green Pavilion and Design Trends exhibits.**

*Exhibitors in the Leasing Mall can be located by the first initial of their hall (**C=Central; N=North; S=South**) then by their booth number followed by a numeric avenue address (First Avenue) or an alphabetical street address (A Street).*

Sample Booth Address:

Hall, Booth Number, Street/Avenue
N 17 B Street
C 250 12th Avenue

*The **NORTH HALL** contains exhibitors that have street addresses from First to Eighth Avenue or A Street through E Street. This is the hall adjacent to the ICSC Trade Exposition and is closest to the Las Vegas Hilton. **The NORTH HALL houses exhibitors who are shopping center owners, developers, management companies, economic development agencies and municipalities, brokers and financial institutions.***

*The **CENTRAL HALL** contains exhibitors that have addresses from Tenth through Twenty-First Avenue or G Street through M Street. This is the hall off the LVCC's Grand Lobby and contains Convention Registration. **The CENTRAL Hall houses exhibitors who are shopping center owners, developers, management companies, economic development agencies and financial institutions.***

*The **SOUTH HALL** is the largest of the three halls and features two levels of exhibit space. The South Hall is completely new exhibit space for 2007. This hall contains exhibitors that have street addresses from Twenty-Second through Fortieth Avenue or N Street through S Street on the second level, as well as street addresses Forty-First through Fifty-Third or T Street through W Street on the first level. **The SOUTH HALL First Level houses exhibitors who are shopping center owners, developers, management companies, economic development agencies and financial institutions. The SOUTH HALL Second Level houses exhibitors who are shopping center owners, developers, management companies, financial institutions, and retailers.***

TIP #2

TIP #3

Don't feel like walking through the expanded Leasing Mall? Use the perimeter tram service ICSC is offering this year. There will be six different stops that will circumnavigate the convention and service runs every five minutes. Save your feet—use the tram. See map in your registration material for pick-up points.

You can find all exhibitors on ICSC's Spring Convention website. So before you go, visit www.icsc.org and click on the Spring Convention link.

LEASING SUITES: Located on the mezzanine level of the LVCC in Meeting Rooms N245 and N251, each Leasing Suite consists of 10' x 10' or 10' x 20' pipe and drape booths. Exhibitors located in the Leasing Suites represent shopping center owners, developers, retailers, and financial institutions. Leasing Suites can be located by the room and Leasing Suite number. (For example, N245-101)

MEETING ROOMS: Located on the mezzanine level of the LVCC meeting rooms consist of developers, brokers and financial institutions and provide a private environment in which to do business. Meeting Rooms contain the letter N followed by a three digit room number. (For example, N234)

PUBLIC SECTOR PLAZA: Featuring city, county, state, public sector and economic development agencies that are looking for retail real estate opportunities.

TIP #4

Though the Public Sector Plaza contains the vast majority of the public sector exhibitors, others are located throughout the Leasing Mall, as well. So before you go, visit www.icsc.org and click on the Spring Convention link.

FINANCIAL COURT: New for 2007, the Financial Court features exhibitors who offer sources of financing to the retail real estate industry (i.e. lenders and banks). The Financial Court is *located in the Central Hall off of F Street and Nineteenth Avenue*. Exhibitors located in the Financial Court *contain the addresses of Broad Street, Rector Street, Exchange Place and Trinity Place*.

TRADE EXPOSITION: Located at the LVCC, the Trade Exposition contains product and service vendors for the retail real estate industry. Companies exhibiting in the Trade Exposition represent, but are not limited to: 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, Service/

Statues/Sculptures, HVAC/Lighting/Energy Management Systems and Utilities, Roofing Contractors and Materials, Security Services and Equipment, Furnishings/ Equipment and Supplies, and Landscaping Services. The Trade Exposition is located adjacent to the Leasing Mall's North Hall and is closest to the Las Vegas Hilton.

TIP #5

The Trade Exposition features AISLES and exhibitors can be located via their three to four digit booth numbers which run from 100 through 1,000.

PUBLIC SECTOR SHOWCASE: Located in the center of the Trade Exposition, the Public Sector Showcase provides city, state and economic development agencies with an opportunity to showcase their community or region or their latest project in an art gallery type setting.

TIP #6

As part of the Trade Exposition, the Public Sector Showcase opens on Sunday, providing an opportunity to meet with representatives from the public sector before the Leasing Mall officially opens on Monday.

DESIGN TRENDS: Located throughout the lobbies of the LVCC and in the South Hall, Design Trends feature renderings of the hottest trends in retail real estate design. Design Trends highlight development projects in all shopping center design formats including mixed-use, urban, suburban, lifestyle centers, malls, and open-air centers.

EDUCATIONAL SESSIONS: Led by industry professionals, ICSC hosts a variety of educational sessions throughout the convention. These educational sessions feature discussion on topics currently affecting the shopping center industry and vary from developing retail in smart growth environments to lifestyle centers to finance to building relationships to demographics. In 2007 educational sessions are being organized into professional and topical tracks to make it easier for attendees to maximize the full value of ICSC's Spring Convention experience.

TIP #7

Since educational sessions are held on Monday and Tuesday in the Las Vegas Hilton and the LVCC, leave yourself enough time to walk and find the session, find a seat and get settled (up to 10 minutes).

TIP #8

Take advantage of attending at least one of the educational sessions. Not only do they provide you an opportunity to take a break from the convention, the sessions are focused on the trends leading the industry.

ICSC's WELCOME CENTER: Convention attendees are cordially invited to visit the ICSC Welcome Center. Come and peruse ICSC's latest product offerings and services that are available to you including:

- Upcoming Meetings and Conventions
- Global Initiatives
- ICSC Publications
- Shopping Centers Today and Value Retail News
- ICSC Research Reports and Library
- Education/Accreditation Programs
- Convention Cassettes
- Membership Information
- Worldwide Programs
- Government Relations

ICSC OPEN-HOUSE AND WELCOME RECEPTION: Taking place Sunday evening, the ICSC Open-House and Welcome Reception in the Trade Exposition is your opportunity to begin networking with other convention attendees.

TIP #9

Bring plenty of business cards to distribute to fellow attendees as they are your "calling-card" for the convention. With over 45,000 attendees you do not want to be caught short.

ICSC's GREEN PAVILION: Showcasing the latest trends in sustainable building design for environmentally-friendly stores and shopping centers, the ICSC Green Pavilion is located in the Grand Lobby of the LVCC.

ICSC's GREEN ZONE: Located in the lower level of the Leasing Mall's South Hall and consisting of 40,000 square feet of exhibit space that will showcase the latest products and services being offered to help the retail real estate industry "Go Green."

NEXT GENERATION: ICSC's educational, networking and mentoring program for retail real estate professionals seeking to develop their careers and build relationships within the shopping center industry. The program offers a unique opportunity for up-and-coming professionals to meet and interact with their peers, share experiences and exchange ideas in a local and relaxed environment.

SPOUSE PROGRAM: The Spouse Program is intended for spouses and companions of convention attendees. Registered spouses and companions are welcome to attend sessions, meal functions, the Leasing Mall and Trade Exposition, as well as separate Spouse Program events. The Spouse Program hospitality lounge is located on the second floor of the LVCC.

CHAIRMAN'S GOLD CIRCLE: The Chairman's Gold Circle (CGC) program is designed to assist delegates from outside of the U.S. and Canada who are attending the Spring Convention. The program provides delegates with a variety of VIP travel/hotel and on-site benefits to ensure a rewarding experience.

While at the convention, CGC members have the luxury of visiting two International Lounges located in the LVCC. Each of these includes meeting rooms, a business center, a cybercafé, translators, and a full-service concierge desk.

CGC International Lounges are located in the North Hall (N257) and in the South Hall (At the beginning of R Street).

CGC International Lounge North Hall Hours:

Saturday, May 19, 2007 – 10:00 a.m. to 5:00 p.m.

Sunday, May 20, 2007 – 9:00 a.m. to 7:00 p.m.

Monday, May 21, 2007 – 7:00 a.m. to 6:00 p.m.

Tuesday, May 22, 2007 – 7:00 a.m. to 6:00 p.m.

Wednesday, May 23, 2007 – 8:00 a.m. to 5:00 p.m.

CGC International Lounge South Hall Hours:

Monday, May 21, 2007 – 8:00 a.m. to 6:00 p.m.

Tuesday, May 22, 2007 – 8:00 a.m. to 6:00 p.m.

Wednesday, May 23, 2007 – 8:00 a.m. to 5:00 p.m.

PUBLIC SECTOR LOUNGE: The Public Sector Lounge, located in Room N253 at the LVCC, is intended for public sector representatives. The lounge has been set aside for members of the public sector and provides them “a quiet spot” away from the convention floor to meet and network with their counterparts.

PRESS OFFICE: ICSC does maintain a press office throughout the duration of the convention. Located on the second floor of the LVCC, N234, the press office provides members of the media a location to file stories, collect exhibitor's materials, and “a quiet spot” away from the convention.



LEASING
MALL.

LEASING MALL: FACTS, FIGURES AND TIPS

Developed by the late Albert Sussman, ICSC's first and past president in 1982, the Leasing Mall provides shopping center owners, developers, retailers, public sector representatives, brokers and financial institutions a forum to discuss and create deals. The Leasing Mall consists of custom designed booths for over 1,200 exhibitors that are looking to either fill space or develop retail space throughout the world. The Leasing Mall is located in the LVCC and is made up of three halls—North, Central and South Halls that are bridged by the LVCC Grand Lobby. The Grand Lobby features the ICSC Green Pavilion and Design Trends exhibits.

Hours for the Leasing Mall are:

Monday, May 21, 2007 – 8:00 a.m. to 6:00 p.m.

Tuesday, May 22, 2007 – 8:00 a.m. to 6:00 p.m.

Wednesday, May 23, 2007 – 8:00 a.m. to 5:00 p.m.

HOW LARGE IS THE LEASING MALL?

The Leasing Mall consists of two million square feet and is where deals happen!! Make sure you walk through all the halls during the convention to see who is exhibiting.

Exhibitors in the Leasing Mall can be located by the first initial of their hall (**C=Central; N=North; S=South**) then by their booth number followed by a numeric avenue address (First Avenue) or an alphabetical street address (A Street).

Sample Booth Address:

Hall, Booth Number, Street/Avenue

N 17 B Street

C 250 12th Avenue

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The **SOUTH HALL** is the largest of the three halls and features two levels of exhibit space. The South Hall is completely new exhibit space for 2007. This hall contains exhibitors that have street addresses from Twenty-Second through Fortieth Avenue or N Street through S Street on the second level, as well as street addresses Forty-First through Fifty-Third or T Street through W Street on the first level. *The **SOUTH HALL First Level** houses exhibitors who are shopping center owners, developers, management companies, economic development agencies and financial institutions. The **SOUTH HALL Second Level** houses exhibitors who are shopping center owners, developers, management companies and financial institutions, and retailers.*

Don't feel like walking through the expanded Leasing Mall? Use the perimeter tram service ICSC is offering this year. There will be six different stops which will circumnavigate the convention and service runs every five minutes. Save your feet—use the tram. See map in your registration material for pick-up points.

You can find all exhibitors on ICSC's Spring Convention website. So before you go, visit www.icsc.org and click on the Spring Convention link.

EXPANSION OF THE LEASING MALL—SOUTH HALL

The South Hall is the largest of all three halls. The building consists of one million gross square feet and features two levels. The first level is S1-S2 while the second level, which is assessable via the escalator near Convention Registration consists of S3-S4.

Shopping center developers and brokers can be found on the second level of the South Hall (S3) while all **Retailers** who are exhibiting at the convention can be found on the second level of the South Hall (S4).

The South Hall also features exhibitors who are international member companies as well as municipal and economic development agencies. They can be found in S1, S2 and S3.

In the South Hall (S4), exhibitors representing **Restaurants** and other food-related companies will be located around the "Food Court" *between Thirty-Seventh and Thirty-Eighth Avenues and N through Q Streets.*

The South Hall also contains an International Pavilion featuring ICSC's affiliate councils who will provide information regarding development opportunities abroad.

The **Green Zone** will showcase the latest products and services being offered to help the retail real estate industry "Go Green" can be found in the South Hall.

WEAR COMFORTABLE SHOES

Wear comfortable shoes since you will be walking a tremendous amount. For your reference, if you walk from the northern most point in the North Hall of the Leasing Mall to the southern most point in the South Hall of the Leasing Mall you will have walked **three quarters of a mile**. That does not even include walking to and from the Hilton, through the Trade Exposition, or the Leasing Suites. Multiply that by four days, eight hours a day, a number of trips back and forth and that equals sore feet!! *WEAR COMFORTABLE SHOES!!*

EXHIBIT STRUCTURES

The Leasing Mall contains custom designed displays that act as office space for the exhibiting companies. Structures in the Leasing Mall can be as small as 10 feet by 10 feet to as large as 26,500 square feet.

Once at the convention, make sure you reference your registration materials found in the convention kit you receive when you validate your badge. Take and do not lose the "LEASING MALL FLOOR PLAN & REFERENCE GUIDE" which is included in your convention kit. This is your map to the Leasing Mall. It is invaluable once you are on-site. It is a "HOT" item at the convention and replacements are often unavailable.

THE LEASING MALL IS AN APPOINTMENT DRIVEN EXPOSITION!

If you need to meet with one of the exhibitors, please contact the company for an appointment. ICSC provides an interactive listing of exhibitors and their locations online. *Visit www.icsc.org and click on the Spring Convention link for more information.*

If you are unable to make an appointment with an exhibitor prior to the start of the convention "cold-calling" is also an option. Be aware that Monday and Tuesday are the BUSIEST days in the Leasing Mall. Companies may not be able to fit you in on those days, but try on Wednesday, especially in the afternoon when traffic and crowds begin to wind down. The Leasing Mall is open until 5:00 p.m. on Wednesday and all booths must be manned until then. So if at first you don't succeed, keep trying because you never know!

Even if you cannot speak with an exhibitor, take their promotional material since it contains contact information that you can refer back to once you return from the convention.

When scheduling appointments, try to make your appointments for the **same hall on the same day**. This will limit the amount of time you have to walk between the three halls. Remember, the walk can be as long as **three-quarters of a mile—one way!**

When scheduling appointments, leave at least a half-hour between each of them. This will allow you enough time to navigate through the crowds, locate your next appointment and if your meeting runs over, you have time to spare.

Know the hours of the Leasing Mall when making your appointments. Though that 7:30 a.m. appointment may sound great on Monday, the official hours are 8:00 a.m. to 6:00 p.m. and convention security will not let you in prior to the posted hours.

DON'T FORGET YOUR BADGE AT ANY TIME. If you do not have it, you will not be able to access any of the convention functions. If you lose it on-site, it will cost you \$100 for a replacement.

PUBLIC SECTOR EXHIBITORS

Public sector members are part of the Leasing Mall and represent city, county, state, public sector, and economic development agencies that are looking for retail real estate opportunities. *Though the majority of these exhibitors are contained within the Public Sector Plaza in the North Hall, others are located in the Central and South Halls as well.* So before you go, visit www.icsc.org and click on the Spring Convention link for information and exhibitor's locations.

The Public Sector Plaza is located between Fifth and Sixth Avenues between A and D Streets in the NORTH HALL of the Leasing Mall, as well as between Forty-Third and Forty-Fourth Avenues and V & W Streets in the SOUTH HALL.

Public sector members have been exhibiting in the Leasing Mall since 1982. The first city was Rancho Cucamonga, California. In 2007, over 80 public sector agencies will exhibit in the Leasing Mall.

LEASING SUITES AND MEETING ROOMS

LEASING SUITES: Located on the mezzanine level of the LVCC in Meeting Rooms N245 and N251, each Leasing Suite consists of 10' x 10' or 10' x 20' pipe and drape booths. Exhibitors located in the Leasing Suites represent shopping center owners, developers, retailers, and

financial institutions. Leasing Suites can be located by the room and Leasing Suite number.

MEETING ROOMS: Located on the mezzanine level of the LVCC Meeting Rooms consist of developers, brokers and financial institutions and provide a private environment in which to do business. Meeting Rooms can contain the letter N followed by a three digit room number.

LEASING MALL 101

DO

Wear comfortable shoes.

Expect crowds. Last year over 45,000 individuals attended the Spring Convention and visited the Leasing Mall at least once.

The Leasing Mall is made up of three halls: North, Central and South.

Take advantage of the perimeter tram service as a way to circumnavigate the Leasing Mall and the convention.

Make appointments with exhibitors before you go.

Schedule appointments for the same hall for the same day.

Leave enough time between appointments.

Visit ICSC's Spring Convention website and review the attendee and exhibitor listings.

Take down your contact's cell phone number when scheduling appointments so you can get in touch with them on-site.

Take exhibitors' promotional materials.

Know the official hours of the Leasing Mall.

DON'T

Wear uncomfortable shoes.

Forget your badge.

Lose your copy of the "Leasing Mall Floor Plan & Reference Guide."

Come to the convention without scheduled appointments.

Make appointments prior to the official hours of the Leasing Mall.

Give up if you cannot speak with someone on the first day.



TRADE
EXPOSITION

TRADE EXPOSITION: FACTS, FIGURES AND TIPS

TRADE EXPOSITION: Located at the LVCC, the Trade Exposition contains product and service vendors for the retail real estate industry. Companies exhibiting in the Trade Exposition represent but are not limited to 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, Service/Statues/Sculptures, HVAC/Lighting/Energy Management Systems and Utilities, Roofing Contractors and Materials, Security Services and Equipment, Furnishings/Equipment and Supplies, and Landscaping Services.

The Trade Exposition is located adjacent to the Leasing Mall's North Hall and is closest to the Las Vegas Hilton.

Hours for the Trade Exposition are:

Sunday, May 20, 2007 – 2:00 p.m. to 6:00 p.m.

Monday, May 21, 2007 – 8:00 a.m. to 6:00 p.m.

Tuesday, May 22, 2007 – 8:00 a.m. to 6:00 p.m.

TRADE EXPOSITION EXPERTISE: STRUCTURE

- The Trade Exposition features more than 350 exhibitors.
- The Trade Exposition features AISLES and exhibitors can be located via their three or four digit booth numbers which run from 100 through 1,000.
- You can find **ALL** exhibiting companies locations on ICSC's Spring Convention website. So before you go, visit www.icsc.org and click on the Spring Convention link.
- Once at the convention, make sure you reference your registration material found in the convention kit you receive when you validate your badge.

Take and do not lose the “TRADE EXPO FLOOR PLAN & REFERENCE GUIDE” which is included in your convention kit. This is your map to the Trade Exposition. It is invaluable once you are on-site. It is a “HOT” item at the convention and replacements are often unavailable.

TRADE EXPOSITION EXPERTISE: APPOINTMENTS

- **MAKE APPOINTMENTS WITH THE COMPANIES YOU WANT TO SPEAK TO BEFORE YOU EVEN BOARD THE PLANE.** The Trade Exposition has become more of an appointment driven format in recent years and companies do make them. So, if you want to speak with someone, call them and schedule a day and time to speak with them. ICSC provides a listing of companies that will be exhibiting. Visit www.icsc.org and click on the Spring Convention link.
- If you are unable to make an appointment with an exhibiting company prior to the start of the convention “cold-calling” is also an option. Be aware that Sunday and Monday are the **BUSIEST DAYS** in the Trade Exposition. Companies may not be able to fit you in on those days, but try on Tuesday, especially in the afternoon when attention has turned to the Leasing Mall. The Trade Exposition is open until 6:00 p.m. on Tuesday and all booths must be manned until then. So if at first you don’t succeed, keep trying because you never know!
- Even if you cannot speak with an exhibitor, take their promotional materials since it contains contact information that you can refer back to once you return from the convention.

When scheduling appointments, leave at least a half-hour between each appointment. This will allow you enough time to navigate through the crowds, locate your next appointment and if your meeting runs over, you have time to spare.

- Know the hours of the Trade Exposition when making your appointments. Though that 7:30 a.m. appointment may sound great on Monday, the official hours are 8:00 a.m. to 6:00 p.m. and convention security will not let you in prior to the posted hours.
- **DON'T FORGET YOUR BADGE AT ANYTIME.** If you do not have it, you will not be able to access any of the convention functions. If you lose it on-site it will cost you \$100.

TRADE EXPOSITION EXPERTISE: PUBLIC SECTOR SHOWCASE

- The Public Sector Showcase provides city, state and economic development agencies with an opportunity to showcase their community or region or their latest project in an art gallery type setting.

As part of the Trade Exposition, the Public Sector Showcase opens on Sunday, providing an opportunity to meet with representatives from the Public Sector before the Leasing Mall officially opens on Monday.

DO

Walk through the entire Trade Exposition to find out who is offering what to the retail real estate industry.

Wear comfortable shoes.

Expect crowds. Last year over 45,000 individuals attended the Spring Convention and visited the Trade Exposition at least once.

Make appointments with exhibiting companies before you go.

Visit ICSC's Spring Convention website and review the attendee and exhibitor listings.

Take down your contact's cell phone number when scheduling appointments so you can get in touch with them on-site.

Leave enough time between appointments.

Take exhibitors' promotional materials.

Know the official hours of the Trade Exposition.

DON'T

Wear uncomfortable shoes.

Forget your badge.

Lose your copy of the "Trade Expo Floor Plan & Reference Guide."

Come to the convention without scheduled appointments.

Make appointments prior to the official hours of the Leasing Mall.

Give up if you can't speak with someone on the first day.



THE
CONVENTION

BEFORE AND DURING THE CONVENTION: GENERAL INFORMATION

The Spring Convention is ICSC's annual gathering of retail real estate professionals. Each year, over 45,000 individuals attend the four-day meeting which features educational sessions, a Trade Exposition and the Leasing Mall. Though badges are mailed to all those who register by the end of March, you **must validate your badge once you arrive on-site.**

BADGE VALIDATION: DO'S & DON'T'S

DO

validate your badge upon arrival in Las Vegas. Validation stations are located in the Hilton Ballroom Grand Lobby, at the LVCC, and at McCarran International Airport.

DON'T

wait until 7:45 a.m. on Monday to validate your badge. If you do, you might have to wait in line and miss your appointment.

DO

take advantage of the Satellite Badge Validation Stations which are open late on Saturday and Sunday.

DO

go through your registration materials and your convention kit. Pull out the "Leasing Mall and Trade Exposition Reference Guides" and put them in a safe place. They are your guides to the floor plan and replacements are often not available once the convention opens.

DO

look through your At-Door program to determine what educational sessions you may want to attend and for the room location. Also, there may be some changes to the convention program since the final program, so take a moment to look through the program.

DO

bring your badge with you at all times. If you don't, you will not be able to access any of the convention functions.

DON'T

lose your badge on-site. If you do, you will have to pay a replacement fee of \$100.

WHAT TO PACK

Business or business casual attire is recommended for Spring Convention. The average temperature in Las Vegas in May is 86 degrees but it can reach over 100 degrees. The Las Vegas Hilton and LVCC tend

to be kept cold so it might not be a bad idea to bring a jacket or sweater with you, just in case.

Bring plenty of business cards to distribute to fellow attendees as they are your “calling-card” for the convention. With over 45,000 individuals in attendance, you do not want to be caught short.

WHEN TO ARRIVE AND DEPART

While attendees take advantage of the full convention program, the vast majority are there for the Leasing Mall. Given this, the two heaviest travel days for ICSC convention goers are Saturday and Sunday for arrivals and Tuesday for departures.

If you can arrive early, do so. This will allow you to get acclimated with the layout of the convention, adjust to the time change and get settled in before you have to hit the ground running on Sunday or Monday.

As for departing, Tuesday is the heaviest travel day. You might want to wait until Wednesday afternoon when volume at the airport is a bit less.

TRANSPORATION: CABS, MONORAIL & SHUTTLE BUSES

A note about the cabs in Las Vegas—though it is one mode of transportation to get around Las Vegas, realize you are one of over 45,000 individuals attending the convention along with general tourists. So, after you get your luggage and head to your hotel, you might have to wait on a cab line at the airport. Though it does move fast, it can be quite long, depending on the time you arrive.

Cabs lines will be everywhere. From hotels to the LVCC, they are part of the ICSC Convention. Just like anywhere in the U.S. traffic builds as the day progresses, so leaving your hotel early might not be a bad idea. Or, you can use the line to your advantage. If the individual in front of you is an ICSC attendee, strike up a conversation, you never know what you might find out.

VETERAN'S TIP #1

Bring a number of smaller bills (\$1, \$5 and \$10) for the cab rides. It speeds up your ride and cab drivers really do not want to make change of large bills.

VETERAN'S TIP #2

Do not forget to get a receipt if you need one for accounting purposes. Though Las Vegas cab drivers do not like to make change, they are very generous with giving receipts.

OTHER TRANSPORTATION OPTIONS

ICSC SHUTTLE BUSES: ICSC provides complimentary shuttle buses between all Official Convention Hotels and the LVCC.

VETERAN'S TIP #3

ICSC shuttle buses are convenient, frequent, free, and drop you right in front of the convention doors. A complete bus schedule is included in the convention materials you receive once you validate your badge. A listing of official hotels can be found in the Spring Convention Final Program or on ICSC's website www.icsc.org, and click on the Spring Convention link. The buses run along the Las Vegas Strip and run throughout the duration of the convention.

LAS VEGAS MONORAIL: Connecting eight major resorts, the Las Vegas Monorail is another option for you to get around Las Vegas. The monorail has seven stations: MGM Grand, Bally's/Paris, Flamingo/Caesars Palace, Harrah's/Imperial Palace, Las Vegas Convention Center, Las Vegas Hilton, and the Sahara. It operates Monday through Thursday (7:00 a.m. to 2:00 a.m.) and Friday through Sunday (7:00 a.m. to 3:00 a.m.)

VETERAN'S TIP #4

Though a single ride can be purchased for \$5.00, unlimited one-day and three-day passes are also available. For more information, visit www.lvmonorail.com

HOTELS, RESTAURANTS, SHOWS AND FLIGHTS

BOOK UP FAST: Las Vegas offers something for everyone, however, with over 45,000 individuals descending on the city at one time, available hotel rooms, dining options, shows and flights book up fast. So book your lodging, dining reservations, flights and entertainment activities EARLY for the best availability and choices possible. Remember, ICSC is not the only game in town.

VETERAN'S TIP #5

Visit ICSC's website and click on the Spring Convention banner for information regarding official convention hotels, rates, and airline reservations.

VETERAN'S TIP #6

Planning on dining out while in Las Vegas? Make your reservations before you go. For dining options, visit the Las Vegas Convention and Visitors Bureau's dining link at www.lvcva.com/finder/dining.

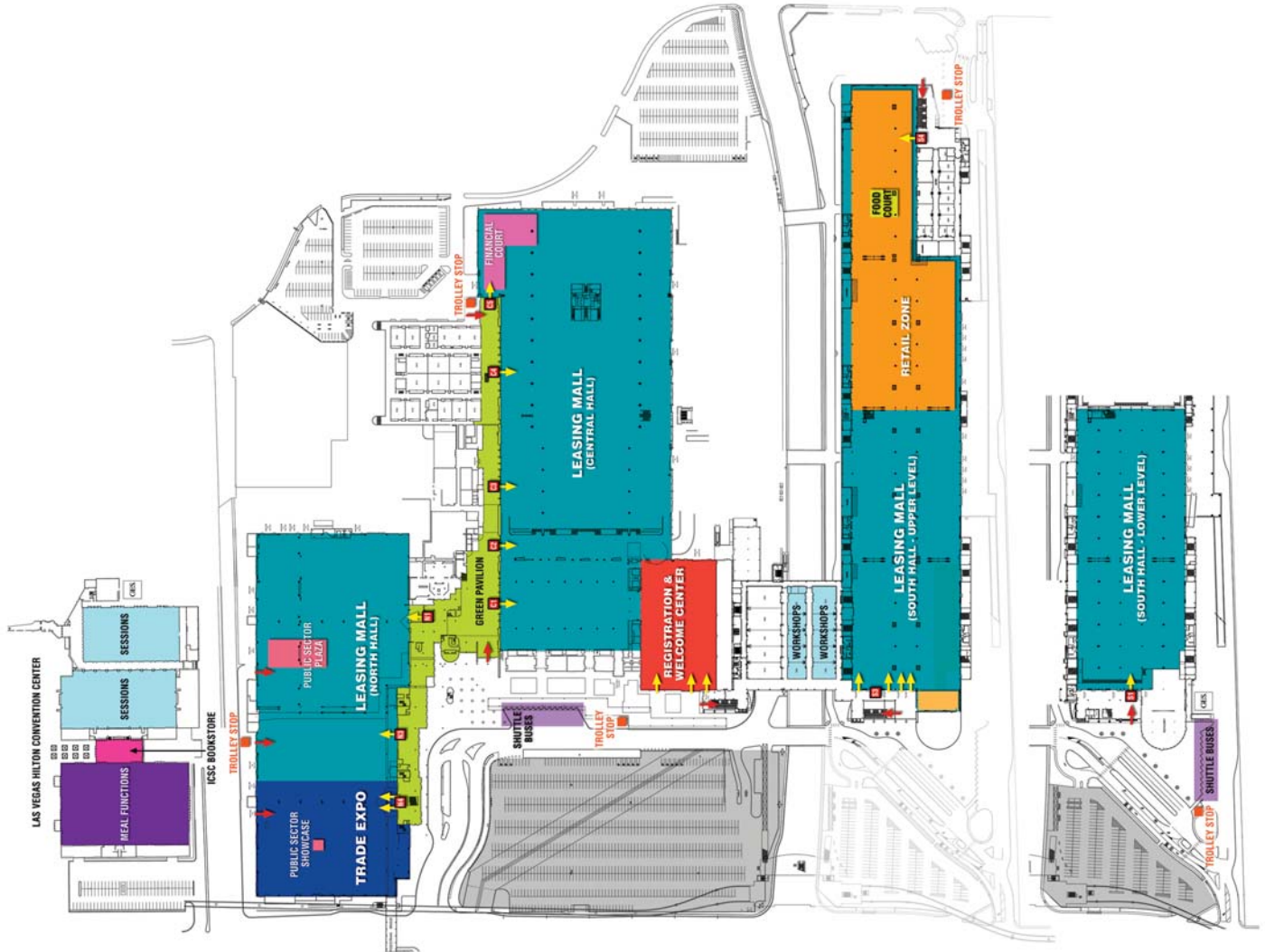
For additional information regarding ICSC’s Spring Convention, please call 646.728.3800 or visit the ICSC website at www.icsc.org and click on the Spring Convention link.

TELEPHONE NUMBERS FOR OFFICIAL ICSC HOTELS

Alladin	702.785.5555
Bally’s	702.739.4111
Bellagio	702.693.7111
Caesars Palace	702.731.7110
Flamingo	702.733.3111
Four Seasons	702.632.5000
Hard Rock	702.693.5000
Harrah’s	702.369.5000
Las Vegas Hilton	702.732.5111
Mandalay Bay	702.632.7777
The Mirage	702.791.7111
Monte Carlo	702.730.7777
New York New York	702.740.6969
The Palms	702.942.7777
Paris	702.946.7000
Renaissance	702.733.6533
Rio Suites	702.252.7777
Riveria	702.734.5110
Stratosphere	702.380.7777
Venetian	702.414.1000
Wynn	702.770.7000



LAS VEGAS CONVENTION CENTER MAP





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