

# ICSC 2009

# FLORIDA CONFERENCE



**Final Program**  
August 16 - 18, 2009

**Gaylord Palms Resort  
& Convention Center  
Kissimmee, Florida**



# ICSC 2009 FLORIDA CONFERENCE

August 16-18, 2009 • Gaylord Palms Resort & Convention Center • Kissimmee, Florida

## Sunday, August 16, 2009

### Florida PAC\*

#### Golf Tournament

11:00 am Registration  
12:30 pm Captain's Choice  
Hyatt Regency Grand Cypress Resort  
North/South/East Courses

#### Conference Registration

1:00 – 8:00 pm

#### Test Review Course

1:00 – 3:00 pm

ICSC is offering Certification Test Review Courses to candidates seeking to achieve designations in their areas of expertise. The certification program is designed to elevate professional standards, enhance individual performance and designate those who demonstrate knowledge essential to the respective practices of shopping center expertise. More than just a review, these courses will familiarize the student with test-taking techniques and provide a review of test specifications. Students will take practice tests, under simulated test conditions, and the scoring methods used for the examination is carefully explained.

#### CLS Test Review Course

1:00 – 3:00 pm

#### CDP Test Review Course

1:00 – 3:00 pm

#### Student Networking Reception

5:30 – 6:30 pm

#### Member-Sponsored Reception

6:30 – 8:00 pm

Corporate sponsorship is \$500 per company. If you are interested in being a sponsor, please complete the enclosed sponsorship form.

## Monday, August 17, 2009

#### Conference Registration

7:30 am – 5:30 pm

#### Continental Breakfast

7:30 – 8:00 am

#### Opening General Session—Regional Overview of Florida

8:30 – 9:30 am

A panel of industry experts from across the country will be speaking on a wide variety of topics including a review of the Florida marketplace over the last 12 months and a forecast of the upcoming 12 months. Topics discussed will include the economy, retail trends, occupancy & rental rate trends, hot retailers, and new projects.

Moderator

**John M. Crossman, CCIM**

ICSC Southern Division Alliance Private Sector Chair  
President  
Crossman and Company  
Orlando, FL

Panelists

**Manny De Zarraga**

Executive Managing Director  
HFF, L.P.  
Miami, FL

**Mary Lou Fiala**

ICSC Trustee and Past Chairman  
President and COO  
Regency Centers  
Jacksonville, FL

**Seth Layton**

Vice President  
Asset Management  
The Sembler Company  
St. Petersburg, FL

**Betsy Trobaugh**

Director, David F. Miller School for Retailing,  
Education and Research  
University of Florida  
Gainesville, FL

#### Concurrent Sessions

9:45 – 10:45 am

#### A. Developing and Implementing an Effective Loan Workout Strategy — Borrower and Lender Perspectives

As properties lose value and leasing activity and rent collections decline during the real estate downturn, developers, tenants, investors and lenders are considering the consequences of engaging in workouts or allowing the project to go into foreclosure or otherwise be delivered to the lender. Tenants are regularly requesting and increasingly receiving rent concessions, resulting in further pressure on owners to adequately service debt structures that have, in recent history, become increasingly complex. So complex that the borrower often does not fully understand who, on behalf of the lender, it needs to negotiate with and the limitations upon the holder of the debt as to what modifications to the loan it can agree to given the capital structure and status of the specific property. This panel will consist of a cross-section of representatives from the retail development, leasing and lending community who will discuss how best to respond to the increasing pressures and dynamics of the current marketplace and develop effective strategies to enhance the efficiency and demystify the steps of the workout process, in order to increase the likelihood of a successful approach to dealing with a distressed (or potentially distressed) property. Understanding the role of the special servicer in CMBS financed projects and the differences between dealing with a securitized loan as opposed to a lender portfolio loan will further be discussed. The discussion will further include a review of the relationship between the owner, its tenants and lender in the struggling retail environment and the reduced income stream confronting a challenged developer/investor and lender community in a format designed to facilitate a full understanding of the matrix and dynamics of the constituents involved in the workout of troubled loans in the retail sector.

Moderator

**Richard N. Schermer, Attorney**  
Buchanan Ingersoll & Rooney PC  
Aventura, FL

Panelists

**Stacey M. Berger**  
Executive Vice President  
Midland Loan Services, Inc.  
Bethesda, MD

**Neil C. Efron, CCIM**  
Senior Vice President  
BankAtlantic  
Ft. Lauderdale, FL

**Linda Swearingen**  
Executive Vice President, Asset Management Division  
CASTO Lifestyle Properties  
Columbus, OH

### **B. Is Anybody Out There? Thinking Outside the Big Box**

In an environment such as today's successful leasing strategies and tactics are unlike any we have seen in the recent past. In order to be most effective in filling space and creating value, the leasing professional must employ all of their resources in seeking out viable tenants for our properties that also enhances the long term value of the assets while not impeding them with uses or operations that severely restrict what else may be accomplished at the center. Hear a wide ranging discussion from experts in various facets of the industry that are affected by these conditions.

Panelists

**Anthony Blanco**  
Investment Sales Broker  
Plaza Advisors  
Miami, FL

**Kathleen Moorman**  
Corporate Vice President  
Baptist Healthcare  
Miami, FL

**Kenny Palmer**  
Regional Vice President of Leasing  
Dollar Tree  
Chesapeake, VA

**Lonnie Peterson**  
Chairman  
Cuhachi & Peterson Architects, LLC  
Orlando, FL

### **C. Obamanomics: Retail Stimulus or Stymulus?**

With all of the changes coming out of Washington, DC these days, it's hard to tell the differences between politicians, economists, bankers, and other business leaders. Hear what our panelists think about the economic policies being enacted at the federal level and the resulting future of the Florida retail industry.

Moderator

**Charlie Boscarino**  
President  
Century Retail  
Lakeland, FL

Panelists

**Rep. Ellyn Bogdanoff (R)**  
District 91, Florida State Legislature,  
Majority Whip 2006-2008  
Broward County

**Michael Burden**  
Principal  
Excess Space  
Lake Success, NY

**John Joyce**  
President  
Joyce Development Group  
Jacksonville, FL

**Lynda Keever**  
Group Publisher  
Florida Trend  
St. Petersburg, FL

**Greg Schecher**  
Senior Vice President  
TriCapita  
Fort Lauderdale, FL

### **D. Deal or No Deal? Strategies for Leasing in a New World**

ICSC **GENERATION** NEXT

Moderators

**Bob Breslau, SCLS**  
President  
Stiles  
Ft. Lauderdale, FL

**Geneva Henderson, SCLS**  
Executive Vice President  
Lat Purser & Associates  
Jacksonville, FL

Panelists

**David Conn**  
Executive Vice President  
CBRE  
Tampa, FL

**John M. Crossman, CCIM**  
ICSC Southern Division Alliance  
Private Sector Chair  
President  
Crossman and Company  
Orlando, FL

**Ronald L. Del Savio**  
Associate Director, Retail Development  
Verizon Wireless  
Tampa, FL

**Tom Fleming**  
Vice President  
Regency Centers  
Jacksonville, FL

**Dwayne Stiller**  
President  
Woolbright Development  
Boca Raton, FL



# ICSC 2009 FLORIDA CONFERENCE

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## Concurrent Sessions

11:00 am – 12:00 noon

### A. Opportunity Knocking — Creating New Business and Finding Where the Deals Are

Moderator

#### Dale E. Scott

ICSC Florida State Director  
Senior Executive Vice President  
SIKON Construction Corporation  
Deerfield Beach, FL

Panelists

#### Casey Cummings

President & Chief Investment Officer  
Ram Realty Services  
Palm Beach Gardens, FL

#### John Dottore

Associate  
The Shopping Center Group  
Longwood, FL

#### John Ebenger, CPA

Director of Real Estate Tax Services  
Berkowitz, Dick, Pollock & Brant  
Miami, FL

#### Peter D. Russin, ESQ.

Partner  
Meland Russin & Budwick, P.A.  
Miami, FL

#### Mark Saltz

President  
Saltz Michelson Architects  
Fort Lauderdale, FL

#### Steven Stuebs

Principal  
AVID Engineering  
Palm Harbor, FL

#### Raul Valdez-Fauli

President and CEO  
Miami-Dade County Commercial Lending  
CNL Bank  
Coral Gables, FL

### B. Growing Retailers

Moderator

#### Paul Ajdaharian

Senior Vice President, Community/Lifestyle Division  
Simon Property Group  
Indianapolis, IN

Panelists

#### Bill Brickman

Real Estate Manager  
Yum! Brands, Inc.  
Ft. Lauderdale FL

#### Rod L. Castan, SCLS

Vice President  
Courtelis Company  
Miami, FL

#### Adam Cummis

President/Chief Operating Officer  
Pollo Campero Levy Campero  
Chicago, IL

#### Charles W. Haubiel

Senior VP Legal and Real Estate  
Big Lots  
Columbus, OH

#### Rey Hernandez

Area Real Estate Manager  
McDonald's Corporation  
Pembroke Pines, FL

#### Terry Perrin

Executive VP Retail  
CompUSA  
Miami, FL

### C. How to Get Financing in Today's Market

Come listen to a wide array of lenders and industry experts discuss the current financing environment and lending criteria.

Moderator

#### Daniel P. Finkle

Managing Director  
HFF, L.P.  
Coral Gables, FL

Panelists

#### Joe O'Hara

Senior Vice President  
American Momentum Bank  
Tampa, FL

#### Ted Starkey

Executive Vice President  
Wells Fargo/Wachovia  
Tampa, FL

#### Sean Davis

Vice President — Investments  
The Sembler Company  
St. Petersburg, FL

#### Chuck Davis

Regional Director  
Met Life Real Estate Investments  
Tampa, FL

## Lunch and Guest Speaker

12:30 – 2:00 pm

## Lunch Served

12:30 – 1:00 pm  
(No lunch service after 1:00 pm)

## State of the Industry

1:15 – 1:45 pm

#### Peter Sharpe

ICSC Chairman  
President and CEO  
The Cadillac Fairview Corporation Limited  
Toronto, ON

## Guest Speaker

1:45 – 2:15 pm

### Michael Feuer

CEO and Senior Managing Director  
Max-Ventures, LLC  
Co-Founder and Former Chairman and CEO  
Office Max  
Cleveland, OH

## Workshops

2:30 – 3:30 pm

### A. Tenant Retention Tactics and Dealing with Tenant Rent Reduction Requests

An experienced real estate professional will lead this workshop on how to define when a tenant really needs rent assistance and how to structure or negotiate a workout or relief plan.

Moderator

#### Beth Azor

President  
Azor Advisory Services, Inc.  
Fort Lauderdale, FL

### B. Floridians for Smarter Growth—Hometown Democracy

The proponents of Hometown Democracy are back, pushing for referendum again. Hometown Democracy threatens to slow or completely stop growth by forcing every initiative to the ballot, even if the Municipality approves of it. Add exponentially costly public relations campaigns to your development plans if this passes. Come hear an update on this extremely important topic and how it can change how we will do business in the future.

Moderators

#### Ryan Houck

Executive Director  
Floridians for Smarter Growth  
Orlando, FL

#### John Sowinski

General Consultant  
Consensus Communications  
Orlando, FL

### C. Latin American Industry Overview

Opportunities in Latin America are even more interesting with the current global financial crisis. Even with a slowdown in their economies, structural changes in the last 20 years have galvanized Latin American markets, so their retail real estate industries keep growing. It is not only Brazil and Mexico with their huge population bases and GDP's, but new rising stars such as Colombia and Peru. Global players from Europe, Canada, US and other Latin American countries have entered the market in the last 5 years attracted by the size of the opportunity. Hear experts' insight on how to tap 570 million people and \$5.62 Trillion GDP prize.

Moderator

#### Richard E. Brown

Executive Vice President, International  
Developers Diversified Realty  
Beachwood, OH

Panelists

#### Pedro Azcue

President & CEO  
Jones Lang LaSalle Latin America  
Mexico City, Mexico

#### Juan Chusan

Director of Business Development – Caribbean  
& Latin America  
Yum! Restaurants International  
Deerfield Beach, FL

#### Gerardo Díaz

Real Estate Sr. Director  
Wal-Mart International – The Americas  
Doral, FL

### Paulo A. Gomes, CFA

Chief Strategy Officer  
PREI-Latin America  
Miami, FL

### Patricia Marques

Director of Operations, International  
Saks Fifth Avenue  
New York, NY



### D. P3 from A to Z

This interactive and practical workshop will address the extraordinary opportunities available in Public/Private Partnerships (P3) for all participants in our industry.

Moderator

#### Denver Stutler

Chief Executive Officer  
P3DEVCO, LLC and former Chief of Staff for Governor  
Bush, former Secretary of Transportation for the State  
of Florida  
Tallahassee, FL

Panelists

#### John Edenger

P3DEVCO, LLC  
Tallahassee, FL

#### Casey Cummings

President & Chief Investment Officer  
Ram Realty Services  
Palm Beach Gardens, FL

#### Peter Russin

Partner  
Marland, Russin & Budwick, PA  
Miami, FL

#### Raul Valdez-Fauli

President & Chief Executive Officer  
CNL Bank  
Coral Gables, FL

## Florida Deal Making Exhibition and Retail Networking Session

2:30 – 5:30 pm

If you are a retailer and are interested in participating in the Retail Networking Session, contact: Brahm Scoler, Bscoler@woolbright.net; +1 561 989 1963.

## Tuesday, August 18, 2009

### Conference Registration

7:30 am – 2:00 pm

### Continental Breakfast Served

8:00 – 8:30 am

### Florida Deal Making Exhibition

8:00 am – 2:00 pm

### Box Lunches Served

12:30 – 1:30 pm  
(No lunch service after 1:30 pm)

### Conference Adjourns

2:00 pm



# ICSC 2009 FLORIDA CONFERENCE

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## Program Planning Committee

**Mark Tobin**, ICSC 2009 Florida Conference Program Planning Committee Chair,  
Brigham Moore LLP

**Dale Scott**, CDP, ICSC Florida State Director, SIKON

**Patricia M. Blasi**, ICSC Southern Division Government Relations Committee Chair,  
Calamar Enterprises

**John M. Crossman**, CCIM, ICSC Southern Division Alliance Co-Chair, Crossman  
and Company, Inc

**Oscar R. Rivera, Esq.**, ICSC Florida Government Relations Committee Chair,  
Siegfried, Rivera, Lerner, De La Torea and Sobel, P.A.

**Linda Carrick-Warfield**, SCSM, SCMD, CLS, ICSC Florida Operations Co-Chair,  
Colliers International

**Drew Newsom**, ICSC Florida Alliance Private Sector Chair, The Saint  
Consulting Group

**Neil Fritz**, ICSC Florida Alliance Public Sector Chair, City of Hollywood

**Daniel Depace**, ICSC Florida Retail Chair, Office Depot

**Justin M. Greider**, ICSC Florida Next Generation Chair, HFF, L.P.

**Paul Adjaharian**, SCLS, Simon Property Group

**Cary Anderson**, Regency Centers

**Charlie Boscarino**, Century Retail-Orlando

**Bob Breslau**, Stiles

**Rod L. Castan**, SCLS, Courtelis Company

**Alan Corwith**, Burger King Corporation

**Lynn Dehlinger**, Tenant Advocay LLC

**Drew Frick**, Gate Petroleum Company

**Geneva Henderson**, SCLS, Lat Purser

**George Kleier**, Legacy RE & Development

**Jeremy Larkin**, NAI Miami Commercial Real Estate Services

**Seth Layton**, The Sembler Company

**Mindy McIlroy**, Terranova

**Tom Meredith**, Ram Realty Services

**David Murphy**, The Sembler Company

**Sue Murphy**, P&M Consulting

**Brad Peterson**, Holliday Fenoglio Fowler L.P.

**Jeff Preston**, Publix

**Nick Roth**, Edens & Avant

**Paul Rutledge**, Casto

**Richard Schermer**, Buchanan Ingersoll Professional Corp.

**Lori Schneider**, Marcus & Millichap

**Braham Scoler**, Woolbright Development

**Karen M. Scott**, SCMD, CDP, Centerworks Retail

**Chuck Taylor**, SCLS, SCMD, Madison Marquette

**Richard Wedding**, Qore Property Sciences

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## Registration Form

### How to Register

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

**Online:** www.icsc.org  
(Credit card registrations only)

**Mail:** ICSC  
P.O. Box 26958  
New York, NY 10087-6958

### Registration Fees

	Advance	On-site
Member*:	\$280	\$350
Non-Member:	\$485	\$595
Student-Member**:	\$50	\$50
CDP Test Review:	\$75	\$75
CLS Test Review:	\$75	\$75

\*To qualify for a member fee, each registrant must be a member or an affiliate member of ICSC. To become an ICSC member, call ICSC Information Services at +1 646 728 3800.

\*\*Registrants must be ICSC student members to qualify for the student rate.

Attendees will receive a complimentary copy of the book *The Retail Green Agenda*. This publication is available only during the program registration hours and will not be mailed out after the event.

**Please Check One:**  ICSC Member  Non-Member  
 Student-Member

### Deadlines

To qualify for the advance registration fee, your registration must be received by 12:00 noon **July 17, 2009**.

### Cancellations

All cancellations will be subject to a \$25 cancellation fee. No refunds will be given for cancellations received after **July 17, 2009**. All requests for refunds must be received by ICSC in writing.

### Airfare/Car Rental Discounts

The ICSC Travel Desk has secured special airline and car discounts for attendees. For current prices and availability please contact us at +1 888 ICSC TVL (427 2885) Ext. 417 or +1 585 442 8856 from 8:00 am to 5:30 pm EST.

### CONTINUING EDUCATION CREDITS

SCSM/SCMD: 1 Credit, CLS; 1 Credit

### SPECIAL NEEDS

Anyone desiring an auxiliary aid for this meeting should notify Jackie Riscoe at +1 646 728 3640 no later than **July 6, 2009**.

I authorize ICSC to send me announcements, via mail, fax, e-mail, phone or otherwise, about ICSC programs and services that may be of interest to me or my colleagues.

### PHOTO ID BADGES REQUIRED FOR 2009 FLORIDA CONFERENCE

All attendees and exhibitors are required to wear an ICSC issued color photo badge for access to the 2009 Florida Conference. Badges will be mailed in advance for those who register and submit an acceptable photo by July 17, 2009. Go to the ICSC website to register and submit a photo - <http://www.icsc.org/2009fl>.

### PARKING PASSES

Log onto [www.icsc.org/2009FL](http://www.icsc.org/2009FL) to link to parking pass information.

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_ ZIP/Postal Code \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_ Your membership I.D.# \_\_\_\_\_

Please check here if any of the above information has recently changed.

### Method of Payment:

Check or money order made payable to ICSC enclosed for \$ \_\_\_\_\_

MasterCard  Visa  AMEX  Discover \$ \_\_\_\_\_

Name (as it appears on credit card) \_\_\_\_\_ Signature \_\_\_\_\_

Credit Card Number (include all digits) \_\_\_\_\_ Expiration Date (month/year) \_\_\_\_\_ 2009FL-B



August 16-18, 2009 • Gaylord Palms Resort & Convention Center • Kissimmee, Florida

## Florida Shopping Center PAC\* Golf Tournament Registration Form

### When

Sunday, August 16, 2009  
Captain's Choice Format  
Registration: 11:00 am  
Shotgun Start: 12:30 pm

### Where

Hyatt Regency Grand Cypress Golf Resort  
Orlando, FL  
North/South/East Courses

### Fees

\$200 (nonrefundable) per player via check made payable to Florida Shopping Center PAC. Fee includes box lunch, green fees, golf cart, set-up fee, practice balls, locker, storage and prizes (Golf club rental extra).

### Method of Payment

Check made payable to Florida Shopping Center PAC.

### Deadline

July 24, 2009  
No refunds after July 24, 2009

### Golf Contact/Return Form To:

Debbie Wysocki  
Smith, Bryan & Myers  
311 E. Park Avenue  
Tallahassee, FL 32301  
Tel: +1 850 224 5081

This form should be duplicated for additional registrations

If you are playing in a foursome, please provide the following information. You must pay for all 4 players to register as a guaranteed foursome.

**Golf Foursome:** Player 2 \_\_\_\_\_  
Player 3 \_\_\_\_\_  
Player 4 \_\_\_\_\_

Contact Name (person to receive confirmation)

Company

Address

City

State/Province

ZIP/Postal Code

Telephone

Fax

E-mail

2009FLB

Enclosed is my check made payable to Florida Shopping Center PAC in the amount of \$200 x Number of players: \$ \_\_\_\_\_

(check one only – copy this form for additional events)

### RELEASE OF CLAIMS

I agree and acknowledge that I am participating in the ICSC Sports Event ("Sports Event") on my own accord. I give this acknowledgement freely and knowingly and I represent and warrant to you that I am physically and mentally fit and that, as a result, able to participate, and I do hereby assume responsibility for my own well-being.

I am fully aware that possible physical injury might occur to me as a result of my participation, and I agree to assume the full risk, including risk which is not specifically foreseeable, of any injuries, including death, damages or loss regardless of severity, which I may sustain as a result of participating in any and all activities connected with or associated with the Sports Event.

In consideration of the right to participate in the Sports Event, I hereby waive any and all rights or claims I may have as a result of participation in the Sports Event against the International Council of Shopping Centers, Florida Shopping Centers PAC, Hyatt Regency Grand Cypress Golf Resort, and their respective directors, officers, employees, members, staff, and all individuals assisting in instructing, sponsoring and conducting these activities, and I hereby fully release and discharge them from any and all claims resulting from injuries, including death, damages or loss, which may accrue to me or my heirs arising out of or in any way connected with my participation in the Sports Event.

I further agree to indemnify, defend, and hold harmless the International Council of Shopping Centers, Florida Shopping Centers PAC, Hyatt Regency Grand Cypress Golf Resort, and their respective directors, officers, employees, members, staff, and all individuals assisting in instructing, sponsoring and conducting these activities, from any and all claims resulting from injuries, including death, damages, or loss, which may accrue to me or my heirs arising out of or in any way connected with my participation in the Sports Event.

Signed: \_\_\_\_\_ Print Name: \_\_\_\_\_ Date: \_\_\_\_\_

\*Shopping Center Political Action Committee, Inc. is an independent corporation not affiliated with or part of the International Council of Shopping Centers (ICSC).



August 16-18, 2009 • Gaylord Palms Resort & Convention Center • Kissimmee, Florida

## Deal Making Booth Request Form

### When

Monday, August 17, 2009  
2:00 – 5:30 pm

Tuesday, August 18, 2009  
8:00 am – 2:00 pm

### Where

Gaylord Palms Resort & Convention Center  
Kissimmee, Florida

### Who Qualifies

- Developers/Owners
- Retailers
- Brokers
- Lenders
- Suppliers
- Cities/Municipalities/Economic Development Agencies

### Includes

- Company sign
- Pipe and drape booth
- Pipe and drape will not be supplied with a 20'x 20' island
- Furniture is not included
- Once space is confirmed, exhibitor's kit outlining the furniture services will be available

### Cost

Booth Size	Member	Non-member
10 x 10	\$350	\$555
10 x 20	\$740	\$1,110
20 x 20	\$1,480	\$2,220
30 x 30	\$3,330	\$4,995

Check or credit card accepted as payment.  
Please make check payable to ICSC.

**Booth fee is non refundable.**

### How to Register

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

**Note:** faxing to any other number could delay processing of your booth application form.

**Mail:** ICSC  
P.O. Box 26958  
New York, NY 10087-6958

**Note:** mailing to any other address could delay processing of your booth application form.

### Deadline

In order to be listed in the Florida Conference Directory, ICSC must receive your booth request by **July 6, 2009.**

### Contact

April Galletly  
Meeting Associate  
Tel: +1 646 728 3655  
E-mail: agalletly@icsc.org

### Guidelines

- Exhibits must not extend beyond the boundaries of the booth.
- Each person working at the booth must be an advance paid registrant for the 2009 Florida Conference.
- All exhibitors are required to provide General Liability insurance naming ICSC, the official expo contractor and the Convention Center as co-insured.
- Height Restrictions: Exhibit Fixtures, Components, and Identification Signs are permitted to a maximum height of 8' for in-line booths, 12' for islands.

### Availability

Booths are assigned on a first-come, first-served basis until all booths are taken. There is only one booth allowed per company.

### Notification

You will receive a written booth confirmation from ICSC four weeks prior to the meeting, if a booth has been reserved for you. If you do not receive a letter regarding the status of your request, notify the meeting contact listed below to confirm.

### Cancellation

Notify ICSC immediately if you must cancel. There is no refund for exhibit booth cancellations at any time.

### Register us for:

- 10'x10' Booth       10'x20' Booth       20'x20' Island       30'x30' Island

Name(s) of person(s) who will staff exhibit table

Contact Name (person to receive confirmation)

Company

Company name that should appear on sign (please print or type)

Address

City

State/Province

ZIP/Postal Code

Telephone

Fax

E-mail

### Method of Payment:

Check or money order made payable to ICSC enclosed for \$ \_\_\_\_\_

MasterCard     Visa     AMEX     Discover    \$ \_\_\_\_\_

Name (as it appears on credit card)

Signature

Credit Card Number (include all digits)

Expiration Date (month/year)

FL2009-B

### Check all that apply:

- We are Developers/Owners.
- We are Retailers.
- We are Brokers.
- We are Lenders.
- We are Suppliers.
- We are a City/Municipality or Economic Development Agency.
- We have registered for the Conference.
- We will notify ICSC immediately if we must cancel.

# ICSC 2009 FLORIDA CONFERENCE

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## Hotel Reservation Form

### How to Reserve a Room

**Online:** www.icsc.org/2009FL  
Click banner "Book Hotel"  
(Credit card registrations only)

**Mail:** DePrez Travel Bureau, Inc.  
ICSC Travel Desk  
145 Rue de Ville  
Rochester, NY 14618  
Phone: +1 888 427 2885 Press x205  
E-mail: jhelmer@depreztravel.com

### Guidelines

Rooms will be assigned on a first-come, first-served basis. If form was faxed, please do not mail original. Complete one form for every individual room you are booking. A different name is required for every room reserved. Person checking in must have name on reservation or hotel will not allow check-in for security reasons. Secure reservation by providing credit card info below, or by mailing this form accompanied by a check for \$209/249 payable to DePrez Travel Bureau, Inc. to the address above.

Photocopy this form for additional registrations.

A check for \$209/\$249 payable to DePrez Travel is enclosed with form.

### My credit card to guarantee my reservation is:

MasterCard     Visa     AMEX  
 Diner's Club     Discover

### Reservation Information

Single Occupancy     Double Occupancy

### Hotel Reservations

A block of rooms has been reserved at:  
**Gaylord Palms Resort and Convention Center**  
6000 W. Osceola Parkway, Kissimmee, FL  
**Rate:** \$209 Single/Double Occupancy / \$249 Emerald Bay Rooms  
**Cut-off Date:** July 15, 2009

Any reservations, changes or cancellations must be made in writing to DePrez Travel by **July 14, 2009**.

### Confirmation

A written confirmation will be mailed to the address given.

### Changes/Cancellations

All changes and cancellations must be made in writing to DePrez Travel by July 15, 2009. Cancellations received via fax to +1 585 442 8934 or e-mailed to jhelmer@depreztravel.com after that date will be charged the first night's room and tax.

Name (as it appears on credit card)

Signature

Credit Card Number (include all digits)

Expiration Date (month/year) Card must expire after 08/31/09

Arrival Date

Departure Date

### Special Requests:

Name (if double room, please list second person's name.)

Company

This form completed by

Address

City

State/Province

ZIP/Postal Code

Telephone

Fax

E-mail

Your membership I.D.#

2009FL-B

Confirmation: A written confirmation will be mailed to the address given.



August 16-18, 2009 • Gaylord Palms Resort & Convention Center • Kissimmee, Florida

## Reception Sponsorship Form

Sponsorship is an opportunity to get your company name out in front of a select audience of industry professionals. Be sure to take advantage of this opportunity!

### When

Sunday, August 16, 2009  
6:30 – 8:00 pm

### Deadline

Sponsorship received by **July 7, 2009**  
to be recognized at the meeting.

### Sponsor Contact

Jackie Riscoe  
Telephone: +1 646 728 3640  
E-mail: jriscoe@icsc.org

### Your Sponsorship of \$500 will include:

- Sponsor sign and/or PowerPoint display of your company logo at the Member-Sponsored Reception on Sunday, August 16
- Recognition in the Directory.
- Sponsor ribbons that can be worn with your badge throughout the Conference.

### Sign-up now by returning this completed form along with:

- \$500 payment by credit card or check made out to ICSC. Payment must accompany the Sponsorship Form.
- Your company logo (.jpeg, .tiff or .eps format) to jriscoe@icsc.org.

### Return Completed Form to:

ICSC 2009 Florida Conference Sponsorship  
P.O. Box 26958  
New York, NY 10087-6958  
Fax: +1 732 694 1800

\_\_\_\_\_  
Contact Name (person to receive confirmation)

\_\_\_\_\_  
Company

\_\_\_\_\_  
Address

\_\_\_\_\_  
City

\_\_\_\_\_  
State/Province

\_\_\_\_\_  
ZIP/Postal Code

\_\_\_\_\_  
Telephone

\_\_\_\_\_  
Fax

\_\_\_\_\_  
E-mail

### Method of Payment:

Check or money order made payable to ICSC enclosed for \$ \_\_\_\_\_

MasterCard     Visa     AMEX     Discover    \$ \_\_\_\_\_

\_\_\_\_\_  
Name (as it appears on credit card)

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Credit Card Number (include all digits)

\_\_\_\_\_  
Expiration Date (month/year)

2009FLS

**ICSC 2009**

# **FLORIDA**

**CONFERENCE**



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