

VRN FALL OUTLET LEASING AND MARKETING CONVENTION

Final Program



REINVENT

einvent

The new look of outlet retail.

SEPTEMBER 27 & 28, 2010

CROWNE PLAZA HOTEL & CONVENTION CENTER

SECAUCUS, MEADOWLANDS, NJ



The ICSC/VRN 2010 Fall Outlet Leasing and Marketing Convention Program Committee, co-chaired by Karen E. Fluharty, Senior Vice President, Marketing, Prime Retail, and Susan M. Reich, Senior Director Real Estate, Polo Ralph Lauren are working to come up with a better-than-ever program. Check the ICSC Web site (www.icsc.org) for periodic updates and watch for e-mail blasts giving you more details about this year's expanded program.

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2010 VRN FALL OUTLET LEASING AND MARKETING CONVENTION

September 27-28

Crowne Plaza Hotel & Convention Center, Secaucus, Meadowlands, NJ

Reinvent...

The new look of outlet retail.

Program

MONDAY, SEPT. 27

1:00 -2:30 p.m.

COUNCIL of OUTLET RETAILERS & DEVELOPERS (CORD) MEETING BY INVITATION ONLY

2:30 – 2:35 p.m.

OPENING REMARKS

Karen E. Fluharty
2010 Conference Program Committee Co-Chair
Senior Vice President, Marketing,
Prime Retail L.P.
Baltimore, MD



Karen E. Fluharty



Susan M. Reich

Susan M. Reich
2010 Conference Program Committee Co-Chair
Senior Director, Real Estate
Polo Ralph Lauren
Lyndhurst, NJ

2:35 p.m. – 3:30 p.m.

GENERAL SESSION

RETAIL ANALYSIS OF THE OUTLET SECTOR ... AND THE VIEW FROM THE DEVELOPER SIDE

Hear what outlet industry executives and market analysts have to say about the opportunities and challenges facing the outlet sector and what the future has in store.

Marie Driscoll, CFA
Director, Consumer Discretionary Retail
Standard & Poors Equity Research
New York, NY



Marie Driscoll

Steven L. Craig
Managing Partner
Craig Realty Group
Newport Beach, CA



Steven L. Craig

3:30 – 5:30 p.m.

OPENING OF DEAL MAKING or attend (any or all) of the following three interactive workshops

3:30 – 4:15 p.m.

SOCIAL MEDIA, DIGITAL MEDIA AND INTERACTIVE MARKETING

Learn from category leaders what it takes to develop and implement a solid interactive and social media strategy.

Moderated by:

Tony Hoskins

Principal
POP Interactive Media
Seattle, WA

Continued on next page



Panelists:

Caroline Bradley

Vice President, Marketing
Prime Retail L.P.
Baltimore, MD

Angela Herlth-Sweeney, CMD

Vice President, Property Marketing
Madison Marquette
Washington, DC

Jonathan A. Croy

Vice President, Business Development
Point Inside
Bellevue, WA

Gretchen Ramsey

Vice President, Brand Culture and Social Media
Oxford Communications Inc.
Lambertville, NJ

4:15 – 5:00 p.m.

FIVE SIMPLE VISUAL MERCHANDISING TECHNIQUES FOR OUTLETS

Think you can't have a stellar visual program on a shoestring budget? Join us at this session to learn how outlets develop low cost, high impact programs.

Panelists:

Michael DeZaio

President
Center Stage Productions
Fair Lawn, NJ

Hethre Faust

Director, Retail Marketing
Tommy Hilfiger Company Stores
New York, NY

5:00 – 5:45 p.m.

THE ROI OF MARKETING PARTICIPATION

Why do some brands get all the exposure? Learn how to work with developer marketing teams to maximize your ROI.

Moderated by:

Karen Fluharty

Senior Vice President, Marketing
Prime Retail L.P.
Baltimore, MD

Panelists:

Ann M. Ackerman, SCMD

Vice President, Director of Marketing
AWE Talisman
Slippery Rock, PA

Gina G. Slechta, SCMD

Director of Marketing
Horizon Group Properties, Inc.
Omaha, NE

Anita V. Boeker

Director of Marketing
Craig Realty Group
Newport Beach, CA

Continued on next page



5:45 – 7:00 p.m.

COCKTAIL RECEPTION

Join ICSC's President and CEO, Michael P. Kercheval, along with the noted retail author and consultant, Paco Underhill, for cocktails and a Q & A session. Paco Underhill is the author of the new book, *What Women Want*, which reveals adaptations that retail stores are making, or failing to make, in order to win female customers. In his talk, he will share strategies, both small and large, that companies can pursue to turn idle browsers into active shoppers.



Michael P. Kercheval



Paco Underhill

TUESDAY, SEPT. 28

7:30 – 8:30 a.m.

CONTINENTAL BREAKFAST

8:30 a.m. – noon

DEAL MAKING

8:30 a.m. – 11:30 a.m. **ROUNDTABLES: THE MARKETING EXCELLENCE CORNER**

Meet outlet industry marketing leaders and discuss award winning marketing programs and how they could work for you.

Leaders

Carrie Geldner

Senior Vice President, Marketing
Tanger Factory Outlet Centers, Inc.
Greensboro, NC

Lisa Wagner

Partner
EWB Development
N. Bethesda, MD

noon – 1:30 p.m. **SEATED LUNCHEON** /Presentation of Outlet Retail Chain Awards and the CORD Outlet Hall of Fame Awards

Luncheon & Awards Host The famed co-host of Full Frontal Fashion and well regarded fashion enthusiast will host the outlet industry's awards show.

James Aguiar

Partner
First Comes Fashion
New York, NY



James Aguiar

1:30 p.m. -5:00 p.m.

DEAL MAKING

5:00 p.m.

PROGRAM ADJOURNS

Sign up today! Advance registration is \$315 for ICSC members, \$415 for non-members. Qualified outlet retailers attend for free! Free Retailers Registration form on page 8. Fax form to 732-694-1754.

For details on exhibiting and advertising opportunities, contact Sally Stephenson at 847-835-1617 or email sstephenson@icsc.org.



Important tip: Make appointments in advance with your most significant business partners during deal making hours to enhance your success at the meeting.

Program creative courtesy of Oxford Communications, Lambertville, NJ

P rogram Committee

ICSC sincerely thanks the following individuals of the 2010 VRN Fall Outlet Leasing and Marketing Convention Program Committee for their valuable assistance in developing this year's program:



Karen E. Fluharty (co-chair)
Prime Retail L.P.
Baltimore, MD



Robin L. Klein, CSM
Fashion Retail Group, Inc.
New York, NY



Susan M. Reich (co-chair)
Polo Ralph Lauren Corporation
Lyndhurst, NJ



David Ober
PA Outlet Management
Lancaster, PA



Ann Ackerman, SCMD
AWE Talisman
Slippery Rock, PA



Joshua Podell
Jones Apparel Group/ Podell R.E. Advisors
White Plains, NY



Steven Aresty
Alfred Dunner Retail
New York, NY



Ronald F. Simkin
Newman Tillman Simkin, LLC
Memphis, TN



Charles V. Devine
Dress Barn
River Vale, NJ



Barry Sturm
Guess?, Inc.
Freehold, NJ



Carrie A. Geldner
Tanger Factory Outlet Centers, Inc.
Greensboro, NC



Lillian Thrasher
Phillips-Van Heusen Corporation
Bridgewater, NJ



Lauren Kinder
Tommy Hilfiger Company Stores
New York, NY



Spotlight on Excellence

Presentation of the 7th Annual Outlet Retail Chain Awards

In 2010 the outlet industry will once again recognize the top outlet retailers, those chains that set the standards for excellence in this business.

Outstanding chains in each of the following seven categories are selected for recognition by a jury of their peers. Don't miss this important industry presentation.

- Best Value Equation
- Best Visual Merchandising
- Best Marketing
- Best Customer Service
- Best Overall Chain
- Best New Chain
- Best Outlet Tenant



Increase Your Visibility

Deliver your important message before, during and after the 2010 VRN Fall Outlet Leasing and Marketing Convention! Advertise in Value Retail News and the VRN Fall Convention Program Guide.

Convention Special Discounts

Advertise with a ½ page or larger in three (3) consecutive issues of Value Retail News (including the September Convention issue) and receive a free ¼ page ad in the Fall Convention Program Guide.

Find out how to qualify for preferred advertiser discounts in the Fall Convention Program Guide.

Contact Sally Stephenson, ICSC Global Sales Executive, for details at 847-835-1617,

2010 Advertising Closing Dates

October	8/2/2010
November	9/3/2010
Fall Guide Program	8/18/2010



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2010 VRN FALL OUTLET LEASING AND MARKETING CONVENTION
September 27-28, 2010 • Crowne Plaza Hotel & Convention Center, Secaucus, Meadowlands, NJ

How to register:

Fax: 732-694-1800
(Credit card registrations only)

Online: www.icsc.org/2010fvr
(Credit card registrations only)

Mail: VRN/ICSC
Attention: Registration Department
PO Box 26958
New York, NY 10087-6958

Registration fee:

	Member*	Nonmember
Advance:	\$315	\$415
On-Site:	\$405	\$485

ICSC Member Nonmember

**To qualify for the member fee, each registrant must be an ICSC member or affiliate member. To become an ICSC member, call ICSC Member Services at 646-728-3800*

Deadlines: To be listed in the Meeting Attendees List, your registration must be received by August 20, 2010. To qualify for the advance registration fee, your registration must be received by 12:00 noon EST September 13, 2010.

Cancellations: All cancellations are subject to a \$25 cancellation fee. No refunds will be given for cancellations received after September 13, 2010. All requests for refunds must be received by ICSC in writing.

Special needs: Anyone desiring an auxiliary aid for this meeting should notify Ester Vivona at 646-728-3647 no later than August 16, 2010.

Hotel reservations: A block of rooms has been reserved at the Crowne Plaza Hotel & Convention Center, Secaucus, Meadowlands, NJ 07094. \$119 Single/Double Occupancy. To make your hotel reservation, please visit www.icsc.org/2010FVR. In the right margin under Quick Links you will see the link Book Hotel Now. Click there to access a description of the hotel and the electronic form, which features live inventory within the group block. Additionally, you will receive an immediate email confirmation of the reservation to the email address you provide on your form. Although we do require reservations in writing, we are happy to answer your questions during our office hours of Monday to Friday 8:00 AM - 5:30 PM EST toll free at +1 888 ICSC TVL (427 2885). You may book your air fare online at the same time. Cut-off date for hotel: September 13, 2010.

Registration Information: (Please print and complete an individual registration form for each attendee.)

NAME

COMPANY

ADDRESS

CITY

STATE/PROVINCE

ZIP/POSTAL CODE

COUNTRY

TELEPHONE

FAX

E-MAIL

ICSC MEMBERSHIP NUMBER

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

Payment:

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

MasterCard Visa AMEX Discover \$ _____

NAME (AS IT APPEARS ON CARD)

SIGNATURE

CREDIT CARD # (INCLUDE ALL DIGITS)

EXPIRATION DATE (MONTH/YEAR)

I authorize ICSC (VRN) to send me announcements regarding its programs and services that may be of interest to me or my colleagues. The notices can be in a postal mail, fax, e-mail, phone or other delivery mechanism.



Retailer Registration Form

2010 VRN FALL OUTLET LEASING AND MARKETING CONVENTION
September 27-28, 2010 • Crowne Plaza Hotel & Convention Center, Secaucus, Meadowlands, NJ

Free registration for all outlet retail chains *

How to Register: Form **MUST** be emailed or faxed to Karen Knobeloch at kknobeloch@icsc.org; FAX +1 732 694 1754

Deadlines: Your registration must be received by 12:00 noon EST no later than September 20, 2010. Register by September 13 to be listed in the At-Door Program Directory.

Hotel Reservations: A block of rooms has been reserved at the Crowne Plaza Hotel & Convention Center, Secaucus, Meadowlands, NJ. \$119 Single/Double Occupancy. To make your hotel reservation, please visit www.icsc.org/2010FVR. In the right margin under Quick Links you will see the link Book Hotel Now. Click there to access a description of the hotel and the electronic form, which features live inventory within the group block. Additionally, you will receive an immediate email confirmation of the reservation to the email address you provide on your form. Although we do require reservations in writing, we are happy to answer your questions during our office hours of Monday to Friday 8:00 AM - 5:30 PM EST toll free at +1 888 ICSC TVL (427 2885). You may book your air fare online at the same time. Cut-off date for the hotel: September 13, 2010.

Special Needs: Anyone desiring an auxiliary aid for this meeting should notify Ester Vivona at +1 646 728 3647 no later than August 16, 2010.

Registration Information: (Please print and complete an individual registration form for each attendee.)

NAME _____ TITLE _____

COMPANY _____

ADDRESS _____

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

TELEPHONE _____ FAX _____

E-MAIL _____

I am an ICSC Member I am not an ICSC Member

* Up to two free registrants per company please. More than two attendees per retail chain will be charged \$50 each.

I authorize ICSC (VRN) to send me announcements regarding its programs and services that may be of interest to me or my colleagues. The notices can be in a postal mail, fax, e-mail, phone or other delivery mechanism.



Exhibit Space Application

2010 VRN FALL OUTLET LEASING AND MARKETING CONVENTION
September 27-28, 2010 • Crowne Plaza Hotel & Convention Center, Secaucus, Meadowlands, NJ

The fee to exhibit is \$375 for a 10' x 10' booth, which includes carpet, pipe and drape and a company ID sign. The fee does not include meeting registration, furnishings, electrical or other booth services. An exhibitor's kit will be sent to you under separate cover upon receipt of your exhibit form.

In order to provide a high quality event and at the same time control exhibitor costs, the following design criteria have been established:

- Each booth will be defined by 8' high back and side drape.
- Companies with pre-existing displays are invited to use their exhibit provided that the height of the exhibit does not exceed 12' at the lease line with a depth of 2' into the booth and 8' within the interior perimeter walls.
- No hanging signs, banners or drop ceilings are permitted.

For further assistance please call Sally Stephenson, ICSC, 847-835-1617, FAX 847-835-5196, sstephenson@icsc.org or Ester Vivona, ICSC, 646-728-3647, FAX 732-694-1747, evivona@icsc.org

Exhibit Information: (Please print)

COMPANY (AS IT SHOULD APPEAR IN PROGRAM/SIGNAGE)

CONTACT

ADDRESS

CITY

STATE/PROVINCE

ZIP/POSTAL CODE

COUNTRY

TELEPHONE

FAX

E-MAIL

ICSC MEMBERSHIP NUMBER

- I'll require use of a pipe and drape display. I'll be using my own display.

Exhibitor Payment and Processing - Form and payment due August 16, 2010

Each 10'x 10' booth is \$375.

Total number of Booths requested \$ _____ Total Cost for Booth(s) \$ _____ Total Check Amount \$ _____

No refunds will be issued for voluntary booth cancellations.

Important: All exhibitors must register. Please complete attached registration form.

Payment: Check or money order made payable to ICSC enclosed for \$ _____

MasterCard Visa AMEX Discover \$ _____

NAME (AS IT APPEARS ON CARD)

SIGNATURE

CREDIT CARD # (INCLUDE ALL DIGITS)

EXPIRATION DATE (MONTH/YEAR)

Application for exhibit space at the 2010 VRN Fall Outlet Retail Convention indicates the applicant's willingness to abide by all exhibit terms and conditions, general regulations, and rules and regulations to be sent under separate cover at a later date. Exhibitor accepts as part of this agreement, and agrees to comply with, the rules governing the deal making set forth and any additions or amendments to these rules as may be included in the official Exhibitor Service Kit to be forwarded to each Exhibitor at a later date.