

ICSC's Toolkit for Success

Exhibit, Sponsorship & Advertising Opportunities



International Council
of Shopping Centers

Founded in 1957, ICSC is the global trade association of the shopping center industry and the premier host of the industry's leading networking, educational and deal making events. Its more than 60,000 members in over 90 countries include shopping center owners, developers, managers, marketing specialists, lenders, investors, retailers and brokers, as well as academics and public officials. Spanning five regions; Asia, Europe, Latin America, North America and the Middle East, ICSC's events are recognized as the largest gatherings of deal makers in the shopping center industry.





ICSC is the acknowledged world leader in retail real estate conferences and deal making events. Attracting a veritable Who's Who in retail real estate, the organization hosts 300 meetings annually with a combined audience of 100,000 industry professionals.

For those interested in doing business with industry leaders and decision makers, there is no better way to gain visibility and improve ROI than leveraging ICSC's powerful exhibiting, advertising and sponsorship opportunities.



RECon

Reconnect with growth and profits at RECon Las Vegas in May 2014!

RECon is the world's largest retail real estate exhibition and conference and is a must-attend event for shopping center industry executives, retailers, financial institutions and product and service suppliers. If you're in the shopping center industry, you can't afford not to attend RECon. Are you an owner/developer looking to lease space in an existing or new shopping center? RECon is a unique opportunity to meet more retailers and brokers in three days than you could do all year on your own. Are you a product or service provider to the shopping center industry? RECon enables you to promote your brand to over 30,000 industry professionals. Looking to expand your industry knowledge? RECon's educational sessions enlighten you with a wide array of topics guaranteed to address your key issues, offering time-tested solutions that you can take home and immediately put to work for your business.

When over 30,000 of the best and the brightest in the industry come together, the opportunities are limitless.

RECon has something for everyone

Leasing Mall

Whether you're a shopping center owner leasing space in a new or existing shopping center or a retailer expanding into new markets, the RECon Leasing Mall is the place where the deals get done! With over 800 of the world's largest shopping center development companies and retailers in attendance, the RECon Leasing Mall is the most cost efficient way to do business. Visit with all the major companies in the industry and conduct a year's worth of business in just three days!

Cities of the World Pavilion

The Cities of the World Pavilion features cities and municipalities as well as government and non-profit organizations looking to attract retail real estate development to communities throughout the world. Located on the leasing mall floor, the Cities of the World Pavilion enables you to quickly and conveniently learn about all the incentives, inducements and development opportunities that exist in communities near and far.

Finance Pavilion

The Finance Pavilion is a one stop opportunity to meet with financial companies, banks and other lenders to discuss incentives and financing opportunities to make your development dreams come true.

Marketplace Mall

Marketplace Mall features over 300 product suppliers and service companies grouped together in one convenient location so you can quickly and easily learn about the latest innovations that will improve your profitability. Whether you are looking for signage, shopping carts or solutions on engaging consumers through social media, get the information you need at RECon's Marketplace Mall.

Green Zone

"Go Green" at ICSC's Marketplace Mall which shines a spotlight on sustainability. Showcasing the best practical solutions in sustainability, green design and energy efficiency, the Green Zone features products and services that will help you cap your energy cost while lowering your carbon footprint.

Design Trends Exhibit

Today's dreams and tomorrow's realities are featured at the Design Trends Exhibit as shopping center owners, developers, architects and designers display their vision and latest concepts. Prominently located in high traffic areas throughout the Las Vegas Convention Center, a Design Trends Exhibit is an ideal way to expand your presence and drive traffic to your leasing mall exhibit.

Sponsorship and Advertising Packages

Successful companies don't just buy exhibit space at RECon; they build Brand Awareness!

Whether you strive to compete with bigger companies in your market, distinguish your portfolio from competitors, launch a new product or attract more prospects to your exhibit, RECon has numerous sponsorship and advertising opportunities to meet your marketing goals. With over 30,000 of the world's most successful retailers and shopping center developers in attendance, it is challenging to stand out in this crowd. ICSC provides you with a wide range of sponsorship and advertising opportunities guaranteed to offer maximum exposure for your brand.



"RECon is a valuable focal point for the BurgerFi development team and 2013 proved to be even more successful than we expected. The ICSC team worked closely with us to maximize every opportunity for us to gain exposure. Our participation in ICSC, and RECon in particular, has allowed us to forge the relationships we needed to explode our growth strategy for building a national brand."

J. Michael Brown Project Manager, Real Estate Department, BurgerFi International, LLC

Regional Deal Making and Leasing Conferences

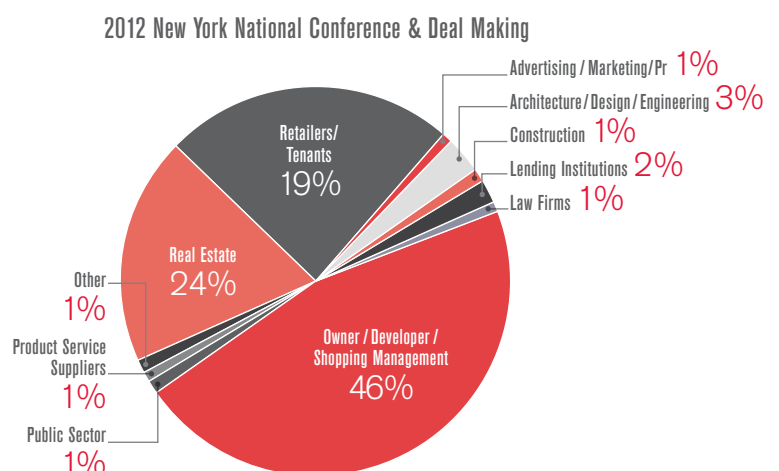
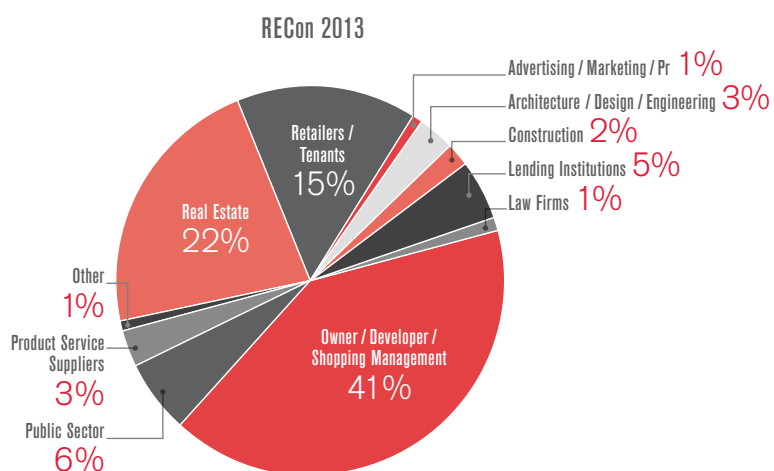
Local expertise and targeted networking

ICSC's Regional Deal Making events in North America offer outstanding opportunities for education, networking and deal making. Reach and interact with other key industry players; owners/developers, tenants/retailers, architects, shopping center managers, real estate consultants, investors, lenders, leasing specialists, public officials, product suppliers and service companies. Attendance at these Deal Making Conferences and Idea Exchanges ranges from 1,500 to over 8,000 industry stakeholders.

2014 Schedule

- ▶ Caribbean Conference – February
- ▶ Mid-Atlantic Conference and Deal Making – February
- ▶ Carolinas Idea Exchange – March
- ▶ New England Idea Exchange – July
- ▶ Florida Conference – August
- ▶ Western Division Conference – September
- ▶ PA/NJ/DE Idea Exchange – October
- ▶ Canadian Convention – October
- ▶ Chicago Deal Making – October
- ▶ Southeast Conference – October
- ▶ Texas Conference and Deal Making – November
- ▶ New York National Conference and Deal Making – December

Sample Attendance at ICSC Deal Making Events



Print Advertising Opportunities

Unrivaled reach = improved visibility and ROI

Shopping Centers Today (SCT)

Shopping Centers Today is the highly coveted official publication of the International Council of Shopping Centers. SCT covers regional and global development, finance, management, leasing and retailing. SCT provides its audience of ICSC's 60,000 plus members thoughtful, analytical coverage of industry events and trends to stay ahead in business.

In addition to reaching all of ICSC's members, SCT is distributed on-site at each of our conferences and exhibitions. The publication is also placed outside attendees' hotel rooms, further reinforcing your company's message throughout each event.

SCT International

SCT International is published monthly, covering international retail real estate news. SCT International is distributed to members outside North America and at ICSC meetings in Europe, Asia and at RECon Las Vegas.

Shopping Centers Today Latinoamérica (SCT LA)

Shopping Centers Today Latinoamérica is the leading publication covering Latin America's rapidly growing retail real estate industry. This widely quoted Spanish-language magazine offers the most compelling picture of who is doing what in this fast-changing region.

SCT LA is published four times a year and is mailed along with its monthly sister-publication, Shopping Centers Today to ICSC members in Latin America and Spain. SCT LA is also distributed at all ICSC meetings in Latin America and at RECon, the world's largest annual retail real estate conference.

Value Retail News (VRN)

Value Retail News is the ONLY publication exclusively covering the outlet and off price industry. Dedicated to providing vital information and resources required by outlet and off price retailers, developers and service professionals, VRN is THE resource for exclusive outlet and value retail industry research and insight.

The International Outlet Journal –

The International Publication for the Outlet Industry

- ▶ IOJ is published five times a year, bringing global outlet news to audiences around the world. IOJ reports on Who-is-Who and all that matters to the outlet industry in Europe, Asia, Australia, South America and Canada.
- ▶ VRN and The International Outlet Journal reach every director of real estate at outlet retail chains.

At Door Program Directories

Increase Your Company's exposure even more by advertising in ICSC's popular At Door Program Directories. These directories cover the Conferences, Sessions, Exhibitor Listings, Deal Making and Trade Expos and Idea Exchanges in all of the following programs.

- ▶ Canadian Convention
- ▶ Caribbean Conference
- ▶ Carolinas Idea Exchange
- ▶ Chicago Deal Making
- ▶ Florida Conference
- ▶ Hispanic Markets National Conference
- ▶ Mid Atlantic Conference and Deal Making
- ▶ New England Idea Exchange
- ▶ New York National Conference
- ▶ Northern California/Monterey
- ▶ PA/NJ/DE Idea Exchange
- ▶ RECon
- ▶ RECon Asia
- ▶ RECon Latin America
- ▶ VRN Shows
- ▶ Southeast Conference
- ▶ Texas Conference and Deal Making
- ▶ Western Conference and Deal Making



2014 Global Conferences & Deal Making Events

Leveraging ICSC's global reach and unsurpassed relations for bottom line results



Retail Connections

March – London, UK

ICSC's annual Retail Connections is the exclusive Pan-European business meeting dedicated to retail property leasing. Created and supported by the Pan-European developers of the ICSC leasing group, Retail Connections is Europe's only deal making event connecting leasing professionals and retailers for a day of remarkable networking and deal making opportunities.

RECon Latin America

April – Cartagena, Colombia

RECon Latin America covers some of the fastest growing regions in the world: Mexico, Central and South America and the Caribbean. Shopping center owners, developers, leasing specialists, retailers and financial institutions are drawn to this exciting and highly influential event for networking, education and deal making in this, one of the fastest growing markets in the world.

RECon Middle East & North Africa

November – Dubai, UAE

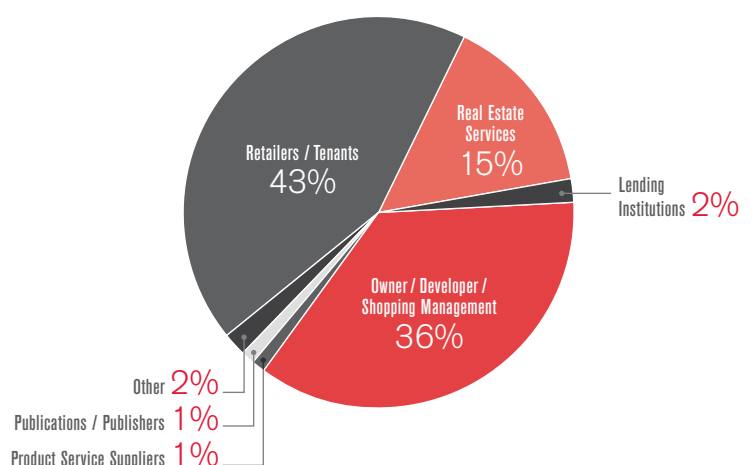
This event has become the flagship experience for retail real estate industry professionals from all over the Middle East, Europe, North America, Asia and the Indian sub-continent. Industry stakeholders focused on the present and ever growing importance of this market come together to network, exchange ideas and close deals while benefiting from the expertise of world class speakers and industry experts.

RECon Asia

December – Beijing, China

RECon Asia is the largest exhibition for the retail real estate industry in Asia. Here, serious professionals come to do serious business. This event provides unlimited opportunities to showcase your company to industry leaders and decision makers. It's a one-of-a-kind opportunity to interact and make deals with retail and real estate consultants, architects, financial institutions, developers, product and service suppliers and other key stakeholders in Asia.

2013 Retail Connections Attendance



ICSC's 2014 Specialty Conferences

Opportunity for achieving a sustainable competitive advantage

ICSC RetailGreen Conference and Trade Exposition (December)

The influence of sustainability, energy and environmental design on value is fast becoming critical to the industry's ROI. ICSC's RetailGreen Conference and Trade Exposition is a must-attend event for management, operations, design, development, construction and green products and services professionals serious about learning and showing the latest in sustainability in a retail environment.

VRN Spring and Fall Conferences (March and September)

Value Retail News' Spring & Fall Conferences cover the outlet and off price industries. Combining deal making with networking, the Spring & Fall Conferences are held in locations most favored by U.S. outlet retailers near their corporate offices or retail outlets.

European Outlet Conference (March)

The European Outlet Conference, is a program designed specifically for retailers and developers in the factory outlet sector. The conference, which draws decision makers from more than 22 nations, is filled with industry trends, exclusive research, important case studies, numerous networking opportunities and more — all aimed at creating the best practices and best deal-making for the outlet-retail industry.

Research Conference (September)

Join ICSC on a journey of discovery with an expected 200-250 industry leaders and professionals, who will have an opportunity to expand their knowledge horizons and use this event to help their companies stay ahead of the social, economic, demographic and technological changes and importantly, ahead of their competition.

Outlets Asia Conference (November)

ICSC Outlets Asia is a series of conferences focused on current and prospective markets for the outlet projects in Asia. The series provides an ongoing opportunity to learn about best practices, planning, operations, regulations and other outlet fundamentals. Outlets Asia provides a rare opportunity for the international community to see how Asian cities compare and contrast with other Asian centers and provides an unprecedented forum for the region's decision makers to meet and interact.

SCT Live Events

Industry professionals from around North America gather to join the conversation as the editors of *Shopping Centers Today* magazine talk to the retail real estate industry's top talent and thinkers about the changing trends and how we do business. This series of intimate, interactive events range from Q&A sessions and panel discussions to site tours and web seminars. Attendees find the same thoughtful, critical analysis of the industry issues they have come to expect from *Shopping Centers Today*, translated into a live event, complete with a chance to network with the news makers, their peers and the editors themselves. For more information, visit www.icsc.org/sctlive

"Meridian benefits significantly from exhibiting at ICSC RECon, the New York National Conference and the New England Idea Exchange. The visibility this affords us and the opportunity to coordinate so many meaningful meetings in a short amount of time is incredibly valuable. Attending and exhibiting at ICSC events is a high-return investment and as a result we have consistently increased our presence each year."

Jonathan M. Stern, Managing Director, Meridian Capital Group, LLC



ICSC Digital Advertising

Reach retail industry's decision makers wherever they are

www.icsc.org

ICSC.org's website has 110,000+ unique monthly visitors and over 1,100,000 page views. Capitalize on this unrivaled exposure by placing effective, targeted ads in one of two ways:

► Run of Site

Reach all of ICSC's visitors as your ads are displayed and periodically circulated on the most visited pages of icsc.org: About ICSC, News, Events & Programs, Directories, Books & Publications and Education & Careers.

► Targeted ICSC Events

Target your favorite customers by displaying your company's name in front of ICSC Conference attendees of your choice.

www.icsc.org/mobile

ICSC's mobile app is available for iPhone, Android, iPad and mobile web. Advertise your company's message on ICSC's event sites.

It just got better.
Download **ICSC Mobile 2.0**



ICSC is App-solutely connected.

Member to Member lookup
View/search attendee and exhibitor lists
View conference programs

Shows floor plan and booth locations
Register for ICSC events any time, any where
Sponsorship and advertising opportunities
View updated industry job openings


www.icsc.org/mobile
Now available for iPhone, Android and iPad.



ICSC E-news Briefs



ICSC also reaches its over 60,000 members through eight weekly national and international/regional e-newsletters; SCTWeek, IndiaBrief, EuroBrief, AsiaBrief, Resumen Iberoamericano, Resumen Mexicano, Middle East Brief and Global Outlet News.

These widely respected publications combined, cover the world of Retail Real Estate. Securing the limited advertising space that is available in any or all of these publications is another effective and highly targeted channel of keeping your company's message front and center before key decision makers, each and every week.

The business world is waking up to the incredible selling potential of social, mobile and digital media and for the Retail Real Estate industry these communication platforms offer more upside than ever before. ICSC's Digital Media mission is to engage and build genuine relationships with ICSC members and future members while creating brand awareness through these important channels.

At RECon, ICSC took our followers from the web into a physical presence at the #itTechLounge full of powerful advice and one-on-one engagement. Classrooms were filled to capacity and a #packed pavilion included a tweetup and live media coverage!



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