



ICSC's Strategies for Success

Exhibit, Sponsorship & Advertising Opportunities





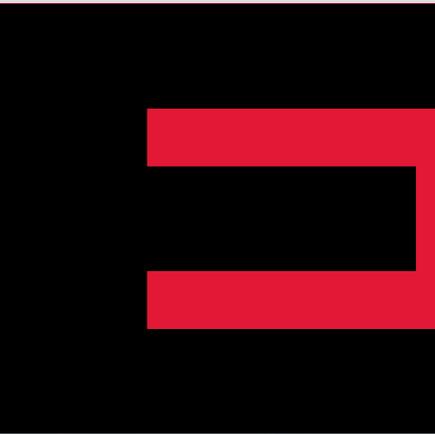
Founded in 1957, ICSC is the global trade association of the shopping center industry and the premier host of the industry's leading networking, educational and deal making events. Its more than 65,000 members in over 90 countries include shopping center owners, developers, managers, marketing specialists, 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.

The International Council of Shopping Center's education, advocacy, research and networking initiatives promote innovation and partnership, explores emerging markets and advances the interests of the shopping center industry.

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.



Our education, advocacy, research and networking initiatives promote innovation and partnership, explore emerging markets and advance the interests of the shopping center industry.



Education



“The University courses are designed to provide knowledge fast, and they do! The courses are taught in an interactive, non-lecture style. The questions and discussions create an atmosphere that enhances the transfer of knowledge in class, and create networking events outside the class.”

Petran J. H. Van Heel
 Manager, Development
 MAB Development
 Den Haag, Netherlands

From the first ideas exchanged between our founders almost 60 years ago to the innovative courses offered through the University of Shopping Centers, learning has defined ICSC. The vigorous exchange of ideas and expertise that permeate our work has created a culture of learning that advances careers in the industry for the benefit of all.

Expanding the educational offerings locally, regionally, nationally and globally is an ongoing priority for the association. ICSC delivers targeted educational programs for our retail real estate members across a full range of specialties. Learn and EARN more.

ICSC helps our member companies engage in strategic talent development:

- ▶ ICSC Education online and classroom based courses and events aim to enhance upward mobility and accelerate performance as professionals transition throughout the stages of their careers. Flagship programs include the University of Shopping Centers (Wharton and USC affiliated), and the John T. Riordan School (offered at in 7-9 locations worldwide).
- ▶ ICSC Certification offers six global designations that measure situational judgment, application of knowledge and problem solving ability on the job. With nearly 7,000 designees in 55 countries, these credentials raise the industry's professional standards, and recognize those who demonstrate the highest levels of competency in their specialties.
- ▶ ICSC Foundation aims to strengthen the global retail real estate industry by supporting students, professionals and the philanthropic work of shopping centers. The Foundation offers a broad range of scholarships both for professional development (including ICSC Education programs) and academic study at the undergraduate and graduate levels.
- ▶ REAP is an industry-backed, market-driven program that finds and trains mature, dedicated, talented minority professionals and connects them with commercial real estate companies looking for talent. Over 80 REAP Associates now work for leading firms in the industry.





“When lawmakers in Tallahassee sought to expand the definition of ‘rent’, along with their taxation rights, ICSC’s Global Public Policy team was there to help. They gave our state leadership the support it needed to stop this potential increase in occupancy costs for retailers and landlords statewide.”

Trish Blasi
President
Borghese Investments, LLC
Aventura, FL

Advocacy

ICSC has worked with elected officials and community organizations over the past 55 years to promote business practices that benefit both the industry and the communities which we serve.

OFFICE OF GLOBAL PUBLIC POLICY

The Office of Global Public Policy (GPP) serves as ICSC’s advocacy arm, actively shaping the legislative and political process to benefit the retail real estate industry and its members.

GPP actively engages public officials in the U.S., Canada and European Union in policy discussions about legislation and regulations that affect the industry.

GPP manages the ICSC Political Action Committee (PAC), which is the only federally registered PAC that represents the interests of the shopping center industry. ICSC PAC works to build the political clout our industry needs with Members of the U.S. Congress and assists the election of legislators who support our issues. In recent election cycles ICSC PAC has had more than 4000 donors who collectively have given nearly \$1 million to pro-ICSC candidates.

Another important component of GPP is the ICSC Alliance program, established to promote and advance public-private partnerships. This special ICSC initiative provides forums for the public and private sectors to network, share ideas, discuss industry issues and explore retail development opportunities to improve the quality of life in local communities.

Recent successes include:

- ▶ Passing the Marketplace Fairness Act in the U.S. Senate, which would close the online sales tax loophole and level the playing field for brick-and-mortar retailers;
- ▶ Preventing efforts in Congress to raise taxes on carried interest by 150%;
- ▶ Passing comprehensive Americans with Disabilities Act (ADA) reform in California to curb lawsuit abuse;

- ▶ Defeating ballot initiative Amendment 4 in Florida, which would have required a taxpayer-funded referendum for all comprehensive land use changes;
- ▶ Defeating a living wage proposal in Washington, DC that targeted only large retailers;

ICSC EUROPEAN PUBLIC AFFAIRS

ICSC is committed to maintaining a coherent voice on behalf of our members at the heart of Europe and actively engages with the European institutions and stakeholders. Our European public affairs work is overseen by the ICSC European Public Affairs Committee (EPAC) and provides a voice for the retail real estate industry in Brussels. EPAC members meet quarterly in Brussels. The Committee’s mission is to:

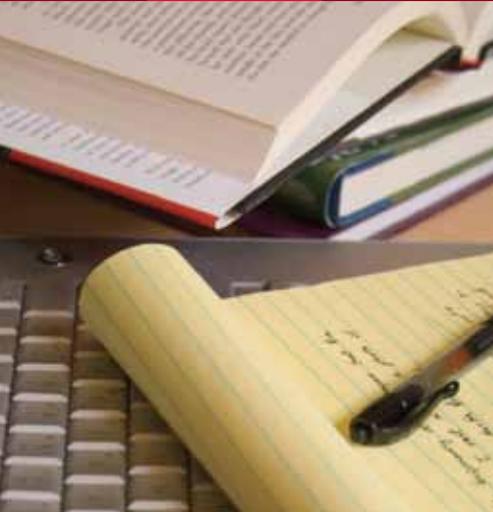
- ▶ Act as an industry champion by raising the profile of ICSC Europe and its members amongst MEPs, Commission officials and industry stakeholders.
- ▶ Lead the debate on policy issues arising from the European Union which impact the retail real estate industry.
- ▶ Raise awareness of the economic contribution of shopping centers and the retail real estate industry.
- ▶ Monitor EU legislation and provide timely policy guidance to our members.
- ▶ Represent the sector at major events in Brussels.

The public affairs issues include but are not limited to the European Retail Action Plan, multi-channel retailing, energy efficient buildings, freedom of establishment, sustainable construction and finance and investment.

A monthly newsletter ‘ICSC in Brussels’ is circulated to ICSC members which describes our advocacy work in Brussels, the newsletter also updates members on key European policy and public affairs issues which may impact the shopping center industry.

R

Research



“The ICSC and its research function (both resources and the team) have played a huge role in my professional career; from the early days of research publications right through to today’s online resources (e-Library, eData and apps) when conducting research on new markets and trends. Combined with the educational, speaking and networking opportunities it affords through its specialist interest groups and conferences around the world, it has opened opportunities for new business and to connect with other like-minded souls and make some great friends.”

Dr. Yvonne Court
Partner
Cushman & Wakefield LLP
London

ICSC members benefit directly from a wide range of information designed to broaden their knowledge and keep them informed about industry trends and market conditions.

The Research Department—with a presence in New York, Washington and London—is charged with the collection, analysis and dissemination of industry information. Dissemination of this information takes many forms, including through regular contacts with members and news media, presentations, publications, conferences and videos.

A strong networking component engages practitioners around the world, with about 150 researchers serving on five regional committees for Canada, the United States, Mexico, Europe and the Asia-Pacific region.

The department’s flagship publication, *Retail Property Insights*, publishes articles about the global industry and is available in iPad, iPhone and Android apps for members wishing to read it on their mobile devices.

The department releases numerous other publications such as the *Canadian* and *U.S. Mall Performance* reports (two separate monthly summaries of mall sales in these two countries), *ICSC Chain Store Sales Trends* (a monthly tracking of retail industry chain store sales), *Property & Policy Research* (a periodic discussion of issues at the confluence of government policy and research), *Retail Real Estate Business Conditions* (a periodic discussion of various economic and industry issues), *U.S. Retail Real Estate Supply Conditions* (a joint publication with PNC Bank’s Real Estate division that looks at trends in store closings and offers perspective on store openings) and the *Weekly Chain Store Sales Snapshot* (a joint research product with Goldman Sachs that tracks chain store sales trends through the month).



As communication has evolved, so too has the department’s outreach to members. The department currently has three video “research on demand” series: (1) *the Industry Leaders series*, hosted by John Riordan; (2) *the Learning series*, providing short introductory lectures on topics by leading experts, and (3) an *Issues series*, addressing questions such as the need for federal statistics and role of Internet sales taxation.

Finally, the department maintains various member-only resources, including:

- ▶ Albert Sussman electronic library, the world’s largest online retail real estate library chock full of ICSC and non-ICSC resources.
- ▶ An online industry statistical database (“QuickStats”) that contains nearly 15,000 industry and economic time series and several hundred pre-formatted tables.
- ▶ Country Fact Sheets, or high-level data on the retail real estate industries in specific countries worldwide.
- ▶ Global Shopping Center Directory, an online resource powered by Real Capital Analytics for shopping center data, such as shopping center name, location, owner/developer, year opened, size (gross leasable area), key tenants, number of tenants and a leasing contact person.

The department’s responsibilities span industry research, public policy research, and special projects.



Membership

Discover just how much ICSC membership can help your business EARN by joining ICSC. Our education, advocacy, research and networking initiatives promote innovation and partnership, explore emerging markets and advance the interests of the shopping center industry.

As an ICSC member you immediately receive:

- ▶ Exclusive networking opportunities
- ▶ Opportunity to participate in member to member support program
- ▶ Access to complete Member Database – a valuable tool for business development
- ▶ Unlimited access to ongoing, cutting-edge industry research
- ▶ Subscription to *Shopping Centers Today*, the shopping center industry's premier publication
- ▶ Voice on multiple real estate coalitions
- ▶ Opportunity to serve on ICSC committees and hold volunteer leadership positions
- ▶ Unlimited access to e-Library and databases
- ▶ Access to scholarships for graduate, undergraduate and continuing professional education programs

As an ICSC member you get best pricing on all ICSC has to offer:

- ▶ Discounts on registration fees for conferences, conventions and local programs
- ▶ Discounts on registration fees and travel packages for RECon, the global retail real estate convention
- ▶ Discounts on ICSC regional education programs, including University of Shopping Centers and John T. Riordan School for Retail Real Estate Professionals
- ▶ Discounts on exhibit space at deal making events
- ▶ Discounts on publications through the ICSC Bookstore
- ▶ Opportunity to participate in global awards programs, recognizing excellence in shopping center marketing, advertising, design and development

Networking



Take advantage of the unlimited opportunities to build your professional network and close deals at more than 300 meetings and conferences hosted by ICSC each year.

Events such as RECon, the association's largest convention held globally, provide ideal venues to meet with key players, make face-to-face business connections, launch new products and services and learn about the latest industry trends.

ICSC offers powerful tools to increase your visibility and develop your business networks, including its membership directory of ICSC membership worldwide, as well as high profile awards programs that recognize outstanding achievements and celebrate excellence in real estate.

“ ICSC and its programs and networking opportunities have been instrumental in my career in retail real estate. When I was a graduate student, the ICSC local programs and Next Generation events really kick started my interest in retail real estate and in a short period of time introduced me to the ‘hot topics’ and leaders in our industry. ”

G. Lamont Blackstone
Principal, G. L. Blackstone & Associates LLC
Mount Vernon, NY



RECON

Reconnect with growth and profits at RECon Las Vegas in May 2015!

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 34,000 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 34,000 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 the incentives, inducements and development opportunities 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

Today's dreams and tomorrow's realities are featured at Design Trends. 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 34,000 of the world's most successful retailers and shopping center developers in attendance, it is critically important 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.

“ By sponsoring ICSC's RECon, Meridian received exceptional visibility and was able to promote our brand and align our firm with the retail real estate industry's leading trade association and its significant membership. ”

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

Regional Deal Making and Leasing Conferences

Local expertise and targeted networking

The one-stop for education, networking and deal making. These one to two day regional meetings provide an opportunity for attendees to gain information about current industry issues, meet and interact with colleagues doing business in the same regions, and make deals. 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.

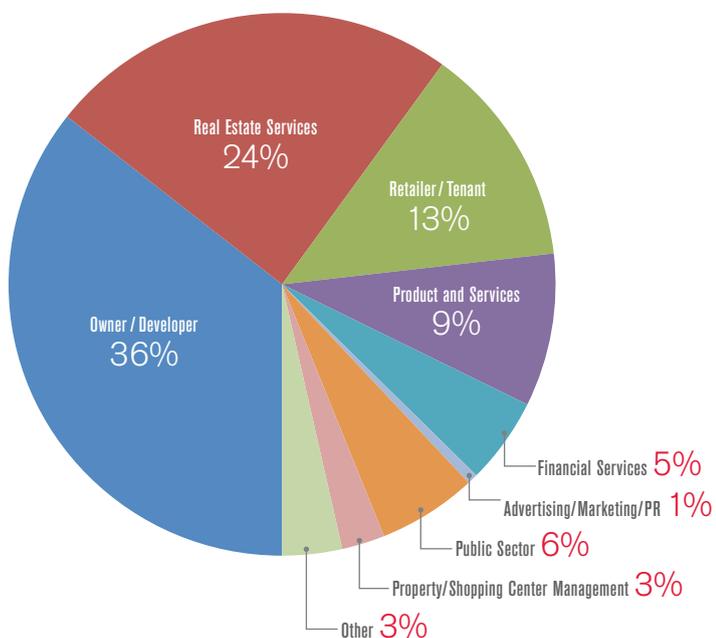


Regional Deal Making and Leasing Conferences 2015 Schedule

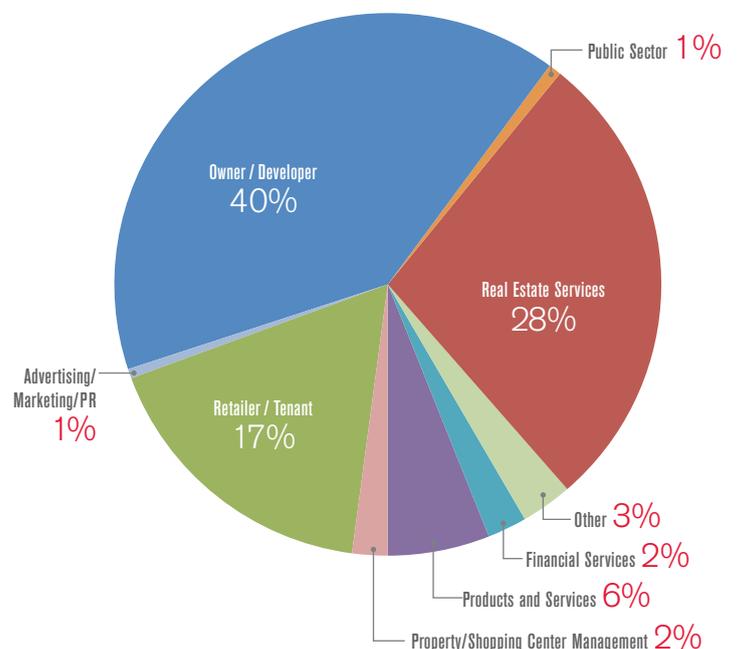
- ▶ Mid-Atlantic Conference and Deal Making – *February*
- ▶ Carolinas Idea Exchange – *March*
- ▶ New England Idea Exchange – *July*
- ▶ Florida Conference – *August*
- ▶ Western Division Conference – *September*
- ▶ PA/NJ/DE Idea Exchange – *September*
- ▶ Canadian Convention – *October*
- ▶ Chicago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

RECon 2014 Attendance



New York National Conference and Deal Making 2013





“ Advertising and sponsorship with ICSC across their various mediums and events has provided SRS with tremendous exposure for our brand building, business development and recruiting efforts. ICSC has been a great partner and remains a key part of our strategy to connect with clients, prospects and recruits. ”

Ashley Loyd
 Director of Marketing
 SRS Real Estate Partners
 2013 to 2014 North American Partner

2015 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

March – Cancun, Mexico

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

October – Dubai, UAE

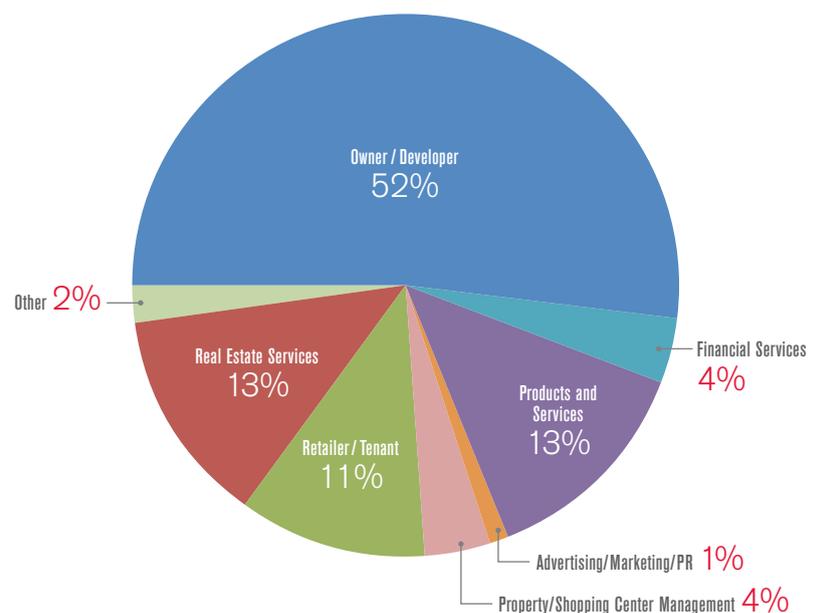
RECon MENA has become the flagship experience for retail real estate industry professionals from all over the Middle East, Europe, North America, Asia and the Indian sub-continent. Industry stakeholders focused on the present and ever growing importance of this market come together to network, exchange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

RECon Asia Pacific

Fall 2015 – TBD

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.

REcon Latin America Attendance



ICSC's 2015 Specialty Conferences

Opportunity for achieving a sustainable competitive advantage

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.

SPREE Europe (Launching in April 2015)

SPREE Europe will be the largest conference in Europe focused on commercialization, brand marketing and sponsorship. SPREE Europe will bring specialty retailers, shopping center developers and brands together for deal making and education.

SPREE RECon 2015 (May)

SPREE RECon is the world's largest show for the cart, kiosk and specialty retail industry. For the past decade, SPREE has been the premier event for specialty retailers, shopping center developers, wholesalers and service providers to gather under one roof to make deals face-to-face. New for 2015, SPREE will be run concurrently with RECon, the world's largest event for the shopping center industry.

MOCIAL (August)

MOCIAL focuses on what's new in mobile + social + local based applications. Participants learn directly from retailers who are moving their followers to dollars. Leading experts demonstrate how a smart, creative, social and digital media strategy can impact your bottom line.

SPREE Canada (September)

SPREE Canada is the largest show in Canada for the cart, kiosk and specialty retail industry. SPREE Canada brings specialty retailers together with leading shopping center developers for education and deal making.

Research Conference (October)

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.

CenterBuild (December)

CenterBuild is a dynamic conference, dedicated to the issues of planning, development, design and construction of shopping centers and retail stores. CenterBuild is ICSC's premier specialty conference for design and construction professionals.

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.

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 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



“Franklin Street has been an exhibitor with ICSC since our inception and year over year they continue to produce quality shows. All of our clients and agents agree – if you want to be known as a player in commercial real estate, you have to exhibit with ICSC.”

Kelly Pazur, Director of Public Relations and Marketing, Franklin Street



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 Iberoamericá

Shopping Centers Today Iberoamericá 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 Iberoamericá 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 Iberoamericá* is also distributed at all ICSC meetings in Latin America and at RECon, the world's largest annual retail real estate conference.

Specialty Retail Report

Specialty Retail Report is the only industry magazine that covers a powerful niche of the shopping center industry--specialty retailers operating from temporary and year-round locations including carts, kiosks and pop-up stores. The magazine serves as an important vehicle enabling mall developers and specialty retailers to connect with one another. *Specialty Retail Report* circulates to our exclusive list of more than 100,000 readers every quarter in January, April, July and October. Advertisers rely on *SRR* for fresh new leads, industry exposure, sales and increased profits.

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

IOJ is 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 every outlet retail chain.

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

ICSC Digital Advertising

Reach retail industry's decision makers wherever they are

icsc.org 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.

icsc.org/mobile

It's better than ever!
Download ICSC Mobile 3.0 for your mobile device today!

ICSC

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

ICSC E-news Briefs

ICSC also reaches its over 60,000 members through seven weekly national and international/regional e-newsletters; SCTWeek, IndiaBrief, EuroBrief, AsiaBrief, Resumen Iberoamericano, 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.



SpecialtyRetail.com Banner Advertising

SpecialtyRetail.com is the only dedicated online network for the cart and kiosk industry. More than 40,000 unique monthly visitors come to our highly focused, content-rich website to discover breaking industry news, emerging trends and the latest new locations and product information. Advertisers rely on SpecialtyRetail.com to generate new leads and sign more deals by delivering their concentrated message to thousands of cart and kiosk retailers.

SRR Snapshot newsletter Banner Advertising

SRR Snapshot is a highly targeted newsletter that reaches more than 20,000 opt-in industry leaders every Wednesday. *SRR Snapshot* delivers quality news specifically relevant for those in the \$8 billion cart and kiosk industry and also represents another highly effective and powerful way to connect with the market.

“ We look at ICSC as a valued partner in a changing world of retail. Whether it is research, education, professional development or bringing industry leaders together, ICSC's resources and international events have provided us with extensive opportunities across the globe. ”

GLOBAL PARTNER

Matt Winn

Cushman & Wakefield, Global Retail COO, Head of Retail-America



Partnerships and Sponsorships

Enhance your exhibit participation with ICSC's partnership and sponsorship opportunities.

Global Partnerships

ICSC's Global Partnerships offer ICSC members the opportunity for year round branding, sponsorship and advertising opportunities. Global partnerships are offered on an annual or multi-year basis.

North American Partnerships

North American Partners receive advertising and Sponsorship opportunities at 2015 North American events.

European Partnerships

European Partners receive advertising and sponsorship opportunities at 2015 European events.

Regional Deal Making Sponsorships

Sponsor one or all of ICSC's 2015 Regional Deal Making events. Sponsorship includes pre-event, at show and post show coverage, including logo branding on emails to members, on the event website, in the event directories, on signage, and more.

HOW TO CONNECT AT #RECON14

- Connect with over 66,000 members on ICSC.org
- Download the official ICSC Mobile App for iOS and Android www.icsc.org/mobile
- Access the complete RECon Program in the palm of your hand with the official ICSC Mobile App
- Look up Attendees and Exhibitors on the official ICSC Mobile App
- Follow @ICSC_RECon on Twitter for the latest news and updates
- Join the conversation on Twitter by using the hashtag #RECon14
- Tweet your deal terms and space criteria to @ICSC_RECon using the Hashtag #REConDeal
- Send us your best tips and tricks for navigating RECon on Twitter using the hashtag #REConTips
- Join the ICSC LinkedIn Group and schedule your meetings for RECon today!
- Follow ICSC on LinkedIn for the latest updates and news about RECon
- Show off your best RECon pic on Instagram using the hashtag #RECon14
- Share your RECon photos and videos on the ICSC Facebook page
- Post your deal terms and space criteria on the ICSC Facebook page

ICSC Coca-Cola Happiness Lounge
Open Happiness 19th Ave. & K Street

“ Our North American partnership with ICSC is a valuable tool for Stark Enterprises as our company continues to grow. Between leasing several new developments as well as seeking joint venture and investment opportunities, there's no better place to turn than the ICSC network.”

Ezra Stark,
Chief Operating Officer, Stark Enterprises

◀ The business world is waking up to the incredible selling potential of social, mobile and digital media. 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, we took it even further. At the ICSC Coca-Cola #HappinessLounge, our followers were treated to an In-Real-Life experience like never before with #CrashCourses, #ICSCTechTalks, #HappinessBreaks, our annual #REConTweeup and the first ever #MobileMeetUp.

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