



Corner the Market at **Marketplace Mall@RECON**

May 18 – 20, 2015
Las Vegas Convention Center
Las Vegas, NV





Corner the Market at ICSC's RECon 2015!

Exhibit at **Marketplace
Mall@REcon**

Marketplace Mall@RECon is the exclusive destination for product suppliers and service companies. Whether you provide shopping center signage, lighting equipment, shopping carts, the latest in green technology, kiosks, or solutions on how to engage consumers through social media and technology, you'll want to make sure you exhibit at ICSC's **Marketplace Mall@RECon**.

Conveniently located in the North Hall of the Las Vegas Convention Center and hosting over 300 exhibiting companies, the **Marketplace Mall@RECon** is the destination where you can showcase your company or product to over 34,000 shopping center professionals.

As part of the **Marketplace Mall@RECon**, there are special sections to the floor that will house product and service providers that fall into very specific categories.

Green Zone

RECon attendees know that sustainability not only reduces the drain on urban infrastructure but improves the efficiency with which they operate their stores and shopping centers. That's why each year they flock to ICSC's Green Zone to find ways to be more "green" while saving some "green" in the process! If your company provides a product or service that can help shopping center professionals be more environmentally friendly and positively impact their business, then you should exhibit in the Green Zone section of the **Marketplace Mall@RECon**.

Entertainment and Attractions Arcade

With brick and mortar retailers competing heavily with the internet for consumers, shopping centers are embracing the concept of becoming destinations rather than just a place to shop more than ever before. **Marketplace Mall@RECon** is a wonderful opportunity for your company to display to the industry's top shopping center owners and developers how your entertainment concept or attraction can play a major role in helping turn their properties into a magical experience.

"RECon was a great show for us. Enterprise Market Intelligence (EMI) systems are a new product category for retail real estate and we need to be where the leaders of the industry are to educate them as to the power of EMI. Thanks to the fact that everyone in the industry attends RECon, combined with a lot of prep work on our part to set up meetings in advance, we were busy with high quality prospects the entire time. In fact, we decided to double the size of our booth for next year. The bottom line is that RECon is THE show for us."

– Joe Rando, President
Trade Area Systems

Marketplace Mall@RECon

Marketplace Mall@RECon Café

With so few dining options available in the Las Vegas Convention Center, the **Marketplace Mall@RECon Café** is sure to be a popular destination for RECon attendees who want a place to relax and grab a bite to eat. With ample seating and breakfast and lunch options available, the **Marketplace Mall@RECon Café** is sure to draw a crowd.

In addition to these special sections, the **Marketplace Mall@RECon** will be the home to RECon Registration, ensuring that every RECon attendee will have the opportunity to see what's on display. But that's not all! To help drive the right traffic to your exhibit, you will receive 10 complimentary passes that will allow your customers access to the **Marketplace Mall@RECon** free-of-charge.

Booth Pricing

Booth prices in the **Marketplace Mall@RECon** are \$2,795 for Members (\$3,999.99 for Non-Members) per 100 square feet of exhibit space. Each booth purchase includes 4 exhibition only badges and 10 complimentary **Marketplace Mall@RECon** admission passes to give to clients.

RECon is the global retail real estate convention and is attended by over 34,000 industry professionals each year. By exhibiting in the **Marketplace Mall@RECon** you will put your company or product in front of shopping center professionals who are interested in learning about the latest innovations and developing a network of service providers that can help them improve their profitability.

For More Information Contact:

Amie Leibovitz at +1 773 360 1179 or aleibovitz@icsc.org

Sally Stephenson at +1 847 835 1617 or sstephenson@icsc.org

Suzanne Tanguay at +1 646 728 3475 or stanguay@icsc.org





Marketplace Mall@RECON

May 18 – 20, 2015
Las Vegas Convention Center
Las Vegas, NV

Please ensure all information is correct.

2015 Exhibit Space Request:

I require _____ 10' x 10' exhibit spaces.
Booths sold in 10' x 10' increments.

**Note: Your requests do not imply guaranteed booth space.
Exhibit space is confirmed only in writing. Space is not committed or implied verbally.**

My Company Category:

- Product Supplier Social Media/Technology
- Green Zone Specialty Retail
- Entertainment & Attraction

Product Description:

My Target Audience:

- Facility Managers Retailers Brokers
- Property Managers Developers

Other:

2015 Exhibit Space Pricing:

Member Fee: \$2,795 per 10' x 10' space

Non-Member Fee: \$3,999.99 per 10' x 10' space

_____	x	_____	=	_____
# of booth(s)		Rate		Total
		10% Corner Fee	=	_____
		Total Payment	=	_____

Space Includes:

- Four (4) Exposition only staff badges per 100 sq. ft.
- One (1) Table
- Two (2) chairs
- First night booth cleaning
- Standard carpet
- Exhibit space structure
- Company ID sign
- Unlimited FREE VIP Invitations for your clients*

* Subject to ICSC Registration approval process.

Return application to:

Fax: +1 732 694 1748
Mail: 2015 RECon
ICSC
P.O. Box 26958
New York, NY 10087-6958

**FULL PAYMENT MUST
ACCOMPANY THIS APPLICATION**
All payments/deposits are non-refundable and non-transferable.

For questions contact:

Amie Leibovitz
Tel: +1 773 360 1179
E-mail: aleibovitz@icsc.org
Sally Stephenson
Tel: +1 847 835 1617
E-mail: sstephenson@icsc.org
Suzanne Tanguay
Tel: +1 646 728 3475
E-mail: stanguay@icsc.org

Exhibitor Information:

Contact (to receive all exhibit information)

Company

Website

Address

City

State/Province

Zip/Postal Code

Country

Telephone

On-Site Telephone

Fax

E-mail

Payment Information:

Check made payable to ICSC enclosed
Credit Card: Mastercard Visa AMEX Discover

Total \$ _____

Name (as it appears on credit card)

Credit Card Number (include all digits)

Expiration Date (month/year)

Signature

Your signature below acknowledges you agree to the ICSC Terms,
Conditions and Rules located at <http://exhibits.icsc.org/2015SC>

Signature (Required)

Date

Print Name

Title

Company