



THE WORLD'S LARGEST SHOW FOR THE
CART, KIOSK & TEMPORARY RETAIL INDUSTRY!

SPREE RECON

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



THE WORLD'S LARGEST SHOW FOR THE CART, KIOSK & TEMPORARY
RETAIL INDUSTRY + THE GLOBAL RETAIL REAL ESTATE CONVENTION =

SPREE RECON



MAKE DEALS AT SPREE RECON

SPREE has become a fixture in the specialty retail industry—offering retailers, wholesalers, leasing professionals and service providers the unique opportunity to gather under one roof and make deals. New for 2015, SPREE will run in a separate trade show hall as part of RECon, the world's largest show for the shopping center industry. SPREE attracts more than 2,000 attendees from around the world eager to do business and discover the hottest new products, services and location opportunities. Also, in 2015 you will benefit from thousands of shopping center executives crossing over from RECon to explore the SPREE RECon show floor to collect information for their tenants and to learn more about the latest specialty retail industry trends.

YOU CAN'T MISS IT! For the last decade, SPREE has been the specialty retail industry's premier event, connecting thousands of key industry players. This is where decisions are made, relationships are built and deals are closed. It's where you need to be to maximize your exposure in the industry.

BUYING DECISIONS ARE MADE HERE

Year after year, attendees come to SPREE to source products and services and find new location opportunities for their specialty retail business. SPREE RECon is the ideal location to connect with entrepreneurs and shopping center professionals in every stage of the buying process. Whether you're connecting with new leads or building your relationship with existing customers, SPREE RECon is a must-attend event.

SPECIALTY RETAIL INDUSTRY OVERVIEW

Approximately thirty years ago, the first carts made their premiere in the common area of the shopping mall. What started as a novelty has grown into an \$8 billion market segment and a staple of the shopping center industry. The old carts have evolved into complex RMUs (retail merchandising units) and what is now known as the specialty retail industry. The industry has grown to include carts, kiosks, temporary in-line stores, seasonal concepts and other non-traditional retail concepts like coin-operated rides and automated retail vending.

Specialty retail continues to thrive and grow both domestically and internationally. Exhibiting at SPREE RECon provides a unique opportunity for wholesalers, manufacturers, shopping center developers and service providers to sell products, learn about the industry, lease space and network.

“Best Show Experience Ever”

Jeff Burkhart, Nu-Tech, Inc.

Reserve your space today • +1 781 709 2412 • info@spreeshow.com

“CBL has closed over \$400,000 in deals as a result of exhibiting at SPREE 2014. Many of our trade show meetings lead to deals. We are able to meet with prospective tenants and complete their paperwork directly at the show and get retailers into our malls within a month or two. There is no question that more and more entrepreneurs are attending SPREE year after year and CBL will continue to develop leads and generate deals from this event.”

Heidi Cardall, CBL & Associates

TOP 10 REASONS TO EXHIBIT AT SPREE!

- 1 Sign deals** and generate leads that will make you more money
- 2 Meet with cart, kiosk and pop-up store retailers** seeking hot new products, services and locations
- 3 Gain invaluable exposure** in front of the entire shopping center industry
- 4 Build relationships** with the specialty retail industry's key players
- 5 Turn prospective clients into repeat customers**
- 6 Get noticed!** Your competition will be there
- 7 Increase your company's visibility** and capture your share of the market
- 8 Receive a FREE Virtual SPREE RECon booth** on our website, a \$1,500 value, for one full year after the show
- 9 Network with leasing managers** who will promote your products to their retailers
- 10 SPREE RECon is in Las Vegas—** Have fun and do business in Las Vegas

WHO WILL ATTEND SPREE RECON?

- Retailers
- Entrepreneurs
- Shopping center executives
- Cart and kiosk retailers
- Temporary store retailers
- Pop-Up retailers
- Gift store owners
- Specialty leasing managers
- Mall management
- International retailers
- Airport retailers
- Entrepreneurs seeking new opportunities

87% of SPREE 2014 attendees say they would attend again in 2015

SPREE ATTENDANCE BY CATEGORY*

- 65%** Cart, Kiosk & Other Retailers
- 20%** Wholesalers/Service Providers
- 12%** Leasing Managers/Mall Management
- 2%** RMU/Fixture Manufacturers
- 1%** Industry Newcomers

*Based on 2014 attendance

70% of SPREE 2014 attendees found a new product, service or location at the show

EXHIBITOR RATES & INFORMATION

BOOTH SPACE PRICES

10' x 10' size	\$1,600
10' x 10' size with corner	\$1,760
8' x 10' size (limited)	\$1,300

WHAT'S INCLUDED

- Carpet
- 8' high back drape and 3' high side drape
- Standard booth ID sign
- Company listing in SPREE 2015 show directory
- FREE Virtual SPREE booth (a \$1,500 value)

PAYMENT TERMS

A non-refundable 50% deposit is due with signed contract. Payment in full is due by **January 21, 2015**.

MOVE IN DATES & HOURS

You will be assigned a specific move in time.

TRADE SHOW HOURS

Monday, May 18, 2015	8:00 am - 5:00 pm
Tuesday, May 19, 2015	8:00 am - 5:00 pm
Wednesday, May 20, 2015	8:00 am - 2:00 pm

DOUBLE YOUR TRADE SHOW EXPOSURE AND LEVERAGE THE POWER OF VIRTUAL SPREE RECON

As an exclusive Bonus ONLY for SPREE RECon exhibitors, you will receive a virtual booth on our website for an entire year!

Your booth will be open to traffic 24/7 for one year. That's an entire year of lead generation and promotion for your company for FREE! You'll benefit from fabulous traffic—more than 100,000 page views during the year. Virtual SPREE RECon is visited by viewers from all over the world—in more than 150 countries.



**FREE ONLINE BOOTH AT
VIRTUAL SPREE RECON—
A \$1,500 VALUE!**

WWW.VIRTUALSPREESHOW.COM

MAXIMIZE YOUR SALES—ADVERTISE!

Create buzz for your company with one of the following advertising opportunities:

- A display ad in *Specialty Retail Report*
- A listing in SPREE's Sneak Peek co-op e-mail blast
- A banner ad on the SPREE website
- A banner ad on the *Specialty Retail Report* website
- A banner ad in SRR's weekly Snapshot e-newsletter
- A display ad in *Shopping Centers Today (SCT)*
- A banner ad on ICSC's website
- A display ad in the RECon show directory



Many exciting advertising options are available. Please contact your sales rep for more

Reserve your space today • +1 781 709 2412 • info@spreeshow.com

MAXIMIZE YOUR EXPOSURE. BECOME A SHOW SPONSOR!

Visibility with current and potential clients is a must in today's competitive business world. SPREE RECon gives you the opportunity to increase your level of visibility, boost booth traffic and step up your industry presence by participating as a show sponsor.

We offer a variety of sponsorship opportunities to further your reach with SPREE RECon attendees including:

THREE LEVELS OF SHOW SPONSORSHIP:

Premier (One company) - \$18,000 ~~SOLD OUT~~

Executive - \$8,000

Each Executive Sponsor will receive the following:

- Four (10' x 10') booths
- Company logo prominently displayed on show signage
- Company logo prominently displayed on marketing collateral including show brochure, website and social media outlets
- Company profile on SPREE's website
- Free Virtual SPREE booth upgrade

Associate - \$5,000

Each Associate Sponsor will receive the following:

- Two (10' x 10') booths
- Company logo prominently displayed on show signage
- Company logo prominently displayed on marketing collateral including show brochure, website and social media outlets
- Company profile on SPREE's website
- Free Virtual SPREE booth upgrade

For a complete list of available sponsorship opportunities, please contact **Patricia Norins** at **+1 781 709 2411** or **pnorins@icsc.org** or visit **www.SPREEshow.com** and view the Sponsorship page.

IMPORTANT DATES AND RATES

Specialty Retail Report Winter 2015 Issue

Space reservation Nov 14, 2014

Ad copy Nov 21, 2014

Specialty Retail Report Spring 2015 Issue

Space reservation Feb 13, 2015

Ad copy Feb 20, 2015

*Bonus distribution at SPREE RECon

Shopping Centers Today May 2015 Issue

Space reservation March 20, 2015

Ad copy March 27, 2015

*Bonus distribution at RECon



details.



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

WHEN

May 18 – 20, 2015

WHERE

Las Vegas Convention Center

3150 Paradise Road
Las Vegas, NV 89109

INCLUDES

- Exhibitor ID Sign
- Carpeting
- Pipe & drape exhibit structure* (not provided with island booths)
- First night's booth cleaning

*Does NOT include furniture

BOOTH FEES

- Check or credit card accepted as payment
- Make check payable to ICSC
- Booth fee is non-refundable and non-transferable

BOOTH RATES

8' x 10' = \$1,300
 10' x 10' = \$1,600
 Corner 8' x 10' = \$1,430
 Corner 10' x 10' = \$1,760

_____	x	_____	=	_____
Qty.		Pricing		Total

GUIDELINES

- Exhibits must not extend beyond the boundaries of the booth
- All exhibitors are required to provide General Liability insurance naming ICSC, GES and the Las Vegas Convention Center as co-insured
- All guidelines are subject to regulations of venue and ICSC

AVAILABILITY

- Booths are confirmed on a first-come, first-served basis
- Signing in this expositions agreement does not guarantee a specific exhibit space will be reserved for you
- Expositions agreements cannot be processed without payment
- ICSC cannot guarantee that you will not be placed near a competitor

PAYMENT DEADLINE

- Payment due with contract
- In order to be listed in the SPREE RECon Show Directory, ICSC must receive your expositions agreement with payment by **April 5, 2015**.

SEND COMPLETED FORM TO

Fax: +1 781 829 1042

Mail: SPREE RECon
P.O. Box 26958
New York, NY 10087-6958

NOTIFICATION

You will receive an e-mail Space Confirmation from ICSC.

If you do not receive an e-mail regarding the status of your request, please contact Patricia Norins at +1 781 709 2411 or pnorins@icsc.org to confirm if we have received your booth contract.

CANCELLATION

Notify ICSC immediately if you must cancel. All expositions deposits/payments are non-refundable and non-transferable.

QUESTIONS

Patricia Norins

Tel: +1 781 709 2411

Fax: +1 781 829 1042

E-mail: pnorins@icsc.org

Contact Name (to receive space confirmation)

Company Name

Signature (Your signature acknowledges you agree to ICSC's Terms, Conditions and Rules as stated on the Terms and Conditions page)

Address

City

State/Province

Zip/Postal Code

Telephone

Fax

E-mail

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

Preferred Booth Location

METHOD OF PAYMENT

Check 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)

SPREERECon2015

TERMS AND CONDITIONS

1. AGREEMENT TO TERMS, CONDITIONS AND RULES: Exhibitor agrees that these Terms, Conditions and Rules are an integral part of this Agreement and that it is bound to observe and abide by the provisions of the following paragraphs and by such additional Terms, Conditions and Rules made ICSC and communicated to the Exhibitor from time to time, including but not limited to, those contained in the exhibitor service manual ("Exhibitor Manual") which ICSC will provide to Exhibitor in print or electronically, all of which are hereby incorporated in this Agreement.

2. COST OF EXHIBIT SPACE: The cost of the exhibit spaces is noted in the application. Cost includes: exhibit space, four (4) Exposition only staff badges, pipe & drape exhibit structure, standard carpet and first night booth cleaning.

3. PAYMENT OF EXHIBIT SPACE: ICSC's payment/deposit policy requires a 50% non-refundable deposit due with the signed contract. Payment in full is due by January 21, 2015. Exhibit Spaces will not be reserved or assigned without the appropriate payment or deposit. Payment/Deposit of exhibit space does not guarantee a particular exhibit space or location. ICSC reserves the right to assign exhibit space as seen fit and applicable.

4. CANCELLATION OF EXHIBIT SPACE: The 50% deposit due with the signed contract is non-refundable. Exhibitor will continue to be liable for 100% of the total exhibit fee unless the written notice of cancellation is received by ICSC no later than 45 days prior to the opening of the Event. If written notice of cancellation is received 45 or more days before the opening date of the Event, Exhibitor is still liable for 50% of the total exhibit fee.

5. EXHIBIT SPACE ASSIGNMENT: Assignment of Exhibit Space will be made on a first come, first served basis. ICSC shall assign the Exhibit Space to Exhibitor for the period of the Show. Such assignment is made for the period of this Show only and does not imply that the same or similar space will be held or offered for future shows. ICSC reserves the right to terminate this Agreement, close the exhibit or remove the Exhibitor's property from the Exhibit Space if ICSC determines in its sole discretion that the Exhibitor has violated any part of these Terms, Conditions and Rules.

6. EXHIBIT CONSTRUCTION AND DESIGN SPECIFICATIONS: The Exhibitor agrees that the construction and design of the Exhibitor's display shall comply with the guidelines detailed in "ICSC SPREE Exhibit Design Criteria." Such specifications are set forth in the Exhibitor Manual and are made a part hereof and fully incorporated herein.

7. SHOW HOURS AND DATES: Hours and dates for installing, showing and dismantling exhibits shall be those specified by ICSC in the Exhibitor Manual. No trunks, cases or exhibit materials shall be brought into or out of the Exhibit Space during exhibit hours and no dismantling or packing may be started before the official close of the Show. All exhibits must be open for business during exhibit hours and appropriate representatives of Exhibitor must be present in the Exhibit Space at all times during the open hours of the show. After Hours Receptions in the Exhibitor's Space are permitted provided ICSC receives written notification of the event. All food and beverage for your event must be ordered through ARAMARK Catering, the exclusive caterer of the Las Vegas Convention Center. If the event is extending past official Show hours, exhibitors must contact TSE (Trade Show Electric) at the GES Service Center to schedule late booth power.

8. INSURANCE: ICSC, the Las Vegas Convention Center and GES shall not be held responsible for the safety of exhibits against fire, theft, or property damage, or for accidents to Exhibitors or their representatives from any cause prior to, during or subsequent to the period covered by the exhibit contract. All Exhibitors are required to obtain general liability and fire insurance at the Exhibitor's own cost and expense. ICSC, the Las Vegas Convention Center and Global Experience Specialist (GES) must be named as coinsured with limits of liability of at least \$1,000,000 combined single limits including bodily injury, property damage, fire and theft. Proof of such coverage shall be provided to ICSC. Additional information regarding this coverage is located in the Exhibitor Manual.

9. FORCE MAJEURE: Should any circumstance beyond the control of, and not the fault of ICSC prevent the Show from being held as scheduled or materially affect the Show or the availability of the exhibit space for uses herein specified, including but not limited to war, governmental action or order, act of God or nature, terrorism, fire, strikes, labor disputes or any other cause beyond the control of ICSC, this Agreement shall immediately terminate and no fees shall be returned.

10. NON-ASSIGNMENT: An Exhibitor may neither assign to a third party any rights under this Agreement or any rights here under to or permit any party to use the Exhibit Space or any portion thereof without the written consent of ICSC which ICSC may withhold in its sole discretion and subject to ICSC's right set. Co-Exhibitors are permitted provided written notification is provided to ICSC. A fee per Co-Exhibitor is required for an additional directory listing. If consent is given, the Exhibitor and such assignee shall be jointly and severally responsible for the conduct of the assignee and all its representatives.

11. SALES OR TRANSFER OF EXHIBITOR'S BUSINESS: Exhibitor agrees to promptly notify ICSC if there is a sale or transfer of a substantial portion of the assets of Exhibitor's business, or a transfer of a controlling equity interest in the Exhibitor's business, or if Exhibitor makes an assignment of its business for the benefit of creditors, or if Exhibitor admits in writing its inability to pay its debts as they come due, or if Exhibitor files a voluntary petition in bankruptcy, or if Exhibitor is adjudicated as bankrupt or insolvent. If any of the foregoing events occur, ICSC may, at its option, terminate this Agreement.

12. UNION LABOR: Exhibitor must comply with all union regulations applicable to set-up, display and dismantling of its exhibit. Union regulations can be found in the Exhibitor Manual.

13. COMPLIANCE WITH LAWS: Exhibitors shall bear responsibility for the compliance with any and all local, city, state and federal safety, fire and health laws, ordinances and regulations, including Policies, Rules and Regulations of the Las Vegas Convention Center, regarding installation, dismantle and operation of the exhibit. This information is included in the Exhibitor Manual.

14. OBSERVANCE OF LAWS: AMERICANS WITH DISABILITIES ACT: Exhibitor shall abide by and observe all laws, rules, regulations and ordinances of any applicable governmental authority and all rules of the Las Vegas Convention Center. Exhibitor warrants and represents that it is in full compliance with the Americans with Disabilities Act and all regulations thereunder and agrees that it shall be responsible for the readily achievable removal of barriers relating to its exhibit and the provision of auxiliary aids and services where necessary to ensure effective communication of Exhibitor's product or services to disabled attendees at the Show.

15. COPYRIGHTED WORKS: Exhibitor acknowledges and agrees that it shall be solely responsible for obtaining any licenses, permits, etc which may be required for it to broadcast, perform or display any copyrighted materials including but not limited to music, video, software. Exhibitor shall indemnify, defend and hold harmless ICSC, its directors, officers, employees and agents and each of them, from and against any and all claims and expenses, including attorney's fees and costs, arising out of or related to Exhibitor's breach of this provision. The terms of this provision shall survive the termination or expiration of this Agreement.

16. EXHIBITOR CONDUCT: Exhibitor and its representatives shall not congregate or solicit trade in the aisles. The prior written consent of ICSC is required for the mechanical reproduction of lights and sound. Such use shall be confined to the Exhibit Space. ICSC, in its sole and absolute discretion, may withdraw its consent at any time, in which event Exhibitor shall terminate such activity forthwith. Exhibitors shall refrain from any action that will distract buyers from attendance at the Show during exhibit hours. The Exhibit Space shall not be used for entertaining. Exhibitors shall not lead buyers from one exhibit space to another. Exhibitors shall not enter into another exhibitor's space without invitation or when unattended. Neither Exhibitor nor any of its representatives shall conduct themselves in a manner offensive to standards of decency or good taste. Further, ICSC shall have the right to remove and ban Exhibitor and/or any of its individual representatives from the Show Building if ICSC, in its sole discretion, determines that Exhibitor or any of its representatives are not able to conduct themselves in a professional manner towards fellow exhibitors and/or the staffs of ICSC, the Las Vegas Convention Center, and GES or any of their respective officers, agents, employees or other representatives.

17. DRESS OF ATTENDANTS: Costumes not regularly associated with the business and professional character of the Show must have the approval of ICSC. Business attire is recommended.

18. SERVING OF ALCOHOLIC BEVERAGES: Exhibitors will not be permitted to sell, serve, or give away alcoholic beverages at the Show without prior written approval from ICSC. All food and beverage for your event must be ordered through ARAMARK Catering, the exclusive caterer of the Las Vegas Convention Center.

19. VIOLATIONS: ICSC Staff and Floor Managers will patrol the Show floor during show set-up, during show hours and during show tear-down. If any of the Rules & Regulations and/or TERMS, CONDITIONS AND RULES is not followed or if any exhibit does not comply with the Exhibit Design Criteria, ICSC staff may issue the Exhibitor a formal Violation. Formal Violations will be included in the Exhibitor's file with ICSC. • First Violation: Warning; • Second Violation (repeat Violation or new Violation): Loss of Staff Badge Allotment for the following year's Show; • Third Violation (repeat Violation or new Violation): Loss of Exhibit Space.

The above notwithstanding, the early tear-down or failure to remain open for business shall constitute a material breach of Terms, Conditions and Rules as stated in Paragraph 7 above.

20. GOVERNING LAW; AMENDMENTS: This Agreement shall be governed by and construed and enforced in accordance with the Laws of the State of Nevada as if it is an agreement made and to be performed entirely within such State. This Agreement may not be amended or modified except by a written communication by ICSC.



THANK YOU TO OUR SPONSORS

PREMIER SPONSOR



EXECUTIVE SPONSORS



ASSOCIATE SPONSORS



“I arrived on the SPREE show floor fifteen minutes before my first scheduled appointment. On the way I stopped at an exhibit and cut my first deal in that first fifteen minutes. We wouldn't think of missing SPREE RECon.”

Bill Card, Wishing Wells by Card



SPREE RECON PLANNING COMMITTEE

SHAI BEN AMO
Nova Point of Sale

SAL BABBINO
NYS Collection

LIAD BITON
CSS LivePOS

HEIDI CARDALL
CBL & Associates

AMANDA COLE
Miracle Mile Shops

JANICE FISHER
Auntie Anne's, Inc./
Cinnabon, Inc.

JEFF GERN
Bella Group Designs

BEN GOLDFARB
Creations Global Retail

TRACEY HATLEY
JLL

LINDA JOHANSEN JAMES
American Kiosk
Management

CATHY JOHNSON
Weingarten

SHARON LOEFF
Shopworks

ROB McCOY
Stak Design

MERAJ MITHA
Wireless Accessories

DAVID PALOMO
General Growth Properties

SUZANNE PARADEIS
Starwood Retail

JOE PURIFICO
Masquerade, LLC

BRIAN REISS
DDR Corp.

ERIC RICHTER
Phillips Edison

SHANNON SPAHR
Simon

JENNIFER THOMAS
Morguard Investments

MARIE VANDRISSE
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