

## **Fusion: The 2009 ICSC Management, Marketing and Specialty Leasing Conference, Deal Making and Trade Exposition + MAXI Awards**

We are pleased to confirm your registration for the 2009 ICSC Fusion Conference, to be held March 29-April 1, 2009 at The Westin Diplomat Resort & Spa in Hollywood, Florida.

The address, fax and telephone number of the hotel is as follows:

**The Westin Diplomat Resort & Spa**  
**3555 South Ocean Drive**  
**Hollywood, FL 33019**  
**Phone: +1 954 602 6000**  
**Fax: +1 954 602 7000**

The following is some general information to help you plan your trip to this meeting:



### **REGISTRATION HOURS:**

You may pick up your conference material at the ICSC Registration Desk located in the Grand Ballroom Foyer on the Grand Ballroom Level of the hotel during the following dates and times:

<b>Sunday, March 29</b>	<b>2:00 – 6:00 pm</b>
<b>Monday, March 30</b>	<b>7:30 am – 6:00 pm</b>
<b>Tuesday, March 31</b>	<b>7:00 am – 4:30 pm</b>
<b>Wednesday, April 1</b>	<b>7:30 am – 1:00 pm</b>



### **HOTEL RESERVATIONS:**

A block of rooms for the Fusion Conference has been reserved at The Westin Diplomat & Spa. For reservations, go to [www.icsc.org/2009fc](http://www.icsc.org/2009fc) and follow the directions to fill out the electronic form, under the banner of “book hotel now”. Room rates are **\$249** single/double occupancy, plus applicable state/local taxes, currently 11%. Please book by no later than **Monday, February 16, 2009**. Requests received after the cut-off date are subject to space and rate availability. Don't delay in booking!



### **CAR RENTAL DISCOUNTS:**

The ICSC Travel Desk has secured special car discounts for attendees. For current prices and availability, please contact us at +1 888 ICSC TVL (427 2885), ext. 417 from 8:00 am to 5:30 pm EST Monday through Friday.



### **JetBlue AIRFARE SAVINGS FOR FUSION CONFERENCE:**

DePrez Travel, the official travel agency for ICSC, has secured discounts with JetBlue for the Fusion Conference. You can go to [www.jetblue.com/promo](http://www.jetblue.com/promo) and enter the promotional code FLL2009EC2 to secure these reduced air fares especially arranged for you. Valid dates for travel are: arriving March 27-29, 2009; departing April 1-3, 2009.

The airline industry is making reductions in capacity daily, limiting your options. It is in your best interest to book early. As soon as your plans are firm, please contact the ICSC Travel Desk at +1 888 ICSC TVL (+1 585 442 8900) option 3 during office hours of Monday through Friday, 8:00 am to 5:30 pm EST for reservations.



### **CONFERENCE ATTIRE:**

The recommended attire for the conference is business. Recommended attire for the MAXI Awards Ceremony on Wednesday night, April 1 is cocktail attire.



## WEATHER:

Average Daily High	Average Daily Low
80	65



## CONFERENCE CANCELLATIONS:

All cancellations will be subject to a **\$25.00 cancellation fee**. No refunds will be given for cancellations received after **March 16, 2009**. All requests for refunds must be received by ICSC in writing.

## TRANSPORTATION TO & FROM THE AIRPORT:

### TAXI SERVICE:

Taxi service is available from Fort Lauderdale-Hollywood Airport to the hotel. It is approximately 8 miles and will cost you approximately \$25, plus tip.

Taxi service is available from Miami International Airport to the hotel. It is approximately 40 miles and will cost you approximately \$60, plus tip.

### AIRPORT SHUTTLE SERVICE:

Tri – County Shuttles is \$15 and runs 24hours from Fort Lauderdale-Hollywood Airport, Fort Lauderdale, FL.

## PRE-CONFERENCE SPECIAL OPTIONAL EVENT: THE INSPIRATION TEAM

This special session will run, rain or shine, from 8:00 am – 3:00 pm on Sunday, March 29. Please meet at the Grand Ballroom Foyer at 8:00 am for Continental Breakfast and a review of the day's activities.

ICSC volunteers will help to influence the Mater Academy Charter Middle and High School students' career paths, while at the same time being influenced by the wonders that these mature high-achieving students have become in an experimental charter school structure. You will have the opportunity to work with the Mater students in small groups by providing mentorship in career planning in multiple disciplines of the shopping center industry. You will help to counsel students in business, marketing, retailing, media relations and public speaking techniques. Finally, ICSC volunteers will work alongside the students on manual labor beautification projects such as planting a butterfly garden, painting parking bumpers, staining concrete walkways and fixing up the school auditorium.

Put on a pair of old jeans and hard sole shoes. A nominal \$50 registration made possible by the generosity of American Express Company includes breakfast, round-trip bus transportation from the hotel; an Inspiration Team T-shirt; all tools, equipment, material and lunch. A signed Hold Harmless Agreement is required by each participant. The group will meet for a congratulatory reception afterwards, from 3:30 to 5:30 pm.

Please fill out the registration form found on page 22 of the Final Program [www.icsc.org/2009fc](http://www.icsc.org/2009fc) to participate in this special event. However, you must be pre-registered by **February 27, 2009**. This event is open to anyone who wishes to participate, if going to the Fusion Conference or not.

## OPTIONAL GOLF TOURNAMENT AND LUNCH:

A golf tournament and lunch will be held at the Grand Palms Hotel Spa and Golf Resort from 1:00 to 6:00 pm on Sunday, March 29. See the registration form found in the Final Program on page 37 to register for this event.

## AN ORIENTATION TO THE FUSION CONFERENCE:

The orientation will be held at the Westin Diplomat Resort & Spa, from 8:00 to 8:30 am on Monday, March 30, in the Grand Ballroom, Grand Ballroom Level. You will discover ways in which you can maximize your participation and make the most out of your conference experience. You will have an opportunity to network, make new friends, and meet members of the ICSC Fusion Conference Program Committee, who will be happy to offer information about the conference and answer questions. Continental breakfast will be served.

### **CLS TEST REVIEW:**

If you are planning on taking the Certified Leasing Specialist (CLS) certification exam in the future, sign up for the CLS Test Review Course, scheduled for Monday, March 30, from 8:00 to 10:00 am. Go to the ICSC web site [www.icsc.org](http://www.icsc.org) under Education and Careers, Certification, and fax the registration form along with your fee of \$75 to ICSC. More than just a review, the course is designed to familiarize you, the candidate, with test-taking techniques, as well as provide a review of test specifications. A practice test will be administered under simulated test conditions and the scoring process for the examination will be reviewed. If you have any questions about the Test Review, please contact Ruth Patterson, ICSC Manager, Professional Recognition and Education, at (646) 728-3484 or [rpatterson@icsc.org](mailto:rpatterson@icsc.org)

### **CSM/CMD TEST REVIEW:**

If you are planning on taking the Certified Shopping Center Manager (CSM) or Certified Marketing Director (CMD) certification exam in the future, sign up for the CSM/CMD Test Review Course, scheduled for Monday, March 30, from 8:00 am to 12:00 noon. Go to the ICSC web site [www.icsc.org](http://www.icsc.org) under Education and Careers, Certification, and fax the registration form along with your fee of \$75 to ICSC. More than just a review, the course is designed to familiarize you, the candidate, with test-taking techniques, as well as provide a review of test specifications. A practice test will be administered under simulated test conditions and the scoring process for the examination will be reviewed. If you have any questions about the Test Review, please contact Ruth Patterson, ICSC Manager, Professional Recognition and Education, at (646) 728-3484 or [rpatterson@icsc.org](mailto:rpatterson@icsc.org)

### **SHOPPING CENTER EDUCATIONAL STUDY TOURS:**

On Monday morning, March 30, you have a choice of four shopping center educational study tours to visit in the Hollywood, Florida area:

**Tour #1:** Entertainment-Focused Development: Aventura Mall

**Tour #2:** Traditional Retail: Galleria at Fort Lauderdale

**Tour #3:** Open-Air Fashion Center: Bal Harbour Shops

**Tour #4:** Tourist-Oriented Outlet Center: Sawgrass Mills

Free bus transportation is provided for participants of the tours. A Presentation on the 2009 Fusion Conference Educational Study Tours will be held in the Grand Ballroom, on the Grand Ballroom Level from 8:30 – 9:15 am. Buses will then leave from The Convention Center, on the Lower Lobby Level promptly at 9:15 am, and will return to the Westin Diplomat by 12:15 pm. Pre-registration is recommended, and the registration form. If you have not already pre-registered, e-mail Madison Gross, ICSC Senior Manager, Education, at [mgross@icsc.org](mailto:mgross@icsc.org) and indicate your tour of preference.

### **DEAL MAKING AND TRADE EXPOSITION:**

An opportunity to meet with key players in the industry. The Trade Exposition, set up like a “mini-Las Vegas” is an ideal place to network with the industry’s top developers and retailers, plus find exciting new product ideas. This is an up-close opportunity to talk with key suppliers about the latest products that answer your management and marketing needs. The Trade Exposition opens from 3:00 – 6:00 pm on Monday, March 30, and there will be a reception during the last hour. On Tuesday, March 31, the Trade Exposition will be held from 10:00 am to 4:00 pm, and on Wednesday, April 1, the hours will be from 9:30 am to 12:00 noon.

PLEASE NOTE: Retailers may attend any and all of the three days of the Deal Making and Trade Exposition for free, if they choose not to attend the conference. On page 5 of the Final Program is a registration form for the retailer to fill out. Please let your retailer contacts and associates know about this special offer, which also includes the opportunity to attend, for free, a bonus concurrent session on Tuesday afternoon, March 31, on “Expanding a Retail Business (Now Is The Best Time!).”

For more information about Deal Making and Trade Exposition, contact Douglas Lugo in the ICSC Trade Exposition Department at +1 646 728 3847 or [dlugo@icsc.org](mailto:dlugo@icsc.org)

### **WELCOME RECEPTION:**

Celebrate the opening of the first-ever ICSC Fusion Conference with a Welcome Reception, hosted by Aventura Mall, South Florida's largest superregional center. At the center court, you'll be tasting samples of food from many of the 10 restaurants and 18 eateries that can be found at Aventura Mall. The event is from 6:30 – 8:00 pm on Monday, March 30.

Business casual dress is appropriate. Admittance by ticket only (included with your registration). ICSC will provide transportation from the Hotel to Aventura Mall, beginning at 6:00 pm, and return at the conclusion of the event. You can board the buses outside of The Convention Center, on the Lower Lobby Level.

### **BREAKFAST ROUNDTABLE PROBLEM-SOLVING CLINICS:**

You will have two opportunities to sit at breakfast roundtables on the morning of Wednesday, April 1 with many of the industry's most innovative professionals. Breakfast Roundtables will be held in the Grand Ballroom on the Grand Ballroom Level. There are over 50 roundtables for you to choose from. The first round of tables is from 8:00 – 8:45 am and the second round is at 8:45 – 9:30 am. The preliminary list of tables and roundtable leaders can be found on pages 23 – 26 of the Final Program and the final list will be given to you in our At-Door Program at Registration. Pre-registration for the roundtables is not required.

### **MAXI AWARDS:**

The world-renowned MAXI Awards Ceremony will be held beginning at 5:30 pm on Wednesday, April 1 at the Westin Diplomat in the Grand Ballroom on The Grand Ballroom Level. Doors to the MAXI Awards Ceremony open at 5:00 pm. **In order to be seated for the MAXI Awards Ceremony, you must bring your special admission ticket that accompanied your Registration Package. There are no exceptions. Tickets cannot be purchased for the MAXI Awards Program only.** There will be a MAXI Awards Reception preceding the MAXI Awards Ceremony from 4:45 to 5:30 pm to toast the MAXI finalists. All conference participants are invited to the reception.

### **WHAT TO DO IN SOUTH FLORIDA:**

There are many web sites that you will find about what to do in South Florida. One that is frequently used by travelers is [tripadvisor.com](http://tripadvisor.com). On this web site, you will be able to look up what is happening in the Hollywood/Fort Lauderdale/Miami area during your stay.

### **ADMISSION TICKETS:**

When you register at the ICSC Registration Desk, located on the Grand Ballroom Level of the Westin Diplomat, you will receive a Registration Package, which will include your badge, admission tickets to the MAXI Awards Ceremony, admission tickets for the Welcome Reception, the At-Door Program, and a complimentary ICSC book to take home with you.

### **BREAKFASTS, BREAKS AND LUNCHEONS:**

<b>Event</b>	<b>Date</b>	<b>Time</b>	<b>Location</b>
<b>Continental Breakfast Preceding the Orientation</b>	<b>Monday, March 30</b>	<b>Served 7:30 – 8:00 am</b>	<b>Grand Ballroom Foyer, Grand Ballroom Level</b>
<b>Continental Breakfast</b>	<b>Tuesday, March 31</b>	<b>Served 7:30 – 8:00 am</b>	<b>Grand Ballroom Foyer, Grand Ballroom Level</b>
<b>Coffee Break at Trade Exposition</b>	<b>Tuesday, March 31</b>	<b>Served 10:00 – 11:00 am</b>	<b>Great Hall Foyer, Great Hall Level</b>
<b>Continental Breakfast Preceding the Breakfast Roundtables</b>	<b>Wednesday, April 1</b>	<b>Served 7:30 – 8:00 am</b>	<b>Grand Ballroom Foyer, Grand Ballroom Level</b>
<b>Luncheon</b>	<b>Wednesday,</b>	<b>Served 12:00 – 12:30 pm</b>	<b>Grand Ballroom, Grand</b>

	<b>April 1</b>		<b>Ballroom Level</b>
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### **ICSC BOOKSTORE:**

ICSC publications can be purchased at the *ICSC Bookstore* located at the Registration Area during the ICSC 2009 Fusion Conference. Free shipping is offered to attendees purchasing publications during the Fusion Conference program.

### **ATTENDEE LIST:**

To view the list of attendees, go to **www.icsc.org**. Then go to the Events and Programs tab, double-click under Fusion Conference, March 29- April 1 and double-click the attendee list. To view the full names and addresses of the attendees, double-click where you see the attendee's name. NOTE: ICSC is going "green" and is not printing out the attendee list during the Fusion Conference event.

### **HEALTH CLUB:**

The Health Club is available to all hotel guests free of charge.

### **PARKING:**

Both valet parking and self parking is available at the hotel. Valet parking is \$22.00 a day, and self-parking is \$17.00 a day.

### **COSTS:**

The following items are included in your Registration Fee:

- Attendance to all three days of the Conference, which includes all General and Concurrent Sessions, three breakfasts and two luncheons
- Attendance to the Welcome Reception on Monday evening to Aventura Mall
- Admission to the Deal Making and Trade Exposition
- A seat at the MAXI Awards Ceremony on Wednesday evening
- A place at your choice of four shopping center educational study tours on Monday morning
- The ICSC textbook, "*Winning Shopping Center Designs, 31st edition*"
- Your choice of over 50 Roundtable Problem-Solving Clinics on Wednesday morning, and the opportunity to discuss topics of interest to you at two different roundtables

### **MEETING ROOM SPACE DURING CONFERENCE WEEK:**

If member companies would like to hold a company meeting during the week of the ICSC 2009 Fusion Conference, ICSC has made provisions with the Westin Diplomat to offer a limited number of meeting rooms immediately before and immediately after the official opening and closing of the conference. For further details, please contact Madison Gross, ICSC Senior Manager, Education, at **mgross@icsc.org**

### **ICSC OFFICE:**

Should you have any questions or concerns during the week, please feel free to stop in the ICSC office, which is located in Conference Room 219 on the 2<sup>nd</sup> Floor and discuss with the following ICSC staff members:

**Lorraine Mazza**, Staff Vice President, Meetings and Conferences

**Madison R. Gross**, Senior Manager, Education

**Jesal Mehta**, Meeting Planner, Specialty Conferences