

ICSC FLORIDA CONFERENCE | AUGUST 19-21, 2012

NEW IDEAS

NEW GOALS

NEW PLANS

# INNOVATION

NEW DEALS

Gaylord Palms Resort & Convention Center | Kissimmee, FL





# ICSC FLORIDA CONFERENCE INNOVATION

August 19 – 21

Gaylord Palms Resort &  
Convention Center

Kissimmee, FL

## Sunday, August 19

**12:30 pm**

PAC Golf Tournament

**2:00 – 8:00 pm**

Registration

**5:00 – 6:30 pm**

Student Networking Reception



This exciting and innovative format allows college students the opportunity to meet with industry experts from different facets of the commercial real estate industry in a roundtable format, covering topics such as leasing, investment sales, property management, and several others.

The session will conclude with a networking reception that will allow students to meet with professionals and leaders in the industry who are currently looking to hire and expand their teams.

Students - bring great questions, business cards and résumés!

**6:30 – 8:00 pm**

Member-Hosted Reception

If you are interested in being a sponsor, please see the Sponsorship Form on page 9.

## Monday, August 20

**6:30 am – 5:30 pm**

Registration

**7:00 – 8:00 am**

Breakfast

**7:45 – 8:00 am**

Opening Remarks & Program Overview



**Oscar Rivera, Esq.**

2012 Florida Conference Program Planning  
Committee Chair

Shareholder

Siegfried, Rivera, Lerner, De La Torre & Sobel, P.A.  
Ft. Lauderdale, FL



**Chuck Taylor, SCSM, SCLS**

ICSC Florida State Director

Senior Vice President

Madison Marquette

Boca Raton, FL

**8:00 – 9:00 am**

2012 Florida Retail Report

Join Lee Arnold, CCIM, CEO of Colliers International Tampa Bay, Central Florida, and Southwest Florida as he provides an interactive look at today's market and trends moving forward through the end of 2012 to 2013. He will cover the highlights of each Florida market and give insight from the real estate community and statistics covering the past and present as well as future indicators. The Florida ICSC report will be available to all conference attendees.

Also, joining him will be Gray Swoope, Florida Secretary of Commerce and President & CEO of Enterprise Florida. Mr. Swoope will give insight on Florida's economic development, how jobs are being created and the innovative solutions that are helping Florida grow.



**Lee E. Arnold Jr., CCIM, CRE**

CEO, Chairman of the Board

Colliers International

Clearwater, FL



**Gray Swoope**

Florida Secretary of Commerce

President & CEO

Enterprise Florida Inc.

Tallahassee, FL

**9:15 – 10:15 am**

**Special Industry Groups (SIGS)**

Choose from 10 sessions and interact with your colleagues and peers to discuss the issues, successes and challenges in your segment of the industry.



SIGS | SPECIAL INDUSTRY GROUPS

- Alliance
- Developers
- Finance
- Franchise
- Hispanic Markets
- Leasing
- Legal
- Outlet
- Retailers
- Women's

There is no separate fee to attend if you are a registrant of the Florida Conference and are a member of ICSC. If you are not a member of ICSC and/or not a paid registrant of this conference there is a \$50 fee to attend this event.

Please visit [www.icsc.org/2012SIG9](http://www.icsc.org/2012SIG9) to register.



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## 10:30 – 11:45 am

Concurrent Sessions

### A: Mixed-Use CAN Work!

Come listen to a panel of experts discuss the challenges inherent in financing, developing, operating and leasing urban mixed-use projects. Residents don't want noisy delivery trucks outside their windows at six in the morning; Where do you install the smoke ventilator for a ground floor restaurant? For these and other questions, an expert panel will share their experiences and insights on how to make different uses fit into one footprint with style, function and marketability.

MODERATOR

#### Art Stevens

Vice President  
Terranova  
Miami Beach, FL

PANELISTS

#### Drew Barkett

Partner  
Strategic Retail Advisors  
Jupiter, FL

#### Bill Coleman

Senior Regional Manager  
Madison Marquette  
Naples, FL

#### Ted Starkey

Senior VP  
Wells Fargo Securities  
Tampa, FL

### B: Hot Potato: The Non-Core, Non-Distressed Deals – What Do You Do?

Come hear a panel of leading experts provide a capital markets perspective on this subset of the investment market.

MODERATOR



#### Daniel M. Taub

EVP & Chief Operating Officer  
DLC Management  
Tarrytown, NY

PANELISTS

#### Michael Cohen

Executive Director  
UBS  
Charlotte, NC

#### Michael McMillen

Co-Founder & CEO  
RCG Ventures  
Atlanta, GA

#### Jami Passer

Managing Director - Florida  
EDENS  
Miami, FL

#### Hal Scudder

Chief Investment Officer  
Phillips Edison  
Salt Lake City, UT

### C: We have the "GOODS" – on FITNESS, that is!

Get your occupancy in SHAPE. Come listen to a distinguished group of retailers in the Sports and Fitness fields discuss their expansion plans.

MODERATOR



#### Beth Azor

President  
Azor Advisory Services, Inc.  
Davie, FL

## 12:00 noon – 12:30 pm

Lunch Served

## 12:30 – 1:00 pm

Outlook for Retail Real Estate



#### Brad M. Hutensky

ICSC Chairman  
Principal  
Hutensky Capital Partners  
Hartford, CT

## 1:00 – 1:45 pm

Lunch Speaker



#### Jimmy Tingle

Comedian/Commentator/Filmmaker  
Boston, MA

Jimmy Tingle is regarded as one of the top social and political humorists in America. He has worked as a standup comic, producer, writer, actor, filmmaker and commentator in several mediums from the early 1980's to the present day. Tingle was born and raised in Cambridge, Massachusetts where the social, political and economic diversity of that city laid the groundwork for his development as a performer and satirist.



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His latest one-person show “Jimmy Tingle for President-The Funniest Campaign in History” continues to evolve with the changing political landscape of 2012. Tingle has the rare distinction of having won the prestigious “Best of Boston” award as both a performer in 2001 in the “stand up comedy” category and as a producer in 2007 for Jimmy Tingle’s OFF BROADWAY Theater.

**2:00 – 3:15 pm**

Workshops

## A: Tenant Troubleshooting

This session will present a case study of how one developer has implemented a plan to help retailers better develop their business models and successfully market their stores during these changing times.

Hear directly from the business consultants, retailers and developers who are creating these innovative programs that are leading to higher sales and greater success for both retailers and shopping centers.

### MODERATOR



**Seth B. Layton**

Vice President Asset Management  
The Sembler Company  
St. Petersburg, FL

### SPEAKERS



**Angel Cicerone**

President  
Tenant Mentorship  
Miami, FL



**Liz Schwartzkopf**

Owner  
Ravin Hair  
St. Cloud

## B: Digital Media on the Move and Its Impact on B2C & B2B

Now that you have your Facebook, Twitter, Linked-In set-up, what’s next? People (consumers, colleagues and peers) are mobile. Smartphones are outselling PCs, more and more people are relying on mobile devices to assist in buying decisions. Apps, QR codes, text programs, etc. provide information at our fingertips. Social media applications are adjusting to our mobile lifestyles. Location-based programs can better target our messaging. Find out how this affects our industry both from a B2C and B2B perspective.

### SPEAKERS



**Duke Long**

Broker/Owner  
The Duke Long Agency  
Indianapolis, IN



**Sarah Malcolm**

Manager of New Media  
ICSC  
New York, NY



**George Metalsky**

Partnership Marketing Manager  
Boingo Wireless  
Los Angeles, CA



**Lisa Wieting**

Senior PR & Social Media Strategist  
COHN  
Denver, CO

## C: Adapting to the New “Normal”

An interactive panel discussion with industry leaders will share observations and practical tips on how market participants are adjusting their historical approaches to successfully deal with a challenging, ever-changing marketplace.

### MODERATOR



**Mark A. Tobin**

Eminent Domain and Property Rights  
Akerman Senterfitt  
Miami, FL

### PANELISTS

**Kerry Cavanaugh**

VP Marketing  
EDENS  
Bethesda, MD

**Paco Diaz**

Senior Vice President  
CBRE | Brokerage Services- Retail Specialty  
Miami, FL

**John Ebenger, CPA**

Director of Real Estate Tax Services  
Berkowitz, Dick, Pollack and Brandt, PA  
Boca Raton, FL

**Patrick Fitzgerald, CCIM**

Commercial Real Estate  
BankUnited  
Orlando, FL



# ICSC FLORIDA CONFERENCE INNOVATION

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**Ivy Z. Greener**

Chief Operating Officer  
Ram Realty Services  
Palm Beach Gardens, FL

**2:30 – 5:30 pm**

Deal Making Exhibition & Retailer Corral

**5:30 – 10:00 pm**

Networking Reception

**7:30 – 9:30 pm**

Dine Around at Winter Park Village

Dine, Drink and Meet. Register early, limited space.

## Tuesday, August 21

**7:30 am – 2:00 pm**

Registration

**8:00 – 8:30 am**

Breakfast

**8:00 – 9:00 am**

Certification Breakfast & Info Session



Thinking about getting ICSC Certified? Want to be part of an elite group of industry professionals and receive global recognition from your peers, boards and associates? This complimentary networking event is an ideal way to better understand the prerequisites, the process for application, how to prepare, and what the actual certification exam is like. More importantly, you'll hear from industry leaders about what certification has meant to them, personally and professionally. Don't miss this chance to learn about ICSC certification, receive take home information, and talk about professional designations with others in the industry that are already ICSC Certified. Space is limited. RSVP at [www.icsc.org/2012MIX5](http://www.icsc.org/2012MIX5).

**Chuck Taylor, SCSM, SCLS**

Madison Marquette

**Dale E. Scott, SCDP**

SIKON Construction

**Andrew D. Carlson, SCSM, SCLS**

The Sembler Company

**Stacey Berthon, SCDP**

Hoar Construction, LLC

**8:00 am – 2:00 pm**

Deal Making Exhibition & Retailer Corral

**12:30 – 1:30 pm**

Lunch Served

**2:00 pm**

Conference Adjourns



# ICSC FLORIDA CONFERENCE INNOVATION

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Kissimmee, FL

## Deal Making Booth Request Form

### WHEN

August 19 – 21, 2012

### WHERE

Gaylord Palms Resort & Convention Center  
Kissimmee, FL

### INCLUDES

- Exhibitor ID Sign
- Carpeting
- Pipe & drape exhibit structure (not provided with island booths)
- One (1) 6' draped table
- Two (2) chairs
- Wastebasket

*NOTE – BADGES ARE NOT INCLUDED WITH THE EXHIBIT SPACE. ALL EXHIBITORS MUST REGISTER FOR A CONFERENCE BADGE. INFORMATION CAN BE FOUND AT [WWW.ICSC.ORG/2012FL](http://WWW.ICSC.ORG/2012FL)*

### HOW TO REGISTER

**Fax:** +1 732 694 1800

*(Credit card payments only)*

**Mail:** ICSC

P.O. Box 26958

New York, NY 10087-6958

### BOOTH FEE

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

Check one	Member	Non-Member
( ) 10' x 10' (100 sq. ft.)	\$ 455	\$640
( ) 10' x 20' (200 sq. ft.)	\$ 910	\$1,280
( ) 20' x 20' (400 sq. ft.)	\$1,820	\$2,560
( ) 30' x 30' (900 sq. ft.)	\$4,095	\$5,760

### GUIDELINES

- All exhibitors are required to provide general liability insurance naming ICSC, the official expo contractor and the Convention Center as co-insured.
- Height restrictions: Please refer to the ICSC Design Criteria available in the exhibitor manual.
- All guidelines are subject to venue and ICSC regulations.

### DEADLINE

In order to be listed in the Deal Making Exhibitors Directory, ICSC must receive your expositions agreement with payment by **Friday, June 1, 2012.**

### AVAILABILITY

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

### NOTIFICATION

You will receive a written Space Confirmation from ICSC prior to the meeting. **If you do not receive a letter regarding the status of your request, please e-mail [exhibits@icsc.org](mailto:exhibits@icsc.org).**

### CANCELLATIONS

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

### CONTACT

**Eddie Emeric**

*Trade Exposition Manager*

**Fax:** +1 732 694 1735

**E-mail:** [exhibit@icsc.org](mailto:exhibit@icsc.org)

\_\_\_\_\_  
Contact Name (to receive space confirmation)

\_\_\_\_\_  
Company Name (to appear in Program Directory)

\_\_\_\_\_  
Address

\_\_\_\_\_  
City

\_\_\_\_\_  
State/Province

\_\_\_\_\_  
Zip/Postal Code

\_\_\_\_\_  
Telephone

\_\_\_\_\_  
Fax

\_\_\_\_\_  
E-mail

### Method of Payment

Check or money order 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)

FL2012-B

By signing below you acknowledge that you have read and agree to abide by the ICSC Terms, Conditions and Rules printed on the reverse side of this page, as well as the Show Site Work Rule, Fire Regulations and the Gaylord Palms Resort & Convention Center Guidelines located at <http://www.gaylordhotels.com/gaylordpalms/index.html>.

# INTERNATIONAL COUNCIL OF SHOPPING CENTERS' TERMS, CONDITIONS AND RULES

## 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 by 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.

## COST OF EXHIBIT SPACE

The cost of the exhibit spaces is noted in the application. Cost includes: exhibit space, pipe & drape exhibit structure, standard carpet, one (1) 6' draped table, two (2) chairs, company ID sign and wastebasket.

## PAYMENT OF EXHIBIT SPACE

ICSC's payment/deposit policy requires all Exhibit Space requests to be paid in full and submitted with this application. Exhibit Spaces will not be reserved or assigned without the appropriate payment or deposit.

## CANCELLATION OF EXHIBIT SPACE

At no time or under no additional conditions will Exhibit Space payment and/or deposit be refunded.

## ASSIGNMENT OF EXHIBIT SPACE

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.

## EXHIBIT CONSTRUCTION AND DESIGN SPECIFICATIONS

In the construction and design of the Exhibitor's display, the Exhibitor agrees to comply with the guidelines detailed in "ICSC Florida Conference 2012 Exhibit Design Criteria." Such specifications are set forth in the Exhibitor Manual and are made a part hereof as though fully incorporated herein.

## 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 the Gaylord Palms Resort & Convention Center. If the event is extending past official Show hours, exhibitors must contact the Freeman ServiceCenter to schedule late booth power.

## INSURANCE

ICSC, the Gaylord Palms Resort & Convention Center and Freeman 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 Gaylord Palms Resort & Convention Center and Freeman 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.

## FORCE MAJEURE

Should any circumstance beyond the control of, and not the fault of ICSC prevent or materially effect the Show from being held as scheduled, or the exhibit space not being available for uses herein specified due to war, governmental action or order, act of God, fire, strikes, labor disputes or any other cause beyond the control of ICSC, this Agreement shall immediately terminate and no fees shall be returned.

## 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 forth in Paragraph 5. Additional Directory Listings are permitted provided written notification is provided to ICSC and a \$100 fee per additional listing is paid. 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.

## 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.

## 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.

## 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 Gaylord Palms Resort & Convention Center regarding installation, dismantle and operation of the exhibit. This information is included in the Exhibitor Manual.

## 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 Gaylord Palms Resort & 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.

## 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.

## 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 toward fellow exhibitors and/or the staffs of ICSC, the Gaylord Palms Resort & Convention Center or any of their respective officers, agents, employees or other representatives.

## 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.

## 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 the Gaylord Palms Resort & Convention Center.

## VIOLATIONS

ICSC Staff and Floor Managers will patrol the Show floor during show setup, during show hours and during show tear-down. If any of the Rules & Regulations and/or TERMS, CONDITIONS AND RULES are 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.

## GOVERNING LAW; AMENDMENTS

This Agreement shall be governed by and construed and enforced in accordance with the Laws of the State of Florida 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.



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Convention Center

Kissimmee, FL

## 2012 Committee Members

OSCAR RIVERA, ESQ., ICSC 2012 Florida Conference Program Planning Committee Chair, Siegfried, Rivera, Lerner, De La Torre & Sobel, P.A.

PAUL RUTLEDGE, SCSM, SCLS, ICSC 2012 Florida Conference Program Planning Committee Co-Chair, Casto

CHUCK TAYLOR, SCSM, SCLS, ICSC Florida State Director, Madison Marquette

JUSTIN GREIDER, ICSC Southern Division Next Generation Chair, Crossman & Company

KANE MORRIS-WEBSTER, CCIM, ICSC Florida Government Relations Chair, Colliers International

DEBRA SINKLE-KOLSKY, ICSC Florida Alliance Private Sector Chair, Redevco Corporation

LYNN DEHLINGER, ICSC Florida Alliance Public Sector Chair, City of Holly Hill

ROBERT M. BRESLAU, SCLS, ICSC Florida Operations Chair, Stiles

BRYAN C. COOK, ICSC Florida Retail Chair, CVS/Caremark

MICHAEL WEINBERG, CCIM, ICSC Florida Next Generation Chair, HFF, L.P.

BRAD PETERSON, ICSC Florida Program Chair, HFF, L.P.

STEVE ALTHOFF, The Sembler Company

BOB BALCERAK, Publix Supermarkets

PATRICIA M. BLASI, SCSM, Borghese Investments

KALYN BRANDEWIE, Florida Retail Partners

ROD CASTAN, SCLS, Courtelis Company

DANIEL DEPACE, Office Depot

DREW FRICK, GL National, Inc.

MINDY MCILROY, Terranova Corporation

PATRICK MCKINLEY, Regency Centers

TOM MEREDITH, Equity One, Inc.

KENNETH ROOSTH, SCSM, Kimco Realty Corporation

RICHARD SCHERMER, ESQ., Buchanan Ingersoll and Rooney, PC

LORI SCHNEIDER, Marcus & Millichap

BRAHM SCOLER, Isram Realty & Management

DALE E. SCOTT, SCDP, SIKON Construction Corp.

MARK A. TOBIN, Akerman Senterfitt

KATY WELSH, SCLS, Hunter Real Estate





# ICSC FLORIDA CONFERENCE INNOVATION

August 19 – 21

Gaylord Palms Resort &  
Convention Center

Kissimmee, FL

## Registration Form

Fax: +1 732 694 1800

*Credit card registrations only.*

Online: [www.icsc.org](http://www.icsc.org)

*Credit card registrations only.*

Mail: ICSC

P.O. Box 26958

New York, NY 10087-6958

Select the **Best Value\* Package** when you register for the ICSC Florida Conference and enjoy unlimited, 24/7 access to the ICSC Digital Knowledge Center! Enrich your conference learning with up to 8 hours of audio recorded LIVE from the Florida Conference and synchronized to presenters' PowerPoint presentations, downloadable MP3s and presenter handouts. Overcome the challenge of concurrent sessions and take full advantage of your deal making meetings without missing our fabulous speaker lineup. By selecting this package you will experience more sessions than you thought possible. Don't struggle to take notes in Kissimmee, FL as you can review critical information from home, at the office or on the road with 24/7 availability. The ICSC Digital Knowledge Center is the ultimate educational resource. **SAVE** over \$250 when you purchase the Best Value\* Package with your registration.

### REGISTRATION FEES

#### 1. Full Conference Registration - Best Value\* Package

ICSC Florida Conference Best Value\* Package includes full Conference Registration, plus access to the ICSC Digital Knowledge Center. Receive up to 8 hours of sessions captured live during the Conference.

	Advance	On-Site
ICSC Member:	\$340	\$410
Non-Member:	\$545	\$655
Student:	\$95	\$95

\*Full Conference Registration PLUS access to the ICSC Digital Knowledge Center with up to 8 hours of audio recorded LIVE and synchronized to PowerPoint presentations from the ICSC Florida Conference, downloadable MP3s and speaker materials.

\*\*Due to some proprietary restrictions some sessions may not be recorded and available for viewing.

#### 2. Florida Conference Regular Registration

	Advance	On-Site
ICSC Member:	\$295	\$365
Non-Member:	\$500	\$610
Student:	\$50	\$50

#### 3. Recordings\*\* of Florida Conference Sessions (purchased without a Florida Conference registration)

	Advance	On-Site
ICSC Member:	\$295	
Non-Member:	\$500	
Student:	\$50	

\*To qualify for a member fee, each registrant must be a member or an affiliate member of ICSC. To become an ICSC member, call ICSC information services at +1 646 728 3800.

\*\*Registrants must be ICSC student members to qualify for the student rate.

### DEADLINES

To qualify for the advance registration fee, your registration must be received by **August 12, 2012**.

### CANCELLATIONS

All cancellations will be subject to a \$25 cancellation fee. No refunds will be given for cancellations received after **July 20, 2012**. All requests for refunds must be received by ICSC in writing.



# ICSC FLORIDA CONFERENCE INNOVATION

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Gaylord Palms Resort &  
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Kissimmee, FL

## Registration Form (continued)

### HOTEL RESERVATIONS

A block of rooms has been reserved at:

#### Gaylord Palms Resort & Convention Center

6000 W. Osceola Parkway  
Kissimmee, FL 34746

Rate: \$228 Single/Double Occupancy  
\$268 Emerald Bay Rooms

Cut-off Date: July 19, 2012

We invite you to visit [www.icsc.org/2012FL](http://www.icsc.org/2012FL) and click on Book Hotel under Quick Links on the right side of the page. There you can access the latest hotel availability info and the electronic form to reserve your room(s). We would be happy to answer any of your questions during our office hours of Monday through Friday, 8:00 am to 5:30 pm EST, at +1 888 ICSC TVL (427 2885) ext. 2, or internationally at +1 585 442 8900 ext. 4.

### AIRFARE SAVINGS

The ICSC Travel Desk has secured special airline and car discounts for attendees. For current prices and availability, please contact us at +1 888 ICSC TVL (427 2885) or +1 585 442 8856 from 8:00 am to 5:30 pm EST, Monday through Friday.

### CONTINUING EDUCATION CREDITS

ICSC Certified Professionals earn 1.0 (A3) toward senior certification renewal.



### SPECIAL NEEDS

Anyone desiring an auxiliary aid for this meeting should notify Christabelle Flanhardt via e-mail [cflanhardt@icsc.org](mailto:cflanhardt@icsc.org) no later than **July 20, 2012**.

### PHOTO ID BADGES REQUIRED FOR 2012 FLORIDA CONFERENCE

All attendees and exhibitors are required to have an ICSC-issued color photo badge for access to the 2012 Florida Conference. Badges will be mailed out in advance for those who register and submit an acceptable photo by **July 20, 2012**.

To register and submit a photo, please visit [www.icsc.org/2012FL](http://www.icsc.org/2012FL).

- Member
- Non-member
- Student
- 1. Best Value Package
- 2. Conference Registration
- 3. Recordings

Contact Name

Company Name

Address

City

State/Province

Zip/Postal Code

Telephone

Fax

E-mail

Membership ID #

I authorize ICSC to send me announcements, via mail, fax, e-mail, phone or otherwise, about ICSC programs and services that may be of interest to me or my colleagues.

#### Method of Payment

- Check enclosed

Make check payable to ICSC

Mail to: International Council of Shopping Centers  
P.O. Box 26958  
New York, NY 10087-6958

Fax: +1 732 694 1800

- MasterCard    Visa    AMEX    Discover   \$ \_\_\_\_\_

Name (as it appears on credit card)

Credit Card Number (include all digits)

Expiration Date (month/year)

Signature



# ICSC FLORIDA CONFERENCE INNOVATION

August 19 – 21

Gaylord Palms Resort &  
Convention Center

Kissimmee, FL

## Sponsorship Form

Sponsorship is an opportunity to get your company name out in front of a select audience of industry professionals. Be sure to take advantage of this opportunity!

### GOLD SPONSOR \$5,000

- Company logo recognition on all event-related communications:
  - Online (on event page and on member emails) with hyperlink
  - Pre-Event Printed Materials\*
  - On-Site signage at Event
- Company logo to loop during select event functions
- Full page 4-color ad in Directory
- 4 weekly SCT Brief Insertions
- Recognition on Exhibitor Tent sign (if applicable)
- Opportunity to distribute one 8" x 11" page of literature in a hotel room drop
- Company name on Thank You page in Directory
- Gold Sponsor ribbon

### SILVER SPONSOR \$3,000

- Company logo recognition on all event-related communications:
  - Online (on event page and on Member e-mails) with hyperlink
  - Pre-Event Printed Materials\*
  - On-Site signage at Event
- Company logo to loop during select event functions
- Half page 4-color ad in Directory
- Recognition on Exhibitor Tent sign (if applicable)
- Company name on Thank You page in Directory
- Silver Sponsor ribbon

### BRONZE SPONSOR \$1,500

- Company logo recognition on all event related communications:
  - Pre-event printed materials\*
  - On-Site signage at Event
- Recognition on Exhibitor Tent sign (if applicable)
- Company name on Thank You page in Directory
- Bronze Sponsor ribbon

### RECEPTION SPONSOR \$750

- On-site signage at Member-Hosted Reception
- Company logo will loop during Member-Hosted Reception
- Reception Sponsor Ribbon

\*Pending production deadlines

### DEADLINE

Sponsorship must be received by **July 27, 2012** to be recognized at the meeting.

### RETURN COMPLETED FORM TO:

ICSC 2012 Florida Conference Sponsorship

P.O. Box 26958

New York, NY 10087-6958

Fax: +1 732 694 1800 (credit card payments only)

### SIGN UP NOW BY RETURNING THIS COMPLETED FORM ALONG WITH:

- Payment by credit card or check made out to ICSC. Payment must accompany the Sponsorship Form.
- Your company logo (.jpeg preferred) to [rmalek@icsc.org](mailto:rmalek@icsc.org)

### SPONSOR CONTACT:

Rita Malek

+1 646 728 3539

[rmalek@icsc.org](mailto:rmalek@icsc.org)

### LEVEL OF SPONSORSHIP

Gold (\$5,000)    Silver (\$3,000)    Bronze (\$1,500)    Reception (\$750)

Contact Name

Company Name

Address

City

State/Province

Zip/Postal Code

Telephone

Fax

E-mail

Membership ID #

### Method of Payment

Check enclosed

Make check payable to ICSC

Mail to: International Council of Shopping Centers

P.O. Box 26958

New York, NY 10087-6958

Fax: +1 732 694 1800

MasterCard    Visa    AMEX    Discover   \$ \_\_\_\_\_

Name (as it appears on credit card)

Credit Card Number (include all digits)

Expiration Date (month/year)

Signature

(2012FL-S)



# ICSC FLORIDA CONFERENCE INNOVATION

August 19 – 21

Gaylord Palms Resort &  
Convention Center

Kissimmee, FL

## Registration Form

Florida Shopping Center PAC\*  
Golf Tournament

### RETURN COMPLETED FORM AND PAYMENT TO:

**Debbie Wysocki**

Smith, Bryan & Myers  
311 E. Park Avenue  
Tallahassee, FL 32301

### GOLF CONTACT

**Debbie Wysocki**

Smith, Bryan & Myers  
+1 850 224 5081

### ICSC CONTACT

**Christabelle Flanhardt**

+1 646 728 3638  
cflanhardt@icsc.org

### WHEN

**Sunday, August 19, 2012 – Captain's Choice Format**

11:00 am – Registration  
12:30 pm – Shotgun Start

### WHERE

**Hyatt Regency Grand Cypress Golf Resort**

Orlando, FL  
North/South/East Courses

**Deadline August 3, 2012**

### FEES

\$200 (nonrefundable) per player. Fee includes green fees, box lunch, practice range and cart rental. (Golf club rental extra.)

### METHOD OF PAYMENT

Check made payable to Florida Shopping Center PAC.  
Credit cards are not accepted.

### PLEASE NOTE:

Space is limited to 180 players and will be confirmed on a first-come, first-served basis. If you are playing in a foursome, a check of \$800 must accompany this form. No on-site registrations will be accepted.

### PREFERRED FOURSOME

If you are playing in a foursome, please provide the following information. You must pay for all 4 players to register as a guaranteed foursome.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

This form should be duplicated for additional registrants. Return the form to Debbie Wysocki at Smith, Bryan & Myers.

\_\_\_\_\_  
Contact Name

\_\_\_\_\_  
Company Name

\_\_\_\_\_  
Address

\_\_\_\_\_  
City

\_\_\_\_\_  
State/Province

\_\_\_\_\_  
Zip/Postal Code

\_\_\_\_\_  
Telephone

\_\_\_\_\_  
Fax

\_\_\_\_\_  
E-mail

\_\_\_\_\_  
Membership ID #

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

**Method of Payment**

Enclosed is my check made payable to Florida Shopping Center PAC in the amount of \$200 x Number of players

TOTAL \$ \_\_\_\_\_

### Release of Claims (Read Carefully and Sign)

I agree and acknowledge that I am participating in the ICSC Sports Event ("Sports Event") on my own accord. I give this acknowledgement freely and knowingly and I represent and warrant to you that I am physically and mentally fit and that, as a result, able to participate, and I do hereby assume responsibility for my own well-being. I am fully aware that possible physical injury might occur to me as a result of my participation, and I agree to assume the full risk, including risk which is not specifically foreseeable, of any injuries, including death, damages or loss regardless of severity, which I may sustain as a result of participating in any and all activities connected with or associated with the Sports Event. In consideration of the right to participate in the Sports Event, I hereby waive any and all rights or claims I may have as a result of participation in the Sports Event against the International Council of Shopping Centers, Florida Shopping Centers PAC, Hyatt Regency Grand Cypress Golf Resort, and their respective directors, officers, employees, members, staff, and all individuals assisting in instructing, sponsoring and conducting these activities, and I hereby fully release and discharge them from any and all claims resulting from injuries, including death, damages or loss, which may accrue to me or my heirs arising out of or in any way connected with my participation in the Sports Event. I further agree to indemnify, defend, and hold harmless the International Council of Shopping Centers, Florida Shopping Centers PAC, Hyatt Regency Grand Cypress Golf Resort, and their respective directors, officers, employees, members, staff, and all individuals assisting in instructing, sponsoring and conducting these activities, from any and all claims resulting from injuries, including death, damages, or loss, which may accrue to me or my heirs arising out of or in any way connected with my participation in the Sports Event.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

\*Shopping Center Political Action Committee, Inc. is an independent corporation not affiliated with or part of the International Council of Shopping Centers (ICSC).



# ICSC FLORIDA CONFERENCE INNOVATION

August 19 – 21

Gaylord Palms Resort &  
Convention Center

Kissimmee, FL

Dine Around  
Registration Form

## Winter Park Village Dine Around.



**When:** Monday, August 20<sup>th</sup>

**Where:** Winter Park Village

**Time:** 7:30 pm – 9:30 pm

**Special Instructions:** Transportation will be provided. Attendees will be picked up at the Convention Center at 7:00 pm.

**Registration deadline is August 9<sup>th</sup>**

Enjoy five tapas style entrees, two cocktails and two desserts from seven of Winter Park Village's gourmet restaurants. Spend the evening enjoying the company of other attendees as well as leisurely strolling through Winter Park Village while sipping on cocktails. The gourmet cuisine and cocktails will be served by the following participants:



**Hosted By:**



Inspired ideas.  
Integrated real estate solutions.



**FAX:** +1 732 694 1800

*(Credit card payments only)*

### REGISTRATION FEES:

Member	Non-Member
\$65	\$85

Pricing per person includes five tapas style entrees, two cocktails and two desserts.

To qualify for the member fee, each registrant must be a member or an affiliate member of ICSC. To become a member, call ICSC information services at +1 646 728 3800.

### CANCELLATIONS:

Payments are not refundable nor transferable.

Name

Company

Address

City

State/Province

Zip/Postal Code

Telephone

Fax

E-mail

Membership ID #

### NEW THIS YEAR!

Sign up online at [www.icsc.org/2012FL](http://www.icsc.org/2012FL)

Method of Payment

Check enclosed

Make check payable to ICSC

Mail to: International Council of Shopping Centers

P.O. Box 26958

New York, NY 10087-6958

Fax: +1 732 694 1800

MasterCard  Visa  AmEx  Discover \$ \_\_\_\_\_

Name (as it appears on credit card)

Credit Card Number (include all digits)

Expiration Date (month/year)

Signature

400 N. ORLANDO AVENUE • WINTER PARK, FL 32789 • 407-571-2700

• SHOPWINTERPARKVILLAGE.NET • FACEBOOK.COM/SHOPWINTERPARK •