



Dear Retailer,

We're excited to invite you to the new Retailer Central program at ICSC's New England Conference & Deal Making event, held this July in Boston. This annual event draws over a thousand attendees and provides an opportunity to gain information about current industry trends, interact with regional colleagues, and of course, make deals.

Retailers* are a critical and valued aspect of Deal Making events. To encourage Retailer attendance, ICSC developed the Retailer Central program: free registration and tabletop exhibit space for all Retailers, valid at nine upcoming Deal Making conferences. Registration provides access to the entire conference and tabletop exhibits are located in Retailer Central—a hot spot on the deal making floor where you can promote your brand to thousands of shopping center decision makers. **Please note: this offer is only available to those who register in advance.**

Are you an ICSC Retailer Member?

Great news! Not only is your registration free, but if you would like to attend with non-retailer colleagues from your company, they may join ICSC as Affiliate Members and attend the conference at a reduced registration rate**. ICSC Retailer Members have the option to promote their company with a complimentary tabletop exhibit.

Not an ICSC Member?

We still want you to participate! In exchange for free registration, we ask that non-members promote their company with a complimentary tabletop exhibit and complete a deal sheet outlining future expansion plans.

For more details and to register, please visit www.icsc.org/2017NE.

Retailers will have access to the full conference, but please note that Retailer Central will be held on the closing day, July 20, from 8:00 am–2:30 pm.

If you have any questions, please don't hesitate to contact any of listed committee members, or ICSC Eastern Division Manager, Priscilla Martillo, at pmartillo@icsc.org.

We hope to see you at the event!

Sincerely,

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ICSC 2017 New England Conference and Deal Making - Retailer Committee

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*Retailer is defined as a company or individual that sells goods and/or provides services directly to customers. Third-party retail representatives are not considered Retailers.

**Affiliate Membership is \$125 and is only available to employees of a company with ICSC Membership.