



SPREE RECON

May 22 – 24, 2017 | Las Vegas, NV
Las Vegas Convention Center | #ICSCRECon

EXHIBITOR BROCHURE



www.SPREEshow.com



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

MAKE DEALS AT SPREE RECON

SPREE RECon 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. SPREE RECon is part of RECon, the world's largest show for the shopping center industry. SPREE RECon attracts more than 2,000 attendees from around the world eager to do business and discover the hottest new products, services and location opportunities. 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 learn more about the latest specialty retail industry trends.

YOU CAN'T MISS IT! For the last decade, SPREE RECon 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 RECon to source products and services and find new location opportunities for their specialty retail businesses. 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 prospects 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 industry has grown to include carts, kiosks, temporary stores, seasonal concepts and automated retail.

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.

RESERVE YOUR SPACE TODAY

Shopping Center Developers: Jose Mario Calderon | +1 646 728 3627 | jcalderon@icsc.org
Wholesalers and Service Providers: Terri Kelly | +1 781 709 2412 | tkelly@icsc.org

“Best Show Experience Ever”

Jeff Burkhardt, Nu-Tech, Inc.



TOP 10 REASONS TO EXHIBIT AT SPREE RECON!

- 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

93% of SPREE RECon 2016 attendees plan to attend again in 2017

SPREE RECON 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 2016 attendance

76% of SPREE RECon 2016 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 |

WHAT'S INCLUDED

- Carpet
- 8'-high back drape and 3'-high side drape
- Exhibitor ID sign
- Company listing in the SPREE section of the RECon Directory
- FREE Virtual SPREE booth (a \$1,500 value)
- Four (4) Exhibitor only staff badges for the first 100 square feet followed by (1) additional badge per 100 square feet

PAYMENT TERMS

Payment in full is due with booth contract..

MOVE-IN DATES

Thursday, May 18, 2017 – Sunday, May, 21, 2017

TRADE SHOW HOURS

| | |
|-------------------------|-------------------|
| Monday, May 22, 2017 | 8:00 am – 5:00 pm |
| Tuesday, May 23, 2017 | 8:00 am – 5:00 pm |
| Wednesday, May 24, 2017 | 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.VIRTUAL.SPREESHOW.COM

“CBL has closed hundreds of thousands of dollars in deals as a result of exhibiting at SPREE RECon 2016. 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

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MAXIMIZE YOUR SALES—ADVERTISE!

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

- Display ad in *Specialty Retail Report*
- Banner ad on the *Specialty Retail Report* website
- Banner ad in *SRR*'s digital newsletter, *Snapshot*
- Display ad in *Shopping Centers Today (SCT)*
- Banner ad on ICSC's website
- Display ad in the RECon Directory

IMPORTANT DATES

Specialty Retail Report Winter 2017 Issue

Space reservation | January 13, 2017 Ad copy | January 18, 2017

Specialty Retail Report Spring 2017 Issue

Space reservation | March 24, 2017 Ad copy | March 29, 2017

Bonus distribution at RECon/SPREE RECon

Shopping Centers Today May 2017 Issue

Space reservation | March 24, 2017 Ad copy | March 31, 2017

Bonus distribution at RECon/SPREE RECon

Many exciting advertising options are available.
Please contact your business development manager for more details.



BECOME A SPREE RECON SHOW SPONSOR AND BENEFIT FROM NEARLY 750,000 IMPRESSIONS!

Becoming a SPREE RECon sponsor gives you the incredible opportunity to position your organization as a leader in the specialty retail industry. It will also help increase your visibility while enabling you to drive more booth traffic. Your logo will be used on show marketing collateral before, during and after SPREE RECon, which equates to more than 750,000 impressions for your company!

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

Platinum (maximum 1) | \$10,500

- Prominent logo placement near SPREE RECon entrance
- Prominent placement of company logo in the SPREE RECon ad running in the January and April issue of *Specialty Retail Report*
- Name recognition in SPREE RECon press release to be posted on *SpecialtyRetailReport.com* and URL on SPREE RECon website
- Prominent placement of company logo and URL on SPREE RECon social media blasts
- Company logo and URL on SPREE show microsite
- Virtual SPREE booth
- Prominent placement of company logo and signage at Social Event
- Announcement of company name before Social Event
- Company logo and URL on email blasts about Social Event
- Full-page tab ad in RECon Directory
- Company logo in RECon Directory
- Prominent placement of company logo and URL on SPREE RECon microsite

SOLD OUT!



Gold (maximum 5) | \$3,500

- Prominent logo placement near SPREE RECon entrance
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- Name recognition in SPREE RECon press release posted on SpecialtyRetailReport.com
- Company logo and URL on email blasts about SPREE Show
- Company logo and URL on SPREE Show website
- Virtual SPREE booth
- Company logo in signage at Social Event
- Announcement of company name before Social Event
- Company logo and URL on email blasts about Social Event
- Full-page ad in SPREE RECon section of RECon Directory
- Company logo in RECon Directory
- Company logo and URL on RECon microsite

Silver (maximum 5) | \$2,500

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- Company logo and URL on email blasts about SPREE Show
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For the complete breakdown of sponsorship impressions or to discuss sponsorship packages, please contact **Terri Kelly** at **+1 781 709 2412** for wholesaler or service provider inquiries or **Jose Mario Calderon** at **+1 646 728 3627** for shopping center developer inquiries. Additional information is also available on the sponsorship page of www.SPREEshow.com.



THANK YOU TO OUR PLATINUM SPONSOR



SPREE RECON 2017 PLANNING COMMITTEE

Sal Babbino, NYS Collection

Micheal Brielmann, American Kiosk Management

Heidi Cardall, SLD, CBL & Associates Management, Inc.

Amanda Cole, SLD, Miracle Mile Shops

Arleen Dalton, SLD, General Growth Properties

Beth DeSista, PREIT

David Ferber, Street Talk

Janice Fisher, Focus Brands

Tracey Hatley, JLL

Susan Holland, Starwood Retail Partners

Linda Johansen-James, CLS, CRX, American Kiosk Management

Cathy Johnson, CSM, Phillips Edison & Company

Karen Larson, SLD, Urban Retail Properties, LLC

Lori Lesko, Calendar Holdings, LLC

Lori McGhee, Taubman

Scott Mullens, Equip, Inc.

Frank Pacera, Spirit Halloween

Kurt Palmer, CLS, Washington Prime Group

Brian Reiss, SLD, DDR Corp.

Myisha Richmond, American Kiosk Management

Mary Warren, Thalhimier

Rebecca Wiltshire, Shoe MGK

“I arrived on the SPREE RECon show floor fifteen minutes before my first scheduled appointment. 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*

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