



RECON

LATIN AMERICA & CARIBBEAN

Puerto Rico Convention Center
San Juan, Puerto Rico
October 15 – 17, 2017
#ICSCRECon

750+
Attendees

30+
International Speakers
including: Eataly, Euromonitor
International, Design: Retail,
FENALCO, Facebook,
Mercado Roma

30+
Exhibitors



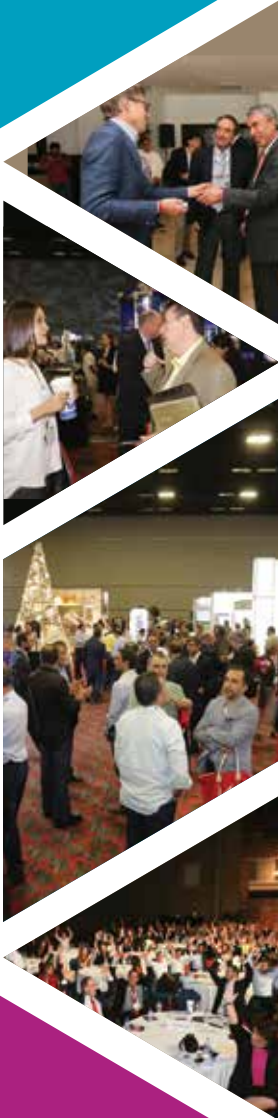


Be a part of the region's biggest retail real estate event!

At RECon Latin America & Caribbean, you'll join colleagues from all aspects of the industry to make deals, spark ideas, and meet future business partners. After being immersed in the innovations that drive our dynamic field, you'll return to the office with fresh contacts, newly discovered opportunities, and cutting-edge ideas to propel your business.

RECon Latin America & Caribbean isn't just an ideal place to network and to conduct business—it's a spectacular opportunity to showcase your product and promote your brand. ICSC is ready to work with you to build the perfect **sponsorship and advertising package** to best appeal to the region's key decision-makers. Your company can sponsor events, such as the RECon Fiesta or the Latin America & Caribbean Shopping Center Awards. Make a visual impact with logo branding throughout the conference on signage, escalators, or shuttle buses. An eye-catching ad in the on-site directory is a memorable way to stay present in attendee's minds after the conference—directories are often used for reference upon returning to the office. We are happy to customize your company's sponsorship or advertising plan to suit your needs.

Please contact Jose Mario Calderón at jcalderon@icsc.org or +1 646 728 3627.



PROGRAM AT-A-GLANCE

SATURDAY, OCTOBER 14

1:00 – 7:00 pm **Shopping Center Tour**
Available with full convention registration; separate registration fee is required; limited seating.

SUNDAY, OCTOBER 15

9:00 am – 12:30 pm **Executive Education Program**
Included with full convention registration; limited seating.

6:30 – 8:00 pm **Grand Opening of RECon Latin America & Caribbean Presentation of the:**
▶ **ICSC Foundation Latin America Community Support Award**
▶ **ICSC Latin America & Caribbean Shopping Center Awards**

8:00 – 10:00 pm **Opening Reception and Deal Making in the Trade Expo**

MONDAY, OCTOBER 16

8:00 – 9:00 am **Deal Making and Trade Expo**

9:00 – 10:00 am **The Three Secrets for Happiness**
Jeison Felipe Aristizábal, 2016 CNN Hero & Founder,
ASODISVALLE

10:00 – 11:00 am **The Latin American Environment and Shopping Centers: The New Challenges**
Rafael España, Chief Economist, **FENALCO**

11:15 – 12:15 pm **Breakout Sessions**
▶ **Sustainability: Impacting Change**
▶ **Opportunities for Doing Business in Puerto Rico**
▶ **How to Create Experiential Shopping Centers**

12:30 – 2:45 pm **Deal Making and Trade Expo/Lunch**
ICSC Stage – Exchange ideas with the region's leading retailers

2:45 – 3:30 pm **Humanizing Retail: Designing Useful Brand Experiences for Persons, Not Products**
Alison Embrey Medina, Executive Editor, **DESIGN: RETAIL**

3:30 – 4:15 pm **The Hyperconnected Consumer; Lessons and Opportunities for Retailers**
Amanda Bourlier, Senior Analyst, **EUROMONITOR INTERNATIONAL**



4:15 – 5:15 pm	Food Halls: How to Create a Unique Experience Dino Borri, EATALY Todd English, TODD ENGLISH ENTERPRISES Alan Napack, CUSHMAN & WAKEFIELD Alberto Sacal, MERCADO ROMA Antoni Yelamos, STREETSENSE
5:15 – 6:30 pm	Deal Making and Trade Expo ICSC Stage – Exchange ideas with the region’s leading retailers
6:30 – 8:30 pm	Fiesta RECon Latin America & Caribbean

TUESDAY, OCTOBER 17

8:00 – 9:00 am	Deal Making and Trade Expo
9:00 – 10:00 am	The Future of Retail...According to Retailers Fernando Pesci Bosch, TOUS LATAM Miguel Crespo, H&M MEXICO/COLOMBIA (Invited) Santiago Henao, JUAN VALDEZ CAFÉ (Invited)
10:00 – 11:00 am	Real Estate and Retail Rekindle their Romance Jeremy Bergstein, President, THE SCIENCE PROJECT
11:15 – 12:15 pm	Breakout Sessions <ul style="list-style-type: none"> ▶ From Theory to Practice: Shopping Center Sustainability ▶ The Future of Mixed-Use Developments ▶ Retail Shopping Tourism – How to Capitalize on the Lucrative Visitor Dollar
12:15 – 2:15 pm	Deal Making and Trade Expo/Lunch + Retail Connections ICSC Stage – Exchange ideas with the region’s leading companies
2:30 – 3:15 pm	Retail Innovations – Global Trends and Retail Concepts Changing the Industry Neil Z. Stern, Senior Partner, MCMILLAN DOOLITTLE
3:15 – 4:00 pm	Facebook: Mobile in an Omni-Channel World Diana Molina, FACEBOOK Kit Vissuet, FACEBOOK
4:00 pm	Closing of RECon Latin America & Caribbean All attendees are welcome to stay for the Opening Session of ICSC LATIN AMERICA LAW CONFERENCE October 17 – 18 Puerto Rico Convention Center Opening Session October 17, 4:30 – 5:30 pm

SESSIONS FOCUSING ON:



SUSTAINABILITY



RETAIL



TECHNOLOGY



MIXED-USE
DEVELOPMENTS

REGISTRATION FEES

Registration Fee	Advance June 15 – October 9	On-Site October 9 – 15
Member*	USD \$995	USD \$1,500
Non-Member	USD \$1,400	USD \$1,900
Student Member**	USD \$50	N/A

*To qualify for the member rates, 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.

**ICSC student members are required to register in advance to receive the discounted student registration fee. No student member registration will be offered on-site.

GROUP DISCOUNTS

For group discounts, attendees must be from the same organization and ICSC must receive the registration forms and payments at the same time.

3-5 attendees 10% off

6-9 attendees 12% off

10 or more attendees 15% off

HOTEL RESERVATIONS

To make a hotel reservation, visit www.icsc.org/2017RLA. For assistance, call during our office hours of Monday through Friday, 9:00 am to 7:00 pm ET at +1 877 541 9876 or internationally at +1 312 527 7300; email ICSC@onpeak.com.

For more information visit www.icsc.org/2017RLA



ICSC LATIN AMERICA & CARIBBEAN SHOPPING CENTER AWARDS

The premier recognition of excellence, innovation, and creativity within the region's shopping center industry honors outstanding achievement in the design, development, and marketing of retail properties and stores.

WHY ENTER?

The winners of the ICSC Latin America & Caribbean Shopping Center Awards represent the shopping center industry's judgment as to what constitutes "the best shopping center of the year."

HOW TO ENTER

For the complete rules and guidelines visit www.icsc.org/latinawards.

DEADLINE

All entries must be submitted by **Tuesday, August 1, 2017**.

AWARDS PRESENTATION

October 15, 2017 | ICSC RECon Latin America & Caribbean
Puerto Rico Convention Center | San Juan, Puerto Rico

QUESTIONS

Email: awards@icsc.org | **Phone:** +1 646 728 3462

OPTIONAL ACTIVITIES



SHOPPING CENTER TOUR (Optional)

Saturday, October 14 | 1:00 – 7:00 pm | Fee USD \$95

Includes transportation.

Available with Full Convention registration, limited seating.



EXECUTIVE EDUCATION PROGRAM (Optional)

Sunday, October 15 | 9:00 am – 12:30 pm

Included with Full Convention registration. Space is limited in each class.