



Program

Canadian Convention

Metro Toronto Convention Centre | Toronto, ON

October 1 – 3, 2018

#ICSC



Canadian Convention

MONDAY, OCTOBER 1

Registration

1:00 – 5:00 pm

Professional Development Workshops

0:00 – 0:00 pm

Next Generation Program

3:30 – 5:00 pm

The Rec Room Roundhouse – the Hall Room
255 Bremner Boulevard
Toronto, ON

Member-Hosted Reception

5:00 – 6:30 pm

The Rec Room Roundhouse – the Hall Room
255 Bremner Boulevard
Toronto, ON

Corporate sponsorship opportunities are available!
For more information, please visit www.icsc.org/2018CC
or contact Michael Belli at +1 714 313 1942 or
mbelli@icsc.com.

TUESDAY, OCTOBER 2

Registration

7:30 am – 5:00 pm

Continental Breakfast

8:00 – 9:00 am

No breakfast service after 9:00 am.

Student Breakfast & Program

8:00 – 9:00 am

Welcome and Introduction to the Program

8:45 – 9:00 am



Meredith Vlitas

ICSC 2018 Canadian Convention Program
Planning Committee Chair
Director, Corporate Marketing
RioCan Real Estate Investment Trust
Toronto, ON

Lucia Connor

ICSC 2018 Canadian Convention Program
Planning Committee Co-Chair
Marketing Director
Oxford Properties Group
Toronto, ON

Deal Making & Food Hall

9:00 am – 5:00 pm

Economic Session

9:00 – 9:30 am



Benjamin Tal

Managing Director and Deputy Chief Economist
CIBC
Toronto, ON

Business Session

9:30 – 10:30 am



Rodolphe Barrere

Co-Founder & CEO
POTLUC
Montreal, QC

The Rise of Crowd Source Consumer Insight: Disruption in the Research Industry

The right information is key! With new technology that captures hyperlocal intelligence, POTLUC disrupts the traditional consumer research for retail by replacing random phone calls and intercepts by geo targeted crowdsourcing campaigns on social networks. Find out new ways crowd source can get thousands of consumer insights and understand how shoppers and non-shoppers behave and what they need. Understand how to up-sell your current clients and acquire new ones.

Networking Break

10:30 – 10:45 am

ICSC Awards Presentations

10:45 am – 12:00 pm

Seymore Obront Award
Canadian Shopping Centre Awards
ICSC Foundation Canada Award

Lunch Buffet

12:30 – 12:45 pm

No lunch service after 12:45 pm.

Luncheon Keynote Presentation

12:30 – 1:30 pm

Topic Title - TBD

Tony Chapman

CEO
Tony Chapman Reactions
Toronto, ON

Presentation

1:45 – 2:45pm

Topic Title - TBD



David Allison

Marketing Expert, Author & Pioneer of
Valuegraphics
David Allison Inc.
Vancouver, BC

Presentation

3:00 – 3:30 pm

Cannabis is Coming. Now What Do We DO?

Kerri-Lynn McAllister

CMO
Liff & Co.
Toronto, ON

Presentation

3:30 – 4:00 pm

Canada's First Mall Located Coworking Space in Erin Mills Town Centre

Robert Martellacci

Founder and CEO
MindShare WorkSpace Inc.
Mississauga, ON

Professional Development Workshops

3:45 – 5:00 pm

WEDNESDAY, OCTOBER 3

Registration

7:30 am – 4:00 pm

Continental Breakfast

8:00 – 8:45 am

No breakfast service after 8:45 am.

Outlook for Retail Real Estate

8:45 – 9:15 am



Tom McGee

President and CEO
ICSC
New York, NY

Deal Making & Food Hall

9:00 am – 4:00 pm

Reimagining Retail in the Age of Digital Disruption

9:15 – 10:15 am

Steve Dennis

President & Founder
SageBerry Consulting
Dallas, TX

Reimagining Sources of Ancillary Revenue and Community Based Initiatives

10:15 – 10:30 am



John Ballantyne

Senior Vice President, Asset Management
RioCan Real Estate Investment Trust
Toronto, ON

Networking Break

10:30 – 10:45 am

Canadian Convention

Business Case Studies

10:45 am – 12:15 pm

Topic 1

Consumer Insights & Trends: How to Fearlessly Create a Competitive Advantage with Mixed-Use Development

With an increased emphasis on placemaking, how do you differentiate your mixed-use developments? Learn how Robert Galletta, Head of Strategy at Blackjet, applies insights, data and trends to inspire design thinking and lifestyle concepts that translate into compelling places and brands. Find out how to create a unique vision of place that attract consumers, tenants and drive a competitive advantage in the market.



Robert Galletta

Head of Strategy
Blackjet Inc.
Toronto, ON

Topic 2

Energizing your Retail Environment with Compelling Entertainment Experiences

Entertainment retail is quickly becoming a requirement to ensure continuous site traffic, unique experiences, frequent visitation and increased dwell time. Step into a visionary's perspective and walk through global case studies that are leading the change and establishing new ground rules for success.



John Plumpton

Principal
RevelHouse
Toronto, ON

Boxed Lunch

12:00 – 12:45 pm

No lunch service after 12:45 pm.

Luncheon Keynote Presentation

12:30 – 1:30 pm

On Solid Ground: Brick and Mortar is the Foundation of Omni-Channel Retailing

Michael Brown

Partner
A. T. Kearney
New York, NY

Conference Adjourns

4:00 pm

Canadian Convention

DIVISIONAL AND PROVINCIAL VOLUNTEER LEADERSHIP

Claude Sirois, ICSC Canadian Division Vice President
Patti Parente, ICSC Canadian Division Government Relations Chair
Prakash David, ICSC Canadian Division P3 Private Chair
Gerald Gabinet, ICSC Canadian Division P3 Public Chair
Chris Tarrant, ICSC Canadian Division Retail Chair
Casdin Parr, ICSC Ontario Next Generation Chair
Neena Arora, ICSC Canadian Division Retail Chair
John Crombie, ICSC Ontario Director
Greg Taylor, ICSC Ontario P3 Public Chair
Lawrence Mosselson, ICSC Ontario P3 Private Chair
Kelly J. Avison, ICSC Ontario Retail Chair
Olivia Montagna, ICSC Ontario Next Generation Chair

PROGRAM PLANNING COMMITTEE

Meredith Vlitaz, ICSC 2018 Canadian Convention Program Planning Committee Chair,
RioCan Real Estate Investment Trust

Lucia Connor, ICSC 2018 Canadian Convention Program Planning Committee Co-Chair,
Oxford Properties Group

Susan Allen, BOMA Toronto

Jasleen Bhinder, Oxford Properties Group

Andrea Buller

Leanne Campbell, Campbell & Co.

Daryl Clemance, The Cadillac Fairview Corporation Limited

John Crombie

Jane Domenico, Partners Reit

David Garbuz, Oberfeld Snowcap

Stephen Gascoine, Ivanhoé Cambridge

Christina Kobi, Minden Gross LLP

Phillippe Krivicky, Cogir Immobilier

Jordan Minnaar, Blackjet Inc.

Kelly Pekalski, Morguard

Daniel Tarrant, Oberfeld Snowcap

Amelie Trudeau, Oberfeld Snowcap

Melita G. Varga, CreateTO

Theresa Warnaar, Kingsett Capital

REGISTRATION FORM

How to Register

Fax: +1 732 694 1800

Online: www.icsc.org/2018CC

Mail: CANADA POST DELIVERIES:

IBank of America, National Association, Canada Branch
 International Council of Shopping Centers
 C/O Lockbox 918770
 P.O. Box 4090 STN A
 Toronto, ON M5W 0E9

FOR COURIER DELIVERY ONLY:

Bank of America Lockbox Services
 Lockbox 918770
 181 Bay Street 5th Floor
 Toronto, ON M5J 2V8

Registration Fees	Advance	On-Site
Member*	\$503.00	\$619.00
Non-Member	\$1,005.00	\$1,237.00
Student Member**	\$ 44.25	N/A
Public Official Member	\$300.00	\$300.00
Public Official, Non-Member	\$1,005.00	\$1,237.00
Canadian Shopping Centre Awards Presentation***	\$150.00	\$150.00

All prices in CDN. Please add 13% HST (ICSC GST #R122853757).

*Must be an ICSC member or affiliate member—visit www.icsc.org membership or call +1 646 728 3800 to join.

**On-site student registration is not available.

***Includes all sessions and meals in Constitution Hall on Tuesday

October 2 only. No entry to the Deal Making Floor.

All registration options (with the exception of registration for only the Next Generation Event) includes the Canadian Shopping Centre Awards Presentation. Next Generation Event guest ticket: \$50.00 per person plus applicable taxes.

Deadline

Advance registrations must be received by **September 24, 2018**.

- Please Check: Member Non-Member Student Member Public Official Member Public Official Non-Member
 ICSC Member Non-Exhibiting Retailer – NO CHARGE ICSC Next Generation Reception Guest (Non-Conference Attendee)
 I will attend the ICSC Next Generation Program on Monday October 1, 2018 as part of the conference registration fee.
 Canadian Shopping Centre Awards Presentation

Name _____		Title _____	
Company _____			
Address _____			
City _____		State/Province _____	Zip/Postal Code _____
Telephone _____		Fax _____	
Email _____		Your Membership I.D. # _____	(2018CC)
REQUIRED FOR NON-U.S. APPLICANTS: _____		Date of Birth _____	Country of Citizenship _____

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

Method of Payment (No cash accepted in advance or on site.)

- Check made payable to ICSC enclosed for \$ _____ MasterCard Visa AMEX Discover \$ _____

Name (as it appears on credit card) _____	Signature _____
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Credit Card Number (include all digits) _____	Expiration Date (month/year) _____
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Continuing Education Credit

ICSC-Certified professionals earn 1.0 credit (A3) towards CRRP certification renewal.

Special Offer for Non-Exhibiting Retailers

Non-exhibiting retail members of ICSC are invited to attend the Member-Hosted Reception, speaker sessions, and the Deal Making & Food Court free of charge. Advance registration (via this form) is required. This special offer is not for exhibiting retailers, retailer brokers, retail or leasing consultants, real estate agents, brokers or their representatives.

Hotel Reservations

A block of rooms has been reserved at:

InterContinental Toronto Centre

225 Front Street West
 Toronto, ON M5V 2X3

Rate: \$289 CDN

Cut-Off Date: September 7, 2018

The Fairmont Royal York

100 Front Street West
 Toronto, ON M5J 1E3

Rate: \$279.00 CDN

September 7, 2018

Delta Hotels Toronto

75 Lower Simcoe Street
 Toronto, ON M5J 3A6

Rate: \$289.00 CDN

Cut-Off Date: September 6, 2018

To make a reservation, visit www.icsc.org/2018CC. For assistance, call +1 877 541 9876, or internationally at +1 312 527 7300.

Cancellations

All cancellations are subject to a **\$100 CDN** cancellation fee. No refunds will be given for cancellations received after **September 24, 2018**.

Special Needs

Anyone desiring an auxiliary aid for this meeting should notify **Brenda Carter** at bcarter@icsc.org no later than **August 13, 2018**.

Terms, Conditions and Rules

This Registration Form is subject to ICSC Terms, Conditions and Rules for Event Registrants available at www.icsc.org/event-terms-and-conditions, which are hereby incorporated by reference.

FOOD HALL REGISTRATION

Please note: Space is limited!

Please fill out the below information to request a space at the ICSC Canadian Convention Food Hall. Once you are approved for space, you will be sent an application to complete from service@mapyourshow.com.

Company Information

Company Name

Brand Name (if different than the above)

Exhibitor Contact (to receive the application)

Name

Email

On-site Phone Number

Food Service

Number of 10x10 exhibit spaces requested: _____ (Maximum of 2)

The following complimentary food samples will be offered: (Required)

Requirements

- All food hall exhibitors MUST describe what they will be serving. Failure to serve the items described will result in the forfeiture of the exhibit space. ICSC reserves the right to select the participants at the Canadian Convention Food Hall.
- All food hall exhibitors will receive one free 10' x 10' exhibit space. A request for additional space is NOT guaranteed.
- Submission of Food Hall Information Sheet does not confirm exhibit space. Application is subject to ICSC approval. You will receive a written confirmation from ICSC three months prior to the meeting.
- Exhibitors are required to provide General Liability insurance naming ICSC, the Metro Toronto Convention Centre and GES as co-insured's with limits of liability of at least \$1,000,000 combined single limits including bodily injury, property damage, fire and theft.

Signature

Date

Email Registration to: Mayuri Khemlani, Trade Exposition Planner: mkhemlani@icsc.org.

Benefits	Platinum \$7,000 (Maximum 4 Sponsors)	Gold \$5,000	Silver \$3,000	Bronze \$1,500	Reception \$750
Company logo on lanyards	■				
One full page ad in printed event directory*	■	■			
One half page ad in printed event directory*			■		
Two SCT Week insertions (pre-show and week of event)	■				
One SCT Week banner ad in pre-show issue		■			
Company logo prominently placed on on-site signage at event	■	■	■	■	
Company logo on on-site signage at Member-Hosted Reception					■
Company logo prominently placed on final program mailer and "Thank You" page in event directory*	■	■	■	■	
Company name on "Thank You" page in event directory*					■
Company logo to loop during select event functions	■	■	■		
Company logo to loop during luncheon	■	■	■	■	
Company logo on on-site signage at Member-Hosted Reception					■
Company logo and URL on event page	■	■	■	■	
Company logo and URL on event emails	■	■	■		
Sponsor ribbon for all registered company attendees	■	■	■	■	■

*Pending production deadline dates.

Sponsor Contacts

Michael Belli (Western USA and Canada)
Tel: +1 714 313 1942 | mbelli@icsc.org

Jose Mario Calderon (Caribbean & Latin America)
Tel: +1 646 728 3627 | jcalderon@icsc.org

Sheila Charton (Northeast and Mid-Atlantic USA)
Tel: +1 646 728 3545 | scharton@icsc.org

Amie Leibovitz (Southern and Midwest USA, Texas and Puerto Rico)
Tel: +1 773 360 1179 | aleibovitz@icsc.org

Sally Stephenson
Tel: +1 847 835 1617 | sstephenson@icsc.org

Return Completed Form and Payment to

Canadian Convention
P.O. Box 419822
Boston, MA 02241-9822

ICSC Contact

Brenda Carter
Tel: +1 415 486 4511
Email: bcarter@icsc.org

Deadline

Sponsorship must be received by **August 14, 2018** to be recognized at the conference.

Reminders

Payment, either by credit card or check payable to ICSC, must accompany the Sponsorship Form.

Email your company logo (.jpeg and .eps format) to Esther Boyce: eboyce@icsc.org.

Terms, Conditions and Rules

This sponsorship application is subject to the Terms and Conditions for ICSC Sponsorship Opportunities available at www.icsc.org/event-terms-and-conditions, which are hereby incorporated by reference.

Please Check One: Platinum Gold Silver Bronze Reception

Name	Title	
Company		
Address		
City	State/Province	Zip/Postal Code
Telephone	Fax	
Email	Your Membership I.D. #	(2018CC-S)
REQUIRED FOR NON-U.S. APPLICANTS: _____		
	Date of Birth	Country of Citizenship

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

Method of Payment

Check 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)