



MAKING CONNECTIONS STRONGER.

New York Deal Making

Javits Convention Center | New York, NY

December 4 – 6, 2018

#ICSCNYDM

Register Early and Save
www.icsc.org/2018EDM

New York Deal Making

TUESDAY, DECEMBER 4 | Professional Development Day

Professional Development Day will focus on three concurrent tracks. These sessions are the perfect way to sharpen your skills before stepping onto the exhibit floor. You'll make connections with like-minded colleagues as you expand your knowledge and catch up on the very latest in our industry.

Registration

9:00 am – 5:00 pm

Opening Speaker

10:00 – 11:00 am



Angele Robinson-Gaylord
ICSC Trustee
President of US Property
Ikea

11:00 am – 12:00 pm _____

Track 1: Industry Trends and Solutions

Tapping into Underserved Markets

U.S. consumer spending has increased by 97 percent since 2000, with the largest growth in underserved, minority markets. This panel will focus on gaining access to these markets by:

- Identifying underserved markets and their potential buying power
- Serving these areas while tapping into profitable opportunities
- Developing a team to engage and respond to markets outside of your portfolio

Track 2: Leadership in Diversity and Inclusion

Your Vendors Matter: Supplier Diversity

Make supplier diversity part of your corporate responsibility program. Supplier diversity pushes local economies forward by engaging underrepresented vendors.

This session includes information for developing a successful supplier diversity program. You will learn to identify qualified and certified small businesses owned by women, minorities or disabled persons.

SPEAKERS



Eric Yarbro
Executive Managing Director
Colliers International



Linda Foggie
Project Management Leader
Wells Fargo

Track 3: Core Industry Knowledge

Essentials of Finance

Taught by an industry expert, this course will explain financial principles, practices and terminology of retail real estate. Attendees will learn about:

- Income/expenses
- Cap rate sensitivity analysis
- Finance spreadsheets
- Financial calculator functionalities

Lunch Session

Industry 2040: Retailer Talent Forecast

12:00 – 1:30 pm

During this future focused discussion, gain an insider's perspective on the skills and expertise that the retail and retail real estate industries will need from the next generation of talent.

This session will explore:

- Why understanding the technology of tomorrow is critical to your professional development plan today
- What skills and experiences are needed to advance your career as the industry continuously evolves
- How to build and maximize your network

Lunch will be served. Seating is limited and available on a first-come, first-served basis. This session is sponsored by the ICSC Foundation.

1:30 – 4:00 pm _____

Track 1: Industry Trends and Solutions

Redevelopment and Repositioning Boot Camp

Industry leaders give their insight on what it takes to successfully redevelop existing retail real estate properties for today's market. This session will inspire and inform your redevelopment and repositioning goals.

- Learn about new options for refreshing an existing property
- Understand how mixed-use, experiential retail and current retailing trends can prove profitable
- Gain a working knowledge of the process, opportunities and challenges of redevelopment and repositioning
- Work with peers in hands-on exercises

Track 2: Leadership in Diversity and Inclusion

Hidden Biases of Good People: Part 1

This two-part session is a presentation by Dr. Mahzarin R. Banaji, Richard Clarke Cabot Professor of Social Ethics at Harvard University. Dr. Banaji bases her seminar *Blindspot: Hidden Biases of Good People* on research showing how intelligent people unknowingly perpetuate biases in their everyday interactions. She highlights how our "blindspots" can affect business decisions, from promotions to client interest. And, once aware of our biases, we can be mindful in our interactions with colleagues and business associates.

Join us for this enlightening, and fun, talk that will surely affect the way you do business. **RSVP required.**



Dr. Mahzarin R. Banaji

Richard Clarke Cabot Professor of Social Ethics, Harvard University
Co-Author, *Blindspot: Hidden Biases of Good People*

Track 3: Core Industry Knowledge

Leasing Keys

In order to understand leasing, you have to understand the fundamentals of tenant relations, merchandise mix, tenant mix and the lease. This deep dive into leasing for retail real estate will help you understand:

- Key objectives and functions of a leasing professional
- Market analysis
- Prospecting for the right tenants for your property
- The lease and its language

4:30 – 5:30 pm _____

Track 1: Industry Trends and Solutions

Lease Trends

A solid lease aims to maintain profitability while addressing retailers' needs and challenges. Owners and landlords are working with retailers to create a new kind of lease agreement.

Join this session and find out how leases are evolving. Understand what is already working and what to expect in the future. Discuss your own theories and generate ideas with peers while learning from experts.

Track 2: Leadership in Diversity and Inclusion

Hidden Biases of Good People: Part 2

Join us for part two of Dr. Mahzarin R. Banaji's session. **RSVP required.**

Track 3: Core Industry Knowledge

Retail in Focus

From retailers' terminology, trends and motivations, this session will give you a better understanding of our industry from the retailer's perspective. Attendees will learn about:

- Retailer productivity analysis and factors by category
- Customer engagement
- Site selection/planning and design guidelines
- Technology trends in retail

VRN Reception Honoring DOC&R – Hall of Fame Awards Inductees and ORCA (Outlet Retail Chain Awards) Awards

5:00 – 7:00 pm

Global Reception

5:00 – 7:00 pm

By invitation only

New York Deal Making

WEDNESDAY, DECEMBER 5

Registration

7:00 am – 6:00 pm

Orientation and Walking Tour of the Exhibit Hall for First-Timers, New Members and Students

7:30 – 8:00 am

Deal Making

8:00 am – 5:00 pm

Be sure to visit these areas on the show floor: Global Pavilion, Retailer Central, Retail in Focus, Innovation Exchange. See page 8 for details.

Retail Risk & Return

9:00 – 9:45 am

As the capital markets continue to evolve, keeping pace with the rate of change taking place across the retail real estate industry is crucial. Leading stakeholders will examine the debt and equity side of the business and will contemplate the current and future business environment.

MODERATOR



Marc Warren

Principal

Ackman-Ziff Real Estate Group LLC

PANELISTS



Ben Bernstein

Principal

RedSky Capital, LLC



Matthew Galligan

President

Real Estate Finance, CIT



Greta Guggenheim

CEO & President

TPG Real Estate Finance Trust ("TRT")

Firm Partner, TPG

Retail in Focus: Follow the Money

9:00 – 9:45 am

Venture capital (VC) can be a critical source of funding and driver of growth for young retail brands and entrepreneurs, while creating value for investors. Venture capitalists and portfolio companies will share the opportunities and challenges these strategic partnerships present and how they are helping to fuel innovation throughout the retail industry.

MODERATOR



Johnny Siegel

Managing Member

Open Realty Advisors

PANELISTS



Travis Boyce

Retail Lead

Allbirds



Mike LaVitola

CEO & Co-Founder

Foxtrot Delivery Market



Addie Lerner

Principal

General Catalyst



Dan Wenhold

Principal

Fifth Wall Ventures

Brand Collection, New Leasing Strategy

10:00 – 10:45 am

Brand collection is the latest trend in retail leasing strategies. Young and established retailers, such as BRANDBOX, RAAS, XRC Labs and HiO, are collaborating to test concepts, markets and properties as holistic collections in retail venues within shopping centers. Key players in this fast-rising trend will discuss their business models, strategies and experiences in this space.

PANELISTS



Pano Anthos

Managing Partner

XRC Labs



Server Garcia

CEO, SGN Group, Inc.

Co-Founder, HiO



Kevin McKenzie

Executive Vice President & Chief Digital Officer

Macerich/Brand Box

The Last Mile

10:00 – 10:45 am

Shoppers' expectations can be hard to predict, but one thing remains consistent: a seamless experience, in store or online, is vital. Target's acquisition of Shipt has allowed it to offer same-day delivery to online shoppers. This discussion will explore delivery in the modern retail environment and focus on its impact on Target stores, last-mile challenges and plans for the 2018 holiday delivery season.

PANELIST



Sundip Naik

Vice President Logistics Strategy,
Global Supply Chain and Logistics
Target Corporation

Retail in Focus: Meet the Brands Interview

10:00 – 10:45 am

Speed Networking Session for Students and Next Generation

10:45 – 11:45 am

Lunch Served

12:00 – 12:30 pm

No lunch service after 12:30 pm.

Welcome Remarks and CEO Report

12:00 – 12:30 pm



Tom McGee

President & CEO
ICSC

Keynote Address

12:00 – 1:30 pm

Prior to founding Retail Prophet, Doug spent over 20 years in the retail industry, holding senior international roles including the leadership of one of New York City's most historic retail chains. He is the author of two groundbreaking books, *The Retail Revival: Re-Imagining Business for the New Age of Consumerism* and *Reengineering Retail: The Future of Selling in a Post-Digital World*.



Doug Stephens

Founder
Retail Prophet

Retail in Focus: Using Social Media, Influencers and Blogs to Grow Your Brand

2:00 – 2:45 pm

By 2021, social media penetration is set to hit 3 billion people worldwide (up from just 970,000 in 2010), with influencers and brand ambassadors changing how retailers market and drive demand to consumers.

This panel features dynamic brands that embrace social media discussing its critical role in their retail platforms. We will explore different aspects of social media, including influencers, bloggers and data capture. The panelists will discuss what Key Performance Indicators are most important, and how they use social media to promote products, connect to current customers and foster new business.

MODERATOR



Charlie Koniver

Real Estate Director
Richemont

PANELISTS



John Goodman

Co-Founder & CEO
Candytopia



Natalie Mackey

CEO
Winky Lux



Amanda Zuckerman

Co-Founder & Creative Director
Dormify

New York Deal Making

Winning at Wellness

3:00 – 3:45 pm

The global fitness and health club industry generates more than US\$80 billion in revenue annually. This growing segment of the retail real estate industry has become a significant growth opportunity for developers and landlords. Fitness industry experts will examine how health and wellness are influencing retail real estate development and tenant mixes as well as offer predictions for the future of this segment of the market.

PANELISTS



Charles Anderson, MD
Regional Developer
Modern Acupuncture



Lars Scofield
Owner & Area Representative
Orangetheory Fitness

Designing for Change

3:00 – 3:45 pm

Imagine a day when you are dropped off at your favorite shopping center by a driverless car, then greeted by a virtual concierge, remotely join a business meeting online and see an amazing concert. An esteemed panel of experts will explore how the convergence of the digital and physical worlds will create the shopping experience of the future.

PANELISTS



David Glover
Principal - Retail Centers
Gensler



Jodie McLean
CEO
EDENS

Jeff Weinhaus

President & Chief Development Officer
Equinox

Retail in Focus Reception

4:00 – 5:00 pm

This reception is for retailers only. You must be employed by a retail company to attend; brokers representing retailers do not qualify.

Opening Reception

5:00 – 6:30 pm

THURSDAY, DECEMBER 6

Registration

7:00 am – 3:00 pm

Deal Making

8:00 am – 3:00 pm

Be sure to visit these areas on the show floor: Global Pavilion, Retailer Central, Retail in Focus, Innovation Exchange. See page 8 for details.

Grocery Disruption

10:00 – 10:45 am

Operators in the grocery sector are facing seismic changes to their conventional business strategies. Product delivery, assortment, pricing, specialty items, meal kits, private labels and logistics are but a few of the many challenges and opportunities facing this important sector of retail. Leading grocery experts will discuss advances, challenges, predictions and innovations to evolve and succeed in this changing environment.

MODERATOR



James Cook
Senior Vice President, Research
JLL

PANELISTS



Dan Gavin
Vice President Real Estate
Aldi Inc.



Nick Hodge
Vice President, Corporate Real Estate
The Kroger Co.



James J. Sylvia
Founder & President
Readco-Sylvia Advisory Services

Is Blockchain the Future of Retail Real Estate?

10:00 – 10:45 am

Blockchain technology has the potential to revolutionize the way peer-to-peer business is conducted. Can blockchain technology be a viable next step for doing business in the retail real estate industry? This panel focuses on the integration of this technology into retail real estate uses. Experts discuss the value of blockchain to the industry as well as how to coordinate relationships on this platform.

MODERATOR



Nolan Bauerle
Director of Research
CoinDesk

PANELISTS



Karen Bhatia
Vice President of Creative and Applied Tech
New York City Economic
Development Corporation



Jason Greenstone
Senior Director
Cushman & Wakefield, Inc.



Mo Shaikh
Co-Founder
Meridio

The Franchise Solution: Filling Spaces with Franchise Brands

11:00 – 11:45 am

How can one phone call connect you with up to 15 brands? This session will help you understand the franchise model and how to add them to your centers. Find out how franchisors will add thousands of U.S. locations in 2019, and learn how to connect with them.

MODERATOR



Ty Brewster
CFO
Keyser

PANELISTS



Matthew Patinkin
Owner, Auntie Anne's Pretzels
Double P Corporation



Okey Reese
Vice President, Sales & Real Estate Retail Markets
FOCUS Brands Inc.

Retail in Focus: Emerging Brands and the Journey to Success

11:00 – 11:45 am

The retail industry is full of new, exciting brands. All working to differentiate from the competition and offer something fresh and original, with one key driver in mind: The Consumer.

This panel features a compelling group of founders and individuals representing emerging brands at each stage of success: (1) digitally native brands working to establish an identity online (2) brands in the next stage of adding a strategic retail footprint and (3) established brands that have captured both an online audience and a robust fleet of stores. Join us to find out how they grew their brands into thriving businesses.

PANELISTS



Mark Ghermezian
Founder & CEO
RAAS



Chris Kim
Co-Founder & COO
Circumference



Brent Paulsen
Managing Director
UNTUCKit

Lunch Served

12:00 – 12:45 pm

No lunch service after 12:45 pm.

Deal Making Adjourns

3:00 pm

Program information current as of October 1, 2018.

Make the most of your attendance and stop by these areas on the show floor

NEW – Retail in Focus

The retail industry is full of new and exciting brands that are bringing innovative products, services and experiences to the marketplace. The Retail in Focus area will feature many of the emerging brands that are reshaping shopping for consumers today. It will include digital-natives who are moving to the next stage by adding a strategic retail footprint, creators of interactive installations that are driving unique customer experiences and retailers who have captured robust online and offline audiences. Don't miss Retail in Focus sessions—see schedule for details.

Participating retailers include: Allbirds | Candytopia | Circumference | Dormify | Foxtrot | The New Stand | UNTUCKit | Winky Lux

Innovation Exchange

Visit the Innovation Exchange and get a first-hand look at the latest in experiential retail technology. The future of retail calls for blending physical and digital for an immersive customer experience—and insight into shopping behaviors. The Innovation Exchange will feature the latest in emerging retail technologies, live demonstrations and hands-on access to products. Join speaker sessions and learn from technology leaders about reimagining retail and erasing the line between bricks and clicks.

Global Pavilion

Global Pavilion highlights international retailers and developers who have crossed borders to make deals and expand their businesses.

Retailer Central

Retailer Central shines the spotlight on established and up-and-coming retailers.

ICSC Central

Visit ICSC Central to learn how to maximize your membership experience and identify key ICSC contacts for guidance and networking. Discover benefits and services, upcoming meetings and educational programs, and learn more about how to strengthen your team with Partners in Diversity & Inclusion.



PROGRAM PLANNING COMMITTEE

Christopher Conlon

ICSC 2018 New York Deal Making Program Planning Committee Chair, Acadia Realty Trust

David Rabinowitz

ICSC 2018 New York Deal Making Program Planning Committee Co-Chair, Goulston & Storrs

Gail Adler, The TJX Companies, Inc.

Jamie Bourbeau, Macerich

Jacqueline Fabrizio, Polo Ralph Lauren Corporation

Stan Glantz, CRX, CDP, Katz Properties

Jason Richter, CRX, CLS, Capricorn Asset Management

Mary Rottler, Seritage Growth Properties

Steve Rouman, Restoration Hardware, Inc.

Michael Seaman, Target Corporation

Dovid Spector, National Realty & Development Corp.

Gontran Thuring, French Council of Shopping Centers (CNCC)

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REGISTRATION INFORMATION

How to Register

Fax: +1 732 694 1800

Online: www.icsc.org/2018EDM

Mail: ICSC

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

Registration Fees

	Advance By Nov 30	On-Site After Nov 30
Member*	\$650	\$750
Non-Member	\$1,225	\$1,535
Student Member**	\$60	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 discounted registration offered on-site.

Deadlines

To qualify for the advance registration rates, your registration must be received by **November 30, 2018**.

Cancellations

All cancellations will be subject to a \$25 cancellation fee. No refunds will be given for cancellations received after **October 26, 2018**. All requests for refunds must be received by ICSC in writing.

RETAILER CENTRAL TABLE REQUEST INFORMATION

When

Wednesday, December 5 | 8:00 am – 5:00 pm

Thursday, December 6 | 8:00 am – 3:00 pm

Cost

There is no cost to reserve a table, but each person staffing the table must be a paid registrant of New York Deal Making.

Includes

- One 6' draped table
- Two chairs
- Company sign

Who Qualifies

Retailers

Guidelines

- Table must be staffed at all published days/times.
- Exhibits must not hang over the edge of the table
- Exhibits must not rise more than 3' above the table
- No floor easels
- No electrical equipment
- No balloons
- One table per company

Hotel Reservations

To make reservations visit www.icsc.org/2018EDM and click on Book Hotel. For questions call during our office hours of Monday through Friday, 9:00 am to 7:00 pm ET at +1 855 203 8223.

Continuing Education Credits

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

Special Needs

Anyone desiring an auxiliary aid for this meeting should notify **Christian Reid** at +1 646 728 3550 no later than **November 16, 2018**.

Photo ID Badges Required

All attendees and exhibitors are required to have an ICSC-issued color photo badge for access. Badges will be mailed out in advance for those who register and submit an acceptable photo by **October 26, 2018**. Visit www.icsc.org/2018EDM to register and submit a photo.

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.

Availability

Tables are confirmed on a first-come, first-served basis. Tables are placed in alphabetical order. ICSC cannot guarantee that you will not be placed near a competitor. No on-site table requests will be accommodated.

Deadline

In order to be listed in the Deal Making Exhibitors Directory, ICSC must receive your table request by **October 21, 2018**.

Cancellations

Notify ICSC immediately if you must cancel.

Notification

You will receive an email confirmation approximately two weeks prior to the start of the conference. **If you do not receive confirmation, please contact Megan Hoole.**

How to Sign Up

Please contact Megan Hoole to reserve your table in Retailer Central.

Megan Hoole

Tel: +1 646 728 3531 | Email: mhoole@icsc.org

SPONSORSHIP INFORMATION

Benefits	Presenting \$50,000 each (max 2 sponsors)	Gold \$30,000 each (max 4 sponsors)	Silver \$ 15,000 each (max 4 sponsors)	Bronze \$ 10,000 each (max 6 sponsors)	Reception \$ 850
Full Conference Passes to NYDM	6 Passes	4 Passes	2 Passes	1 Pass	
Ad in NYDM Directory	1 Full Page	1 Full Page	1 Half Page	1 Half Page	
Ad in November issue of <i>Shopping Centers Today</i> (NYDM Preview)	1 Full Page	1 Full Page	1 Half Page	1 Half Page	
Ad in December issue of <i>Shopping Centers Today</i>	1 Full Page				
<i>Shopping Centers Today</i> Week Ads	16	8	4		
Mobile App Ad on NYDM event site (1 month)		■			
Door clings in the Crystal Palace and on the Concourse level (18 double-sided doors)	■				
Company logo on "Thank You" page in NYDM Directory†		■	■	■	■
Company logo on event signage	■	■	■	■	
Company logo on reception signage					■
Company logo on lanyards		■			
Company logo to loop during select functions		■	■	■	
Company logo to loop during reception					■
Reserved seating at Keynote Lunch*	1	4	2		
Map Your Show listing**		"Show Highlights"	"Diamond Package"	"Gold Package"	
Sponsor designation sign outside booth on trade show floor**		■			
Company logo and URL on event page	■	■	■	■	
Company logo and URL on event emails		■	■		
Sponsor ribbons for all registered company attendees	■	■	■	■	■

* Full conference passes are required for entry ** Pending separate purchase of NYDM booth space † Pending production deadline of November 3, 2018

Return application to:

Fax: +1 732 694 1800 Mail: International Council of Shopping Centers, P.O. Box 419822, Boston, MA 02241-9822
 Please forward an .eps and .jpg version of your company logo with your payment information to **Esther Boyce: eboyce@icsc.org**.

For questions contact your local Business Development Manager:

Michael Belli – Western USA and Canada
 Tel: +1 714 313 1942; mbelli@icsc.org

Jose Mario Calderon – Caribbean and 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

Abigail Joubert – Europe, Sub-Saharan Africa, India
 Tel: +44 20 7976 3120; aqjoubert@icsc.org

Amie Leibovitz – Southern USA, Texas and Puerto Rico
 Tel: +1 773 360 1179; aleibovitz@icsc.org

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

Name	Company	
Address		
City	State/Province	Zip/Postal Code
Telephone	Fax	
E-mail	Your Membership I.D. #	

REQUIRED FOR NON-U.S. APPLICANTS:

Date of Birth	Country of Citizenship	2018EDM-S
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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)

For a complete list of sponsorship and advertising opportunities visit www.icsc.org/2018EDM

International Council of Shopping Centers
1221 Avenue of the Americas
New York, NY 10020-1099



New York Deal Making

Javits Convention Center | New York, NY

December 4 – 6, 2018

#ICSCNYDM