



Program

# Florida Conference & Deal Making

**Sun, Fun and Getting Deals Done**

Orange County Convention Center | Orlando, FL

August 26 – 28, 2018

#ICSC



# Florida Conference & Deal Making

## SUNDAY, AUGUST 26

### Registration

2:00 – 7:00 pm

### Professional Development Workshops

3:00 – 4:30 pm

#### A. The Art of Negotiating Leases and Avoiding Common Pitfalls

Leasing, negotiating, and deal making are as much an art form as they are a science. Successful negotiators have a palette of styles and approaches, and are well versed in the deal they are negotiating. This session will guide participants through the steps of the negotiation process. We will address how to manage your deals at an acceptable level of risk; develop critical techniques to build and win consensus among key participants in the negotiating process; and evaluate positions and outcomes for successful results in creating deals.

#### B. Bridging the Gap: Creating Successful Public/Private Partnerships

Retail real estate is a critical source of revenue for communities. With a shared vision for a community's future growth, public/private partnerships can have significant benefits for both parties involved. These partnerships take time to build, and are not without their challenges. But in the end, a successful project carried through to completion will result in profit, incentives, and a retail center that meets the community's needs. While the community gains jobs, new tax revenue, more retail options, and potentially additional investment. This session will address the fundamentals of public/private partnerships, including the sources of capital, the economic and quality-of-life impact, the key stakeholders, as well as the community roadblocks and eventual pathways to success.

### Student Program & Reception

3:00 – 5:00 pm

Join more than a dozen industry professionals for informal mingling and three 20-minute, small group mentoring conversations. Our mentors represent a wide range of companies and industry disciplines and stand ready to offer career advice to student attendees.

### ICSC First-Timer, New Member & Student Orientation, and Exhibit Floor Walking Tour

4:30 – 5:00 pm

If you're a new ICSC member or this is your first Florida Conference, ICSC Team Members and ICSC Ambassadors will be on-hand to tell you how to make the most out of your conference experience. Join us for a tour of the exhibit floor to get your bearings. We will meet up at the ICSC Kiosk across from the Registration Desk.

### Member-Hosted Reception

5:00 – 7:00 pm

Corporate sponsorship opportunities are available. For more information, please visit [www.icsc.org/2018FL](http://www.icsc.org/2018FL) or refer to the Sponsor Form.

## MONDAY, AUGUST 27

### Registration

7:00 am – 5:30 pm

### Smokin' Hot Breakfast

7:30 – 8:00 am

No breakfast service after 8:00 am.

### Opening Remarks, Program Overview & Government Relations Update

8:00 – 8:15 am



**Eric Rapkin**

ICSC Florida State Director  
Office Managing Partner  
Akerman LLP  
Fort Lauderdale, FL



**Justin Grieder**

ICSC 2018 Florida Conference & Deal Making  
Program Planning Committee Chair  
Senior Vice President, Retail Lead  
JLL  
Orlando, FL

## TAKE ADVANTAGE OF ICSC'S RETAILER PROGRAM

ICSC's Retailer Program offers complimentary registration to retailer members at this event. Not an ICSC member? We still want you to participate! Non-members are invited to exhibit in Retailer Central, a location on the deal making floor where retailers can promote their company to industry decision-makers. Advance registration is required—visit [www.icsc.org/2018FL](http://www.icsc.org/2018FL) for more details.



**Cashion Drolet**  
Southern Division State & Local Government  
Relations Manager  
ICSC  
Washington, DC



**David Walthall, P.E.**  
ICSC Florida Government Relations Chair  
Vice President  
Kimley-Horn  
Tampa, FL

## Hot Retailers Making Moves in the Florida Market

8:15 – 9:00 am

Join this dynamic retail panel while learning about their brands, what they are up to and their latest site requirements and expansion plans.

### MODERATOR



**Justin Grieder**  
ICSC 2018 Florida Conference & Deal Making  
Program Planning Committee Chair  
Senior Vice President, Retail Lead  
JLL  
Orlando, FL

### PANELISTS



**Richard Feinberg**  
Vice President Real Estate  
Club Pilates  
Costa Mesa, CA



**Michael Landru**  
Director, Real Estate  
Inspire Brands  
Fort Mill, SC



**Wade Laufenberg**  
Vice President, Real Estate  
Bealls Outlet  
Bradenton, FL



**Matthew Livingston**  
Real Estate/Development - Southeast  
First Watch  
Orlando, FL



**Michael Stern**  
Principal  
Urban Air Adventure Park  
Dallas, TX

## Special Industry Groups (SIGs)

9:15 – 10:30 am

### ARCHITECTS, DESIGN & CONSTRUCTION

#### SPEAKERS



**Stacey Berthon**  
Senior Vice President  
Hoar Construction  
Birmingham, AL



**Aaron Buchler**  
Senior Vice President  
Kimley-Horn  
Raleigh, NC



**Michael Parks**  
Vice President  
Hoar Construction  
Orlando, FL

### ASSET MANAGEMENT

#### MODERATOR



**Lori Schneider**  
ICSC Southern Division Ambassador  
Senior Managing Director  
Marcus & Millichap  
Fort Lauderdale, FL

### ROUNDTABLES

#### TOPICS AND LEADERS

- 1. How to Maximize: Small Team, Big Geography and Goals**  
Catey Vaughn, Pebb Enterprises
- 2. Artificial Intelligence: New Efficiencies**  
Assaf Morag, DealSumm
- 3. When Problems Stack Up: How to do the Job You Need a Bigger Team For**  
Rachel Slater, Crossman & Company
- 4. Closing a Deal? Reduce Your Taxes Here and Now**  
Todd Jones, Real Advice
- 5. Insurance: Preventative Medicine and/or Triage?**  
Jimmy Clark, Harden Insights

### DEVELOPMENT



**Duane Stiller**  
CEO  
Woolbright Development  
Boca Raton, FL



# Florida Conference & Deal Making

## EMERGING DYNAMICS IN TODAY'S CAPITAL MARKETS

MODERATOR



**Jim Michalak**  
Managing Partner  
Plaza Advisors  
Tampa, FL

## ROUNDTABLES

TOPICS AND LEADERS

- 1. Sponsor Equity Options (Positives and Negatives)**  
Jim Stine, RAM Realty
- 2. Construction Financing**  
Ted Starkey, Wells Fargo
- 3. Trends in the Net Lease Sector**  
Teal Henderson, 3 Properties
- 4. The Development Capital Stack Senior Debt, Mezzanine Debt and Equity**  
Robert Hernandez, NorthMarq
- 5. Retail and Big Data – The New Frontier**  
Michael McElveen, Urban Economics
- 6. What is Happening in Non-Recourse Financing?**  
Livingston Hessam, Walker Dunlap
- 7. Value-Add Shopping Centers & Development**  
Peter Crane, Noble Properties
- 8. How are Lenders and Investors Underwriting Specialty Grocers**  
Carson Good, JLL
- 9. 1031 Tax Deferred Exchanges**  
Cynthia Shelton, CCIM, LandQwest Commercial
- 10. NNN Real Estate Sales**  
Adam Tiktin, Tiktin Real Estate Investment Services
- 11. Underwriting Shopping Center Investments in the Changing Retail Landscape**  
Paul Kang, Continental Realty Corporation
- 12. Appraisal Challenges in a Rising Interest Rate Environment**  
Dave Beshears, Beshears & Associates
- 13. New Development vs. Redevelopment in 2018: An Epic Throwdown to Find the Most Value**  
Lyle Fogarty, Clover Investment Properties
- 14. Joint Venture Development Equity**  
Ian Coia, Joint Venture Development Equity
- 15. Has Investing in Retail Changed? Today's Retail Investment Strategies**  
Bryson Ridgway, Stiles Corporation

## LEASING

MODERATORS



**Dana Dowsett**  
Vice President  
Southeast Retail Group  
Tampa, FL



**Sandi Rogacki**  
Leasing Associate  
Woolbright Development  
Boca Raton, FL

## ROUNDTABLES

TOPICS AND LEADERS

- 1. What Makes a Fun Leasing Process**  
Tyler Saldutti, Prime Realty
- 2. Organized Networking: How to Build Up Your Development Relationships**  
Michaelann Murphy, Armstrong Development Properties, Inc.
- 3. Leasing & Strategizing for Out Parcels**  
Nichole Popovics, Sembler Company  
JP Guzzardo, Sembler Company
- 4. Building Places People Love**  
Charlotte Manley, Kimco Realty
- 5. Dania Pointe, Turning Retail Inside Out**  
Spencer Phelps, Kimco Realty
- 6. Building the Brand of YOU Through Social Media**  
Gabriel Gonzalez, Woolbright Development
- 7. The Big Box Conundrum: Creative Ways to Backfill Large Box Space**  
Jason Hurst, FrontStreet
- 8. Back to Basics: Cold Calling Works**  
Doug Olsen, Trinity Commercial Group  
Dan O'Biersky, Trinity Commercial Group
- 9. (Legal) Exclusives & Prohibited Uses**  
Adam Lustig, Bilzin Sumberg
- 10. How to Lease More Space Using Facebook**  
Beth Azor, Azor Advisory Services
- 11. Tips and Tricks for Avoiding Pitfalls in Leases – Your Money Saving Guide**  
Eric Coffman, Gunster
- 12. Tenant Sustainability in Today's High Rent Market**  
Drew Margol, Margol Commercial Real Estate Services
- 13. Tenant Representation Process**  
Jon Hellein, Archon Commercial Advisors  
Janet Galvin, Archon Commercial Advisors

- 14. **Creating Fun Restaurant Environments in Shopping Centers**  
Angie Kenyon, MOD Pizza
- 15. **Grocery Anchored Centers: The Past, The Present, The Future**  
Ashley Thornburg, Elevated
- 16. **Don't Panic, Adapt!**  
India Turkell, Madison & Marquette
- 17. **Site Unseen: Leasing Pre-Developed Retail Projects**  
Flavia Kanyago, FrontStreet Projects
- 18. **High Street Retail – Deconstructing the Template LOI for the Urban Environment**  
Zach Winkler, JLL
- 19. **Merchandising: Creating Retail Synergy**  
Mike Concilla, Equity Inc.
- 20. **How to Tenant Rep a Start Up**  
Jannie Del Rio, Northbridge Commercial Real Estate Group
- 21. **Productivity Tools for Leasing Agents**  
Hue Chen, Saglo Development  
Carlos Guzman, Saglo Development  
Alyona Tsutskova, Saglo Development
- 22. **Fundamentals of Leasing Large Shopping Centers**  
Alexander Evans, Weingarten Realty  
Patrick Frease, Weingarten Realty

**P3 PUBLIC/PRIVATE PARTNERSHIP**

MODERATORS



**David Barilla**  
ICSC Florida P3 Public Chair  
Assistant Director  
Downtown Development Board/Community  
Redevelopment Agency  
City of Orlando, FL



**Lynn Dehlinger**  
ICSC Florida P3 Private Chair  
Senior Manager  
Redevelopment Management Associates  
Pampano Beach, FL

PANELIST



**Frank Martz**  
City Manger  
City of Altamonte Springs  
Altamonte Springs, FL

**PROPERTY MANAGEMENT**

MODERATOR



**Annette Aravena**  
Principal  
CPM  
Miami, FL

**ROUNDTABLES**

TOPICS AND LEADERS

- 1. **Automate an Improved Tenant Experience, While Still Keeping that Personal Touch**  
Mary Gentile, LandQwest
- 2. **Tools to Seamlessly Manage From the Office or Road**  
Nicole Lewis, Crossman & Compnay
- 3. **Benefits of Smart Technology: Smart Irrigation & Lighting Control Systems**  
Tracey Hall, Phillips Edison
- 4. **Best Practices in Shopping Center Safety & Security**  
Jessica Heinecker, Saglo Development

**RETAILERS**

The Retailers SIG has been established by retailers and is for retailers only. You must be employed by a retail company to attend. Brokers representing retailers do not qualify.

SPEAKERS



**Brigid O'Connor**  
Director of Real Estate Strategy  
Publix Supermarkets, Inc.  
Lakeland, FL



**Dan Depace**  
ICSC Southern Division Ambassador  
Senior Director, Real Estate  
Office Depot  
Boca Raton, FL

**Deal Making & Retailer Central**

10:30 am – 5:30 pm

Booth space is limited. For more information, please visit [www.icsc.org/2018FL](http://www.icsc.org/2018FL) or refer to the Deal Making Booth Information page.

**Lunch Served**

12:00 – 12:30 pm

No lunch service after 12:30 pm.

# Florida Conference & Deal Making

## General Session: Trends in Retail Real Estate

12:30 – 1:30 pm

MODERATOR



**Anjee Solanki**  
National Director, Retail Services  
Colliers International  
San Francisco, FL

PANELISTS



**Lee Arnold, CCIM**  
Executive Chairman, Colliers Florida  
Colliers International  
Tampa, FL



**Beck Besecker**  
CEO and Co-Founder  
Marxent  
St. Petersburg, FL

## Concurrent Sessions

2:00 – 3:30 pm

### A. Last Mile Delivery & The Impact on Physical Retail

The logistics of getting products to the consumer has become one of the largest focuses of retailers. The last mile creates new demands, challenges and opportunities for shopping center owners. This panel will explore how these concepts are coming to reality.

MODERATOR



**Kane Morris-Webster, CCIM**  
Senior Director Investments  
LandQwest  
Orlando, FL

PANELISTS



**David Murphy, SIOR, MAI, CCIM**  
Senior Vice President  
CBRE  
Orlando, FL



**Chris Tomasullo**  
Executive Vice President  
JLL  
Atlanta, GA

### B. Retail Loves Me...Retail Loves Me Not: How to Ignite the Spark with Today's Shopper

Learn what tenants are tapping from Zimmerman Advertising, the retailers' data whisperer and brand activator. Find out how to hit the marketing bullseye, recognize consumer triggers, and much more.

SPEAKER



**Brad Higdon**  
Chief Marketing Officer  
Zimmerman Advertising  
Miami, FL

## Professional Development Workshops

3:30 – 5:00 pm

### A. Making Deals and Leveraging Change in the Age of Disruption

The retail real estate industry is currently experiencing significant seismic shifts. These changes provide many opportunities and challenges for all stakeholders within the retail real estate landscape. We are constantly bombarded with information, but how do you tune out the noise and focus on what is important? What is the personal mindset necessary to manage oneself through these changes and how do we successfully execute deals in an era of growing complexity and change? Join this session to gain insight on best practices and strategies.

### B. Value Enhancing Asset Management Strategies

Whether you manage a small group of properties or are responsible for a nationwide portfolio, your goals are explicit: maximize profits, create and enhance value; and position your centers optimally for the future. This session will focus on how to implement value enhancing asset management strategies that will increase the value of your properties. Participants will gain insights into a wide variety of practical issues and solutions facing asset managers in the retail world, all with the goal of influencing the bottom line and adding value.

**TUESDAY, AUGUST 28**

### Registration

7:30 am – 2:00 pm

### Continental Breakfast

8:00 – 8:30 am

No breakfast service after 8:30 am.

## Deal Making & Retailer Central

8:00 am – 2:00 pm

### Concurrent Sessions

10:00 – 11:30 am

#### A. Traditional or Trendy, Reliable or Resonating; Today's Tenancy Dilemma

What is sustainability cool and what is reliably credit worthy? Debating place making concerns circa 2018.

##### MODERATOR



**Lori Schneider**  
ICSC Southern Division Ambassador  
Senior Managing Director  
Marcus & Millichap  
Fort Lauderdale, FL

##### PANELISTS



**Sherif Ayad**  
President  
ID & Design International  
Miami/Fort Lauderdale, FL



**Karen Case**  
ICSC Past Trustee  
President - US Commercial Real Estate  
CIBC  
Chicago, IL



**Chuck Taylor, CRX, CSM, CLS**  
Senior Vice President - Leasing  
Madison Marquette  
Miami/Fort Lauderdale, FL

#### B. The Florida Economy: What do Consumers Think and What Should They Think?

An in-depth look at Florida's economic underbelly, including consumer confidence, demographics, and what indicators are telling about where we are headed.

##### SPEAKER



**Dr. Christopher McCarthy**  
Director of the University of Florida's Bureau of  
Economic and Business Research  
University of Florida - Survey Research Center  
Gainesville, FL

### Lunch Served

12:00 – 1:30 pm

No lunch service after 1:30 pm.

### Conference Adjourns

2:00 pm

*Program information current as of July 23, 2018.*

## Join us for Finance & Accounting for Non-Finance Professionals Workshops

**August 28 | 1:00 – 6:00 pm**

This special educational program, led by Kenneth S. Lamy, CRX, distills financial and accounting principles into practical, easy-to-apply concepts. You'll leave the program with new connections and an advantage in all areas of retail real estate. This workshop is approved by the Florida DBPR for 5.0 hours of Continuing Education Credit.

**Separate registration required — visit [www.icsc.org/2018ED1](http://www.icsc.org/2018ED1)**

# Florida Conference & Deal Making

## DIVISIONAL VOLUNTEER LEADERSHIP

**Patricia M. Blasi**, CRX, CSM, ICSC Southern Division Vice President, Borghese Investments  
**Trey Morgan**, ICSC Southern Division Government Relations Chair, Morgan Property Group  
**John Wiles, Esq.**, ICSC Southern Division P3 Private Chair, Wiles & Wiles, LLP  
**Marty Wieder**, ICSC Southern Division P3 Public Chair, City of Grand Prairie  
**Steve Althoff**, ICSC Southern Division Innovation Chair, The Sembler Company  
**Bridgid O'Connor**, ICSC Southern Division Retail Chair, Publix Super Markets, Inc.  
**Townsend Underhill**, CRX, ICSC Southern Division Next Generation Chair, Stirling Properties

## STATE VOLUNTEER LEADERSHIP

**Eric Rapkin**, ICSC Florida State Director, Akerman, LLP  
**David Walthall, P.E.**, ICSC Florida Government Relations Committee Chair, Kimley-Horn  
**Lynn Dehlinger**, ICSC Florida P3 Private Chair, Redevelopment Management Associates, LLC  
**David Barilla**, ICSC Florida P3 Public Chair, City of Orlando  
**Katy Welsh, CRX, CLS**, ICSC Florida Operations Chair, Colliers International  
**Sharon Bodden**, ICSC Florida Retail Chair, Spencer Spirit Holdings, Inc.  
**Katy Figg**, ICSC Florida Next Generation Chair, Colliers International

## PROGRAM PLANNING COMMITTEE

**Justin Greider**, ICSC 2018 Florida Conference & Deal Making Program Planning Committee Chair, JLL  
**Kane Morris-Webster**, CCIM ICSC 2018 Florida Conference & Deal Making Program Planning Committee Co-Chair, LandQwest Commercial  
**Megan Atkin**, Entwine Real Estate  
**David Behar**, Behar Real Estate Group  
**Karl Brinkman**, Weingarten Realty Investors  
**Dana Dowsett**, Southeast Retail Group  
**Britta Eriksson**, Leaseconomics  
**Jim Michalak**, Plaza Advisors  
**Nichole Popovics**, The Sembler Company  
**Dale E. Scott CDP, CRX**, Hawkins Construction, Inc.  
**Randy Smith**, Bohler Engineering  
**Adam Tiktin**, Tiktin Real Estate  
**Stevens Tombrink**, Redstone Commercial  
**Mark Trommsdorff, CRX, CDP**, Kimco Realty Coporation  
**Erica Waltermire**, CBRE  
**Tracy Worrell**, Crossman & Company



## REGISTRATION FORM

### How to Register

**Fax:** +1 732 694 1800  
**Online:** [www.icsc.org/2018FL](http://www.icsc.org/2018FL)  
**Mail:** ICSC  
P.O. Box 419822  
Boston, MA 02241-9822

### Registration Fees

	Advance	On-Site
<b>Member*</b>	\$350	\$450
<b>Non-Member</b>	\$700	\$900
<b>Public Official Member</b>	\$95	\$125
<b>Retailer Member**</b>	\$0	N/A
<b>Student Member</b>	\$50	N/A

\*Must be an ICSC member or affiliate member—visit [www.icsc.org/](http://www.icsc.org/) membership or call +1 646 728 3800 to join.

\*\*Advance registration is required.  
Third-party retail representatives are not eligible.

### Deadline

Advance registrations must be received by **July 27, 2018**.

### Hotel Reservations

A block of rooms has been reserved at:

**Hilton Orlando**  
6001 Destination Parkway  
Orlando FL, 32819  
**Rate:** \$185

**Hyatt Regency Orlando**  
9801 International Drive  
Orlando, FL 32819  
**Rate:** \$194

**Cut-Off Date: August 6, 2018**

**Cut-Off Date: August 10, 2018**

### Rosen Centre

9840 International Drive  
Orlando, FL 32819  
**Rate:** \$141

**Cut-Off Date: August 11, 2018**

To make a reservation, visit [www.icsc.org/2018FL](http://www.icsc.org/2018FL). For assistance, call +1 877 541 9876, or internationally at +1 312 527 7300.

### Cancellations

All cancellations are subject to a **\$25** cancellation fee. No refunds will be given for cancellations received after **July 27, 2018**.

### Special Needs

Anyone desiring an auxiliary aid for this meeting should notify **Catherine O'Hare** at [cohare@icsc.org](mailto:cohare@icsc.org) no later than **July 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](http://www.icsc.org/event-terms-and-conditions), which are hereby incorporated by reference.

Please Check One:  Member  Non-Member  Public Official Member  
 Student Member  Retailer Member (*online registration only*)

Name		Title
Company		
Address		
City	State/Province	Zip/Postal Code
Telephone	Fax	
Email	Your Membership I.D. #	(2018FL)

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
Credit Card Number (include all digits)	Expiration Date (month/year)

## DEAL MAKING BOOTH INFORMATION

ICSC's floor management system, Map Your Show, allows you to renew and pay for your booth space online—visit [www.icsc.org/2018FL](http://www.icsc.org/2018FL) or contact Mayuri Khemlani for a booking link.

### When

**Monday, August 27, 2018 | 10:30 am – 5:30 pm**  
**Tuesday, August 28, 2018 | 8:00 am – 2:00 pm**

### Fees

Check or credit card accepted as payment. Make check payable to ICSC. Booth fee is non-refundable.

	Member	Non-Member
Package A - per 10' x 10'	\$615	\$880
Package B - per 10' x 10'	\$715	\$980

### Includes

One full conference badge per exhibiting company

NOTE: Each additional staff person must be a paid registrant of the 2018 ICSC Florida Conference & Deal Making. (No Exceptions)

**Package A – (per 10' x 10')**

- Pipe & drape (not provided with island booths)
- Standard carpeting
- Company ID sign

**Package B – (per 10' x 10')**

- Pipe & drape (not provided with island booths)
- Standard carpeting
- Company ID sign
- One 6' draped table
- Two chairs
- One wastebasket

### Guidelines

- Exhibits must not extend beyond the boundaries of the booth.
- All exhibitors are required to provide General Liability insurance naming ICSC, GES, and the Orange County Convention Center as co-insured to the listed ICSC contact.
- Please adhere to the height restrictions as outlined in the ICSC Display Rules and Regulations (available in the exhibitor dashboard).
- All guidelines are subject to regulations of venue and ICSC.

### Availability

- Booths are confirmed on a first-come, first-served basis.
- Submitting an application does not guarantee a reservation.
- Applications will not be approved without payment.
- ICSC cannot guarantee that you will not be placed near a competitor.

### Deadline

In order to be listed in the Deal Making Directory, ICSC must receive your exposition agreement with full payment by **July 11, 2018**.

### Cancellations

Notify ICSC immediately if you must cancel your exhibit space. All voluntary cancelled exhibits are non-refundable and non-transferable.

### Notification

You will receive email confirmation from ICSC two months prior to the conference. **If you do not receive an email regarding the status of your request, contact Mayuri Khemlani at [mkhemlani@icsc.org](mailto:mkhemlani@icsc.org).**

### Contact

Mayuri Khemlani  
Trade Expositions Department  
Tel: +1 646 728 3518 | Email: [mkhemlani@icsc.org](mailto:mkhemlani@icsc.org)

### Terms, Conditions and Rules

This application is subject to ICSC Terms, Conditions and Rules for Exhibitors available at [www.icsc.org/event-terms-and-conditions](http://www.icsc.org/event-terms-and-conditions), which are hereby incorporated by reference.

## RETAILER CENTRAL TABLE REQUEST INFORMATION

ICSC Retailer Members and Non-Members are being offered a complimentary table in Retailer Central. This is a wonderful opportunity for retailers to promote their brand and discuss expansion plans with shopping center owners and developers. In addition to staffing a table, participating retailers must complete a deal sheet that details their space requirements and expansion plans. Retailer Central exhibits must be staffed by retail employees. Third-party representatives are not eligible for a complimentary table.

### When

**Monday, August 27, 2018 | 10:30 am – 5:30 pm**  
**Tuesday, August 28, 2018 | 8:00 am – 2:00 pm**

### Cost

There is no cost to reserve a table, but each person staffing the table must be an advance registrant.

### Includes

- One (1) 6' x 30" draped table
- 2 Chairs
- Company sign

### Who Qualifies

Retailers

### Guidelines

- 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
- No food service permitted

### Availability

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

ICSC must receive your table request by **August 13, 2018**.

### Cancellations

Notify ICSC immediately if you must cancel.

### Notification

You will receive an email Table Confirmation from ICSC two weeks prior to the meeting, if a table has been reserved for you. **If you do not receive confirmation, please contact Megan Hoole.**

### Contact

Megan Hoole  
Tel: +646 728 3531 | Email: [mhoole@icsc.org](mailto:mhoole@icsc.org)

**TO REQUEST AN EXHIBIT SPACE VISIT [WWW.ICSC.ORG/2018FL](http://WWW.ICSC.ORG/2018FL).**

## SPONSORSHIP INFORMATION

Benefits	Platinum \$7,500 (Maximum 4 Sponsors)	Gold \$5,500	Silver \$3,500	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 logo to loop during luncheon and select event functions	■	■	■	
Company name on "Thank You" page in event directory*				■
Company logo and URL on event page	■	■	■	
Company logo and URL on event emails	■	■	■	
Company logo to loop during Member-Hosted Reception				■
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 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

**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

2018 Florida Conference & Deal Making Sponsorship  
P.O. Box 419822  
Boston, MA 02241-9822

### ICSC Contact

**Catherine O'Hare**  
Tel: +1 646 728 3504  
Email: cohare@icsc.org

### Deadline

Sponsorship must be received by **July 25, 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](http://www.icsc.org/event-terms-and-conditions), which are hereby incorporated by reference.

Please Check One:  Platinum  Gold  Silver  Reception

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Address		
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Telephone	Fax	
Email	Your Membership I.D. #	(2018FL-S)
REQUIRED FOR NON-U.S. APPLICANTS: _____		
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