Mid-Atlantic Conference & Deal Making

What's Now, What's Next

Gaylord National Resort & Convention Center
National Harbor, MD
March 21 – 22, 2018 | #ICSC
WEDNESDAY, MARCH 21

Registration
8:00 am – 6:30 pm

National Harbor Tour
9:00 – 11:00 am
Take an exclusive, guided bus tour of National Harbor as it embarks on its 10 year anniversary. This all-American, must-see waterfront destination is home to 160 diverse shops and over 40 cafes and fine restaurants. Hop on and hop off at National Harbor’s major destinations: the iconic waterfront, the 85+ premium brands at Tanger Outlets, and MGM, the world-class resort and casino. Buses will depart from the side entrance of Gaylord National Resort & Convention Center, at 9:00, 9:30 and 10:00 am.

Developer Runway
11:30 am – 12:30 pm
MODERATOR
Jay Klug
Executive Vice President
JBG Smith
Chevy Chase, MD

PANELISTS
Craig Friedson
Development Manager
RPAI
Oak Brook, IL

Richard Lake
Founding Principal
Roadside Development
Washington, DC

Arsh Mirmiran
Partner
Caves Valley Partners, LLC
Towson, MD

Stacy Silber
Partner
Lerch Early and Brewer
Bethesda, MD

Lunch Served
12:45 – 1:15 pm
(No lunch service after 1:15 pm)

Welcome and Introduction
1:15 – 1:30 pm

Keynote Presentation
1:30 – 2:30 pm
Dan Thurman
Author
Off Balance On Purpose
Atlanta, GA

General Session
2:45 – 3:45 pm
Family Feud: Developer vs Retailer
Come see local developers and retailers battle it out as they answer popular responses to survey questions about the retail industry. See who knows more fun facts as we get to better know the teams and their outlooks on the retail real estate industry.

HOST
Michael Howard
Executive Director of Brokerage
Rappaport
McLean, VA

DEVELOPER CONTESTANTS
Robyn Marano
Vice President, Marketing
Madison Marquette
Garnet Valley, PA

Margaret Parker
Vice President, Communications and Community Outreach
Comstock Partners
Reston, VA

Alan Roth
Managing Director, East
Regency Centers
Vienna, VA

TAKE ADVANTAGE OF ICSC’S RETAILER PROGRAM
ICSC’s Retailer Program offers complimentary registration to retailer members at the ICSC Mid-Atlantic Conference & Deal Making. 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 brands to attending shopping center decision-makers. Advance registration is required—visit www.icsc.org/2018MA for more details.
THURSDAY, MARCH 22

Registration
7:30 am – 4:00 pm

Breakfast
8:30 – 9:30 am

Deal Making
8:30 am – 4:00 pm
Booths are limited! Visit www.icsc.org/2018MA or refer to the included form to reserve your space.

Retailer Central
8:30 am – 4:00 pm

Boxed Lunch Served
12:00 – 1:30 pm
(No lunch service after 1:30 pm)

Conference Adjourns
4:00 pm

Program information current as of February 2, 2018.

RETAILER CONTESTANTS

Cynthia Duarte
Director of Real Estate
Destination XL Group
Canton, MA

Gary Kilfeather
Construction Manager
Petroleum Marketing Group
Woodbridge, VA

Retailer Runway
3:45 – 4:45 pm

Member-Hosted Reception
5:00 – 6:30 pm
Corporate sponsorship opportunities are available! For more information, please visit www.icsc.org/2018MA or refer to the included form.

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DIVISIONAL AND STATE VOLUNTEER LEADERSHIP

Joseph F. Coradino, ICSC Trustee and Eastern Division Vice President, PREIT
Sam Rank, ICSC Eastern Division Government Relations Committee Chair, JLL
William L. Grad, CSM, ICSC Eastern Division Operations Chair, Aries, Deitch & Endelson, Inc.
Peter D. Gori, ICSC Eastern Division P3 Private Chair, Newmark Grubb Knight Frank
Larisa Ortiz, ICSC Eastern Division P3 Public Chair, LISC Metroedge
David Steinberg, ICSC Eastern Division Retail Chair, Ocean State Job Lot
Chris McMahon, ICSC Eastern Division Next Generation Chair, Summit Realty Partners
Angela Herlth Sweeney, CRX, CMD, ICSC Washington, DC/Maryland/Northern Virginia State Director, The Peterson Companies
Nancy Catron, CCIM, CLS, ICSC Washington, DC/Maryland/Northern Virginia Government Relations Committee Chair, Trout Daniel & Associates LLC
David Leon, ICSC Washington, DC/Maryland/Northern Virginia P3 Public Chair, Downtown Partnership of Baltimore, Inc.
Deborah Georgetti-Piro, CRX, CLS, ICSC Washington, DC/Maryland/Northern Virginia Operations Chair, Centennial
Kelly Ratner, ICSC Washington, DC/Maryland/Northern Virginia Retail Chair, Ratner Companies
Jordan T. Lex, LEED AP, ICSC Washington, DC/Maryland/Northern Virginia Next Generation Chair, HFF, L.P.

PROGRAM PLANNING COMMITTEE

Jennifer DellaRatta Redmond, ICSC 2018 Mid-Atlantic Conference & Deal Making Program Planning Committee Chair, DRICMC Properties
Bradley A. Buslik, ICSC 2018 Mid-Atlantic Conference & Deal Making Program Planning Committee Co-Chair, H & R Retail, Inc.

Tracy Allen, ECS
Alycin Ames, Greenberg Gibbons Commercial
Thomas G. Bolen, III, Rappaport
Susan Bourgeois, Rappaport
Miriam Brodie, Kimley-Horn
Brendan Clark, Renaud Consulting
Marilyn Coolidge, NAI Global
Zach Elcano, Rappaport
Greg Ferrante, JLL
Brian Finkelstein, KLN
Joseph Fleishmann, Segall Group Commercial Real Estate
Robert Gray, Divaris Real Estate, Inc.
Jeff Handler, Asadoorian Retail Solutions
Sean Harcourt, H & R Retail, Inc.
Jonathan Hunolt, Stewart Commercial Realty Services, LLC
Ryan Jenness, Hirschler Fleischer
Jonathan Jolley, Maser Consulting P.A.
Shawna Jones, Lewis Real Estate Services
John Kauppila, Kimley-Horn
Lance Kilby, Burgess & Niple, Inc.
John Henry King, City of Bowie
Michael Leon, Rappaport
James Mackintosh, Mackintosh, Inc. Commercial Brokerage
Robyn Marano, Madison Marquette
Forrest Morrill, KLN Retail
Margaret Parker, Comstock Partners
Sebastian Restifo, H & R Retail, Inc.
Roger Rodriguez, Timmons Group
Marc Rosendorf, Encore Construction, Inc.
Neal Sadler, S.L. Nusbaum Realty Co.
Alex Shiel, Rappaport
Ross Stevens, Kimley-Horn
Stu Tipograph, Vanguard Realty Group
Andrew Tkach, Next Realty, LLC
Ann Tyler, BCT Architects
Erik Ulsaker, Long & Forest Real Estate, Inc. - Commercial Division
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Bowie and Prince Georges County Maryland

Ftui

Kimley-Horn

Expect More. Experience Better.

Maser Consulting

S.L. Nusbaum Realty Co.
REGISTRATION FORM

How to Register
Fax: +1 732 694 1800
Online: www.icsc.org/2018MA
Mail: ICSC
P.O. Box 419822
Boston, MA 02241-9822

Registration Fees

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<td>Member*</td>
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<tr>
<td>Student Member***</td>
<td>$50</td>
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*Must be an ICSC member or affiliate member—visit www.icsc.org/membership or call +1 646 728 3800 to join.
**Only available with advance registration. Third-party retail representatives are not eligible.
***On-site student registration is not available—advance registration is required.

Deadline
Advance registrations must be received by March 14, 2018.

Hotel Reservations
A block of rooms has been reserved at:
Gaylord National Resort & Convention Center
201 Waterfront Street
National Harbor, MD 20745
Rate: $239
Cut-Off Date: February 28, 2018
To make a reservation, visit www.icsc.org/2018MA. For assistance, call +1 877 541 9876 or internationally at +1 312 527 7300.

Continuing Education Credit
ICSC-Certified professionals earn 1.0 credit (A3) towards certification renewal.

Cancellations
All cancellations are subject to a $25 cancellation fee. No refunds will be given for cancellations received after March 14, 2018.

Special Needs
Anyone desiring an auxiliary aid for this meeting should notify Priscilla Martillo at +1 646 728 3685 no later than February 19, 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.

Please Check One:

- [ ] Member
- [ ] Non-Member
- [ ] Public Official Member
- [ ] Student Member (online registration only)
- [ ] Retailer Member (online registration only)

Name
Title

Company

Address

City
State/Province
Zip/Postal Code

Telephone
Fax

Email

Your Membership I.D. # (2018MA)

REQURED 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

We have implemented a new, online system that allows you to book or renew booth space—please visit www.icsc.org/2018MA or contact Megan Lehman for a reservation link.

When
Thursday, March 22 | 8:30 am – 4:00 pm

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

<table>
<thead>
<tr>
<th>Member</th>
<th>Non-Member</th>
</tr>
</thead>
<tbody>
<tr>
<td>Package A – per 10’ x 10’</td>
<td>$615</td>
</tr>
<tr>
<td>Package B – per 10’ x 10’</td>
<td>$715</td>
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</tbody>
</table>

Includes
One full conference badge per exhibiting company

NOTE: Exhibitors are required to provide General Liability insurance naming ICSC, GES, and the Gaylord National Resort & Convention Center as co-insured to the ICSC contact listed below.

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

Availability
- Booths will be assigned based on the ICSC Mid-Atlantic Conference & Deal Making priority point system.
- Booths are confirmed on a first-come, first-served basis.
- Submitting a Deal Making application does not guarantee a booth will be reserved for you.
- 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 January 19, 2018.

Cancellations
Notify ICSC immediately if you must cancel. All voluntary cancellations are non-refundable and non-transferable.

Notification
If a booth has been reserved for you, you will receive written confirmation three months prior to the event. If you do not receive an email confirmation, contact Meghan Lehman at mlehman@icsc.org.

Contact
Meghan Lehman
Trade Expositions Department
Tel: +1 646 728 3528 | Email: mlehman@icsc.org

Terms, Conditions and Rules
This application is subject to ICSC Terms, Conditions and Rules available at 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
Thursday, March 22 | 8:30 am – 4:00 pm

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

Includes
- One (1) 6’ x 30” draped table
- Two Chairs
- Company sign

Who Qualifies
Retailers

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

Availability
- Tables are confirmed on a first-come, first-served basis. Submitting a Retailer Central application does not guarantee a table will be reserved for you.

Deadline
ICSC must receive your table application by March 9, 2018 in order to participate in Retailer Central. No on-site requests will be accommodated.

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 Erica Biolsi.

Contact
Erica Biolsi
Tel: +1 646 728 3563 | Email: ebiolsi@icsc.org

VISIT WWW.ICSC.ORG/2018MA TO REQUEST AN EXHIBIT SPACE.
Mid-Atlantic Conference & Deal Making
Gaylord National Resort & Convention Center
National Harbor, MD
March 21 – 22, 2017
#ICSC