



Research Connections Conference

Omni Hotel | Los Angeles, CA
October 28 – 30, 2018
#ICSCResearch





SUNDAY, OCTOBER 28

Bus Tour: Beverly Center and Westfield Century City (Optional Event)

1:30 – 5:00 pm

Beverly Center is Southern California’s premier fashion destination with more than 100 specialty boutiques reflecting the diverse styles and tastes of Los Angeles, including a paramount portfolio of luxury retailers, including Dolce & Gabbana, Fendi, Gucci, Louis Vuitton, Prada, and Saint Laurent. The unique assortment of point-of-difference stores, paired with an expanded fast fashion collection and contemporary brands, make Beverly Center the ultimate shopping experience.

A Los Angeles escape like no other, nestled amidst acres of open space and beautifully landscaped outdoor plazas, Westfield Century City combines on-trend fashion brands, award-winning chefs and culinary experiences, headline events and entertainment, multi-faceted health and wellness amenities, public art installations and cultural programming - all in one place. After unveiling a \$1 billion makeover in 2017 – the destination now features the West Coast’s first Eatly, a new three-level Nordstrom, new two-level Macy’s, fully renovated Bloomingdale’s, as well as a premium Equinox fitness club and spa.

Pre-registration is required and a separate fee applies.

Welcome Reception and Innovation Center

5:30 – 6:30 pm

Stop by to speak with vendors about the latest and greatest innovations in research technologies, insights and analytical tools. This is an excellent opportunity to explore the latest trends and find out what is on the horizon.

MONDAY, OCTOBER 29

Continental Breakfast

7:30 – 8:30 am

No breakfast service after 8:30 am.

Welcome and Opening Remarks

8:30 – 8:45 am



Laura Fullington

ICSC 2018 Research Connections Conference Program Planning Chair
Assistant Vice President, Research
Macerich
Phoenix, AZ

CEO Update

8:45 – 9:15 am



Tom McGee
President and CEO
ICSC
New York, NY

General Session

9:15 – 10:15 am

Shoppers of Tomorrow – Reshaping Retail

The future of global retail rests in the hands of young consumers whose attitudes and aspirations differ. This session will provide a comprehensive portrait of the evolving ways that next generation shoppers are shaping the expectations and the roles brands play in their lives. Trends covered will include: the transformation economy, unmasking of new luxury shoppers, tapping into the multi-billion dollar tastemaker economy, and how to leverage the latest retail technology to boost your brand.



Alina Díaz

Global Head & Business Innovator
Cassandra
New York, NY

Networking Break

10:15 – 10:30 am

Concurrent Sessions

10:30 – 11:30 am

A Valuing Real Estate Investment

Public vs. Private, An Investor’s View – The retail property sector has always been a dynamic asset class that attracts investors of all types. Panelists in this session will share their perspectives on retail real estate investments, and discuss how REIT and private investors value retail opportunities.

MODERATOR



DJ Busch

Managing Director
Green Street Advisors
Newport Beach, CA

PANELIST



Joel K. Mayer

Managing Director, Head of Retail
Rockwood Capital
Los Angeles, CA

B Geospatial Applications That Help Drive Retail and Real Estate Location Strategy

As Geographic Information Systems (GIS) mature and evolve for business use, spatial-based applications are at the core of research, visualization, and communication. This session will showcase innovative ways GIS is being leveraged by retailers, developers, researchers, and brokers.

MODERATOR



Jillian Elder
Vice President – Real Estate Market Research
Ross Stores, Inc.
Dublin, CA

PANELISTS



Chan Lee
Manager, Real Estate Enterprise GIS
Chick-fil-A Inc.
Atlanta, GA



Michael Startin
Vice President, Director of GIS, Americas
JLL
Chicago, IL



Kien Tsoi
Senior Associate, Retail Leasing,
Los Angeles Brokerage
JLL
Los Angeles, CA

Networking Lunch

11:45 am – 12:30 pm

No lunch service after 12:30 pm.

Keynote Presentation

12:30 – 1:30 pm

Big Shifts Ahead: Demographic Clarity for Business

Highlighting findings from the research behind the book *Big Shifts Ahead: Demographic Clarity for Businesses*, Author and Demographer Chris Porter will share an insightful framework that makes demographic trends easier to understand, quantify, and anticipate. He will address how these trends have shaped societal behavior and translate the implications for the retail and real estate industry. His analysis of demographics will give business leaders a better perspective and competitive advantage when reacting to unanticipated events that shift prevailing trends.

SPEAKER



Chris Porter
Author/Chief Demographer
John Burns Real Estate Consulting
Irvine, CA

Networking Break

1:30 – 1:45 pm

General Session

1:45 – 2:45 pm

Using Technology to Create Frictionless Shopping

Rapid technological advancements have dramatically impacted consumer expectations across retail touchpoints. To better attract and engage the modern shopper, retailers and shopping center owners are also turning to new technologies to create more agile retail and customer strategies in physical spaces. Executives from two of the leading firms in the retail technology space will share how their solutions are optimizing the shopper experience and creating profitable results for their clients.

MODERATOR



Meredith Darnall
Senior Vice President,
Business Intelligence & Strategy
GGP Inc.
Chicago, IL

PANELISTS



Tom Racette
Vice President, Global Retail Business Development
Mojix
Los Angeles, CA



Antony Ritch
Executive Vice President – Shopping Centers
and Venues
OneMarket
San Francisco, CA

General Session

3:00 – 4:00 pm

Retailer Success Stories Integrating Online with Bricks & Mortar

The merging of ecommerce and physical stores is driving innovation to create meaningful and personalized retail experiences for customers. Learn how best-in-class retailers are growing engagement and loyalty through digital channels and brick-and-mortar stores.



MODERATOR



Deborah Weinswig
Managing Director
Fung Global Retail Technology
New York, NY

PANELISTS



Traci Inglis
Brand President
JustFab & Shoedazzle
El Segundo, CA



Katie Johnson
CEO and Co-Founder
Carbon 38, Inc.
Los Angeles, CA



Mark Shaffer
Director Real Estate Market Research
ULTA Beauty
Romeoville, IL

Roundtable Discussions

4:00 – 5:30 pm

Best Practices, Tools of the Trade

You will have the opportunity to sit in on three, 30-minute roundtable topics, learning and sharing insights, with colleagues and specialists.

Topics Include:

- Food Retail Trends
- Beyond Millennials – Exploring New Consumer Segments
- Behind the Scenes of Mobile Data
- Retail Trends
- Role of the Mall in Omnichannel World
- Evolution of North American Demographics
- Research & ROI
- Market Strategy in the Era of Store Consolidation
- ICSC Consumer Survey Insights
- Myth vs. Reality – Navigating the Noise in Omnichannel
- Finding Growth Opportunities in Retail Research: Navigating a Career Path

Innovation Center Reception

5:30 – 6:30 pm

TUESDAY, OCTOBER 30

Continental Breakfast

7:00 – 8:00 am

No breakfast service after 8:00 am.

General Session

8:00 – 8:45 am

Shop Till You Drop? Opportunities and Challenges in Retail Real Estate in the New Economy

We are in the midst of an economic transformation as we move from a production-based to a knowledge and service-based economy. Dr. Mitra will provide an overview of the national, state and regional economy to provide a picture of our economic landscape. She will also identify key trends and issues pertaining to the retail real estate industry. You will receive basic tools and strategies to understand and deal with the rapidly changing retail environment.



Somjita Mitra, Ph.D

Director Institute of Applied Economics
Los Angeles County Economic Development
Corporation (LAEDC)
Los Angeles, CA

Concurrent Sessions

8:45 – 9:45 am

A New Perspectives on Digital Data Sources and Analytics

Analyzing the changing retail landscape has been more challenging than ever. Our physical and digital footprints can provide a wealth of knowledge that can shed light on consumer behavior and our experiences in retail space. This session will discuss the integration of digital data sources, such as mobile and social media data, with quantitative analysis to execute real estate strategy.

MODERATOR



Melina Cordero

Americas Head of Retail Research
CBRE
Washington, DC

PANELISTS



Evelina Giang

Data Operations Manager
UberMedia
Los Angeles, CA



Griffin Morris
 Founding Head of Growth, Economist
 Spatial
 Cincinnati, OH



Paige Stover
 Director, Research and Analytics
 Forum Analytics, a CBRE Company
 Advisory and Transaction Services
 Chicago, IL

B Adapting Retail Real Estate for Future Consumers

This presentation will highlight key findings and insights from a recent report authored by the Retail Industry Leaders Association (RILA) and ICSC centered on ten unique shopping styles and the adaptations retailers and landlords must make to ensure their properties remain relevant to future consumers.

SPEAKERS



Christopher Gerlach
 Director, Research
 ICSC
 Washington, DC



Charmaine Wiggins
 Director, Research
 Retail Industry Leaders Association (RILA)
 Washington, DC

General Session
 10:00 – 10:45 am

The Power of Tourism

Hear the latest tourism trends and statistics from industry experts. This session will focus on the power of the international traveler and their impact on U.S. retail sales.

MODERATOR



Kate Birchler
 Assistant Vice President, Tourism Marketing
 Macerich
 Phoenix, AZ

PANELISTS



Charlie Gu
 Co-Founder & CEO
 Collective Influence
 San Francisco, CA



Rosemary McCormick
 President
 Shop America Alliance
 Napa, CA

General Session

11:00 – 11:45 am

Advancing the Entertainment Experience – A Digital Reality

Since the early video arcades of the 1970s, shopping centers have recognized the value of electronic entertainment. Technology has come a long way since then, and today digital and physical realities are nearly inseparable. Panelists in this session will explain what you should know about eSports arenas, augmented and virtual reality, and new digital marketing tools.

MODERATOR



James Cook
 Americas Director of Research, Retail
 JLL
 Danville, IN

PANELISTS



Ian Dawson
 Founder
 Augmentive Studio
 Los Angeles, CA



Joanna Popper
 Global Head of Virtual Reality for Location Based
 Entertainment
 HP
 Los Angeles, CA



Louisa Spring
 CEO
 Vari Parks
 Los Angeles, CA

Closing Remarks

11:45 am – 12:00 pm



Laura Fullington
 ICSC 2018 Research Connections Conference
 Program Planning Chair
 Assistant Vice President, Research
 Macerich
 Phoenix, AZ

Boxed Lunch

12:00 – 12:30 pm

No lunch service after 12:30 pm.

Meeting Adjourns

12:30 pm

Downtown Los Angeles Retail Walking Tour (Optional Event)

12:30 – 2:30 pm



PROGRAM PLANNING COMMITTEE

Laura Fullington, ICSC 2018 Research Connections Program Planning Committee Chair, Macerich

Ana Leon, ICSC 2018 Research Connections Program Planning Committee Co-Chair, DWS

James Cook, JLL

Melina Cordero, CBRE

Tim Corzine, Research Insights LLC

Meredith Darnall, GGP Inc.

Steve Devane, Chick-fil-A

Jillian Elder, Ross Stores, Inc.

Sarah Griesenauer, Chick-fil-A

Craig Harris, AT&T Mobility

Brian Landes, Transwestern

Angela Matijasevic, Westfield

Cecilia Matos, Macy's, Inc.

Brian Schumacher, Chico's FAS, Inc.

Deborah L. Weinswig, Fung Global Retail Technology

REGISTRATION FORM

How to Register

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

Registration Fees

	Advance	On-Site
Member*	\$440	\$540
Non-Member	\$545	\$670
Student Member**	\$50	N/A

*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—advance registration is required.

Deadline

Advance registrations must be received by **October 15, 2018**.

Special Needs

Anyone desiring an auxiliary aid for this meeting should notify **Ester Vivona** at +1 646 728 3647 no later than **October 5, 2018**.

Optional Event

Bus Tour Registration:
 Advance: \$30
 No on-site registration will be accepted.

Hotel Reservations

A block of rooms has been reserved at:

Omni Los Angeles Hotel
 251 South Olive Street
 Los Angeles, CA, 90012
Rate: \$225

Cut-Off Date: October 8, 2018

To make a reservation, visit www.icsc.org/2018RC. 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 **\$100** cancellation fee. No refunds will be given for cancellations received after **October 15, 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 Student Member Optional Event Bus Tour

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

SPONSORSHIP INFORMATION

Benefits	Gold \$3,000	Silver \$2,000	Bronze \$1,000	Member-Hosted Reception \$500
Company logo and URL on event page	■	■		
Company logo on event signage	■	■	■	
Company name on event page			■	
Company logo to loop during select functions		■		
Company logo with URL on targeted email marketing	■			
Company logo on targeted email marketing		■		
Company logo and 150-word company profile in event directory*	■			
Company name on "Thank You" page in event directory*				■
Company logo in event directory*	■	■	■	
Verbal recognition from podium	■	■	■	
Sponsor ribbon for all registered company attendees	■	■	■	■
Company logo on on-site signage at Member-Hosted Reception				■

*Pending production deadline dates.

Sponsor Contacts

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

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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

Research Connections Conference
P.O. Box 419822
Boston MA. 02241-9822

Deadline

Sponsorship must be received by **September 28, 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: Gold Silver Bronze Member-Hosted Reception

Name Title

Company

Address

City State/Province Zip/Postal Code

Telephone Fax

Email Your Membership I.D. # (2018RC-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)

INNOVATION CENTER TRADE EXPO FORM

Join your colleagues on a journey of discovery of ideas and concepts that will help you stay ahead of the social, economic and technological changes impacting your company and our industry.

Innovation Center Trade Expo

An exciting and exclusive trade expo giving vendors access to the key players in the retail real estate industry today. The Innovation Center will feature companies whose products or services are revolutionizing the retail landscape and improving operational efficiencies and customer experiences. If you are one of those transformational companies, apply today. Space is limited!

What ICSC Is Offering?

ICSC has developed a customized, fully installed, economical and facilitated turnkey kiosk package that enables you to concentrate on the business of promoting your product and/or service with developers, retailers and lenders from around the nation. Your turnkey kiosk package is located in a high-traffic area adjacent to the conference session area devoted to the top 15 technology, publications, research and financial institutions in the retail real estate industry today.



Turnkey Kiosk Package for Innovation Center

- Installation and removal of Black Metal Kiosk
- One (1) Graphic Tower
- One (1) Graphic Header
- One (1) Literature Rack
- One (1) Stool
- One (1) Wastebasket

Enhancements (i.e., Internet access, shelving, furniture) available directly through a contractor for an additional fee

The Kiosk Package also includes:

- One (1) Conference Pass
- Pre-conference and on-site Support to facilitate meetings with delegates
- Company name and/or logo to be listed in the program directory, including 150-word company description

Total USD \$3,000

Company Details

Please attach a brief company profile (100 words max) with your application

Company Name	Company Website	
Contact Name	Contact Email Address (required)	
Name of Person Receiving the Conference Pass	Title	
City	State/Province	Zip Code/Postal
Telephone	Fax	
Your membership I.D.# (optional)	(RC2018)	

REQUIRED FOR NON-U.S. APPLICANTS: _____ Date of Birth _____ Country of Citizenship _____

Turnkey Kiosk Package I would like to request _____ Kiosk(s) at USD for \$3,000 each = \$ _____

Method of Payment

Check or money order made payable to ICSC enclosed for \$ _____

MasterCard Visa AMEX Discover \$ _____

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, which are hereby incorporated by reference.

Name (as it appears on credit card) _____ Credit Card Number (include all digits) _____

Signature _____ Expiration Date (month/year) _____

Please make payable to International Council of Shopping Centers. Please reference **Research Connections**. Cancellation of this license agreement by exhibitor at any time will result in the forfeiture of all payments received. Upon signature, the exhibitor will be held responsible for full payment of assigned space. No refunds or transfers of any kind will be issued should the exhibitor cancel its participation in **Research Connections** at any time. This license agreement is binding upon the exhibitor and its permitted successors and assigns.

Please fax back to + 1 732 694 1740.
For information on exhibiting, please contact: **Rita Malek** +1 646 728 3539;
Email: rmalek@icsc.org

Exhibitor (Signed By): _____ Print Name _____

ICSC (Signed By): _____ Print Name _____