

RECon Revisited & First Timers' Orientation

Wednesday, April 18, 2012



Building Networks
RECON
THE GLOBAL RETAIL REAL ESTATE CONVENTION



John Crossman
Crossman & Company



Jarett Parker
Kimco Realty



Lauren Landow
ICSC



Soraya Sharifi
Donahue Schriber



ICSC MAY 20 – 23, 2012 • LAS VEGAS, NV

ICSC **NEXT**
GENERATION

WHO'S AT RECON?

- Over 30,000 Industry Professionals Expected
- Over 800 Leasing Mall Exhibitors
- Over 200 MarketPlace Mall Exhibitors
- Over 70 Cities of the World Exhibitors
- 20 Companies in the Finance Pavilion
- 100 Retailers
- 144 New Companies Participating in RECon 2012



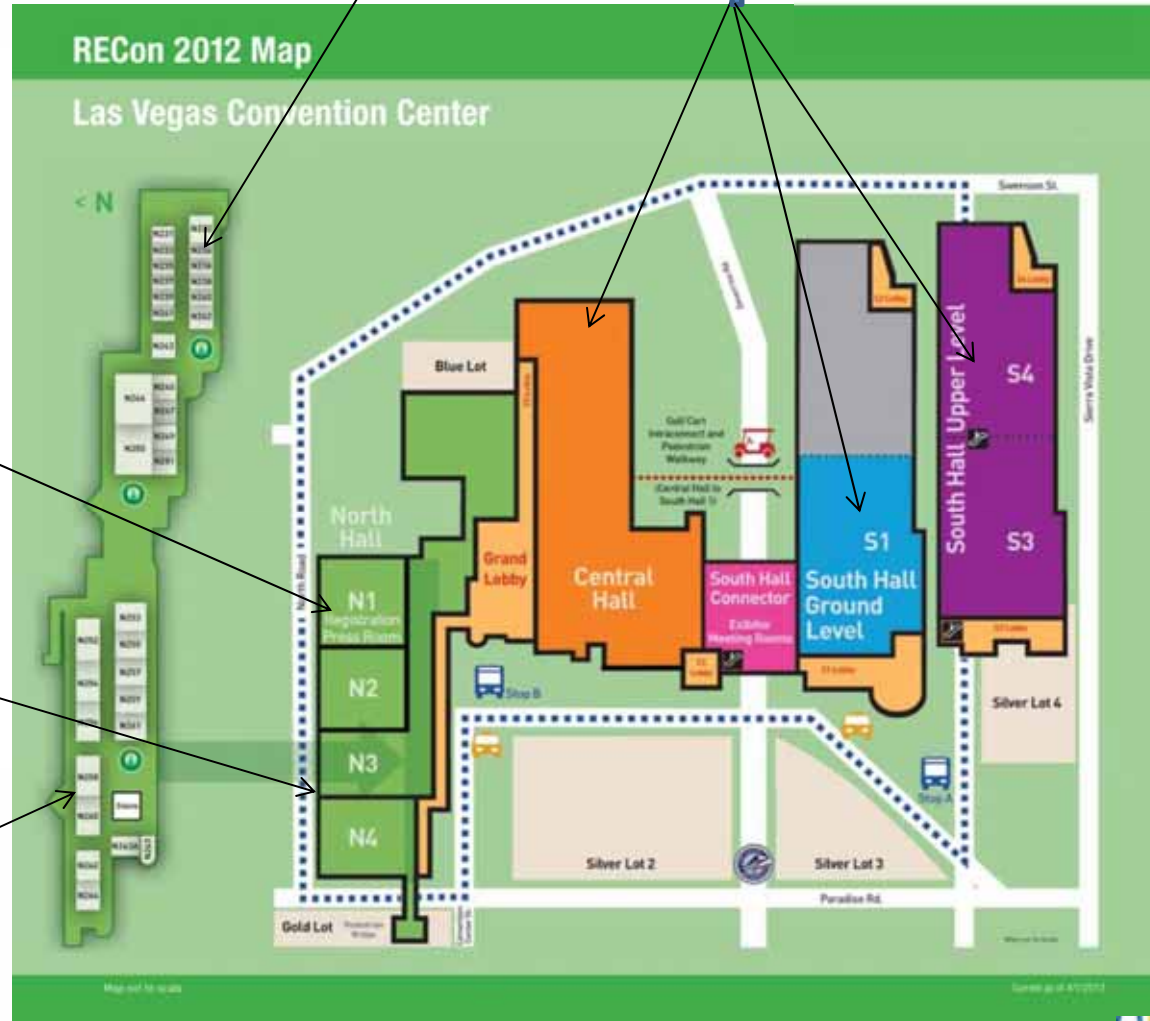
SIGS

Leasing
 Mall

Marketplace
 Mall

Lunch and
 General
 Sessions

Concurrent
 Sessions



LEASING MALL

- Located in the Central Hall and South Hall
- The place to find:
 1. Shopping center development companies
 2. Retailers
 3. Cities of the World Pavilion
 4. Finance Pavilion
 5. Canadian Pavilion



MARKETPLACE @RECon

- New for 2012! Marketplace Mall (former Trade Show)
- Located across from Central Hall in North Hall 1 & 2



OTHER IMPORTANT LOCATIONS

- Food Functions - North Hall N4
- General Sessions - North Hall N3
- Concurrent Sessions - upper level North Hall
- Special Industry Groups – upper level North Hall



DON'T MISS!!!

- **Sunday Blockbuster Opening Session – 1:00 pm**

Malcolm Gladwell, Author, *What the Dog Saw, Outliers, Blink and The Tipping Point*

- **Sunday Opening Reception and Entertainment – 5:00 pm**

Featuring The Gregg Band

- **Monday Keynote Presentation – 1:00 pm**

Red vs. Blue on the Record with Joan Lunden

- **Tuesday Keynote Presentation – 1:00 pm**

Leslie H. Wexner, Chairman and Chief Executive Officer, Limited Brands, Inc.



Attend These Other Events for an Additional Registration Fee

- ICSC Foundation Gala Featuring Dennis Miller
- RECon Academy – good for certification credits
- Believers and Achievers Dinner honoring Trustee Distinguished Service Award Winners
- ICSC Certification Review Courses



- The Leasing Mall / Marketplace Mall
- The Educational Sessions
- Developing a Game Plan
- Do's and Don'ts For the Conference
- Follow-up
- Utilizing ICSC Resources



KEYS TO CONFERENCE:

- Strategy
- Execution
- Follow-up



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THE LEASING MALL



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ICSC **GENERATION**

Leasing Mall

Maximizing Opportunity



Maximizing Opportunity

- Schedule as many relevant meetings as possible
 - Don't waste others valuable time
- Maximize exposure – Meet people outside of your market
- Remember... Vegas can be fun, but you're here for business



Meeting Preparation

- Fill your schedule to maximum capacity
- Be prepared with all meeting materials
- Get cell phone numbers for meeting contacts
- Carry a copy of the Leasing Mall Map
- Notify meeting attendees if you're running late



Tips & Tricks

- Make your meetings!!!! Rescheduling a meeting can be tough
- Allow 15 minutes walking time from the Central Hall to South Upper & Lower Halls
- Group meetings in proximity, if possible
- Wear comfortable shoes...you'll be on your feet all day
- Network, Network, Network
- Drink plenty of water!



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MARKETPLACE MALL



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MARKETPLACE MALL

- The New Marketplace Mall (former Trade Show) located across from Central Hall in North Hall 1 & 2 is the place to find:
 1. Product Suppliers and Service Companies
 2. Product Demo Theater
 3. Green Zone
 4. Technology and Social Media Pavilion
 5. MarketPlace Mall Café (only Wi-fi area at RECon)
 6. ICSC Member Benefits Centers
 7. RECon Registration



The Technology and Social Media Pavilion

- Focus on informative sessions on metrics, mobile, and everything social
- Surrounded by exhibitors with the latest technology and platforms

The Green Zone

- Product and service providers that can help you save the environment while saving your budget.



The Specialty Leasing Showcase

- Retailers, wholesalers, manufacturers, and service providers from the specialty retail industry (carts, kiosks, pop-ups and more)
- Surrounded by exhibitors with the latest technology and platforms

Product Demo Theater

- Exhibitors will have 15 minute power sessions to show you their best stuff



Whether you're looking for...

- the latest innovations that can help you improve profit
- products or services for your commercial property (signage, shopping carts)
- solutions on building your brand through social media
- café serving breakfast and lunch with free wi-fi

You will find it all at the Marketplace Mall!



MARKETPLACE MALL

Marketplace Mall Cafe





MARKETPLACE MALL

Show Information

Sunday – May 20th

Time: 12:00PM -5:00PM

Monday & Tuesday - May 21st – 22nd

Time: 9:00AM to 5:00PM



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OTHER EDUCATION SESSIONS



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ICSC **GENERATION** NEXT

EDUCATIONAL SECTIONS

•Sunday

- Blockbuster Opening Session
- Net Lease Panel Discussions
- SIGS
- Speed Networking

•Monday

- Global Retail Runway
- General Session
- Luncheon Speaker
- Morning Concurrent Sessions

•Tuesday

- Morning Concurrent Sessions
- Luncheon Speaker
- General Session



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DEVELOP A GAME PLAN




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DEVELOP A GAME PLAN

- Do your “homework” – Its NOT too late
- Know the retailers, developers, or brokers you want to meet with
- Find location of key booths for groups you want to see
- Map out a strategy for “walking the floor” to ensure you get all areas covered
- “Work the Room” – make contacts and collect business cards



RECON DO'S AND DON'TS



WHAT TO DO WHILE YOU'RE HERE

- Expect Crowds
- Keep Cell Phone Numbers of Any Contacts You Have Meetings With
- Get a Map of the Booth Locations
- Try Not to “Jump Halls” or You’ll Spend Your Whole Day Running Instead of Meeting
- Wear Comfortable Shoes!
- Carry (And Give Out) Lots of Business Cards
- Take Exhibitors’ Promotional Material
- Visit Cities of the World Pavilion, Finance Pavilion, Canadian Pavilion, Technology & Social Media Pavilion, Design Trends Exhibit



WHAT NOT TO DO

- DON'T Forget Your Badge
- DON'T Forget About The Comfortable Shoes
- DON'T Wait In Cab Lines
- DON'T Forget to Drink Plenty of Water
- DON'T Miss The Marketplace Mall
- DON'T Treat This Like A Vacation – This Is Business
- DON'T Make Promises You Can't Keep
- DON'T Forget About Follow-Up



FOLLOW-UP



FOLLOW-UP

- Be sure to collect and take home all business cards and promotional material
- Send a follow-up note or email to **EVERY** person you meet
- Take notes on key meetings you have any deal-specific follow-up needed
- **KEEP YOUR PROMISES!**



**THANK YOU &
HAVE A GREAT
SHOW!**



FEATURED PANELISTS:

John Crossman
Crossman & Company
JCrossman@crossmanco.com



Lauren Landow
ICSC
LLandow@ICSC.org



Jarett Parker
Kimco Realty
JParker@kimcorealty.com



Soraya Sharifi
Donahue Schriber
SSharifi@dsrg.com

