

SCHEDULE-AT-A-GLANCE

SUNDAY – SEPTEMBER 29

REGISTRATION

3:30 – 7:00 pm

Grand Ballroom Foyer (Lower Level)

GENERAL SESSION

4:00 – 5:15 pm

Omni-channel Integration – Marrying the Digital World with Real Estate

Grand Ballroom (Lower Level)

WELCOME RECEPTION & INNOVATION CENTER

5:30 – 7:00 pm

Grand Ballroom Foyer (Lower Level)

MONDAY – SEPTEMBER 30

REGISTRATION

7:00 am – 7:00 pm

Grand Ballroom Foyer (Lower Level)

CONTINENTAL BREAKFAST

7:30 – 8:00 am

Grand Ballroom (Lower Level)

WELCOME & OPENING REMARKS

8:15 – 8:30 am

Grand Ballroom (Lower Level)

GENERAL SESSION

8:30 – 9:30 am

U.S. Economic Outlook – Good Things Come to Those That Wait

Grand Ballroom (Lower Level)

GENERAL SESSION

9:45 – 10:45 am

Beyond the Hype, How Companies are Really Gaining Value from Big Data – Practical Ideas

Grand Ballroom (Lower Level)

CONCURRENT SESSIONS

11:00 am – 12:00 noon

A. Grocery Evolution

Petite Ballroom (2nd Level)

B. Canada Bound – The New Retail Frontier?

Plaza Ballroom (3rd Level)

Networking Lunch

12:00 noon – 12:30 pm

Grand Ballroom (Lower Level)

KEYNOTE PRESENTATION

12:30 – 1:30 pm

GeoSpatial Data and Technology for Growing Your International Business

Grand Ballroom (Lower Level)

GENERAL SESSION

1:45 – 2:45 pm

Using Social Media to Understand the Social Character and Dynamic Nature of our Cities

Grand Ballroom (Lower Level)

CONCURRENT SESSIONS

3:00 – 3:45 pm

A. Disruptive Data...What is out there?

How do I get it? Now WHAT do I do with it?

Petite Ballroom (2nd Level)

B. Market Intelligence and the Enterprise

Plaza Ballroom (3rd Level)

ROUNDTABLE DISCUSSIONS

Table 1

Shopping Center Ratings and Classifications

Leaders:

- Evan Gangl, General Growth Properties, Inc.
- Cecilia Matos, Macy's, Inc.

Table 2

Geospatial Technology

Leader:

- Don Penfold - RSI Research Solutions

Table 3

Grocery-anchored Shopping Centers

Leader:

- Tom Fink, Trepp

Table 4

Serving the Hispanic Market



Leader:

- John Connolly, ICSC

Table 5

A Researcher's Role in Multichannel Shopping

Leader:

- Stefani Hagin, Target Corporation

Table 6

Your Most Valuable Research Resources

Leaders:

- Jim King, Decision Analyst, Inc.
- Teddy Reed, General Growth Properties

Table 7

Consumer Research

Leader:

- Laura Devlin, Equity One, Inc.

Table 8

Urban Retail Expansion Trends and Tactics

Leader:

- Tom Bernier, Bucksbaum Retail Properties

Table 9

International Real Estate

Leader:

- Bill Speer, Speer Consulting International

Table 10

Outlet Centers

Leaders:

- David Ober, Global Outlet Management
- Will Phillips, Target Corporation

Table 11

Tourism's Impact on Retail

Leader:

- James Cook, Colliers International

Table 12

Real Time Tracking of Consumer Shopping Patterns

Leader:

- Karan Singh, General Growth Properties, Inc.

Table 13

REITs

Leaders:

- Merrie S. Frankel, Moody's Investors Service
- Christy McElroy, UBS Realty Investors, LLC

Table 14

Ecommerce and Its Effects on Bricks and Mortar

Leader:

- Andrew Nelson, RREEF Management L.L.C.

Table 15

Retail Consumer Analytics

Leader:

- Natalie Marsh, Alteryx

INNOVATION CENTER RECEPTION

5:00 – 7:00 pm

Grand Ballroom Foyer (Lower Level)

TUESDAY – OCTOBER 1

REGISTRATION

7:00 am – 1:00 pm

Grand Ballroom Foyer (Lower Level)

CONTINENTAL BREAKFAST

7:30 – 8:00 am

Grand Ballroom Foyer (Lower Level)

GENERAL SESSION

8:00 – 9:00 am

The Next Generation of Researchers – Recruiting and Hiring for Success

Grand Ballroom (Lower Level)

GENERAL SESSION

9:15 – 10:15 am

A Strategic Approach to New International Markets

Grand Ballroom (Lower Level)

GENERAL SESSION

10:30 – 11:30 am

Meeting of the Minds – Different Perspectives for Making the Right Decision

Grand Ballroom (Lower Level)

BOXED LUNCH

11:30 am – 12:00 noon

Grand Ballroom (Lower Level)

GENERAL SESSION

12:00 noon – 1:00 pm

Research Beyond Site Selection

Grand Ballroom (Lower Level)

MEETING ADJOURNS

1:00 pm

WALKING RETAIL TOUR - (Optional Event)

1:15 – 2:30 pm

2014 RESEARCH CONFERENCE

SEPTEMBER 28-30, 2014

HYATT REGENCY
DENVER TECH CENTER
DENVER, CO



Adapting to the New Norm

SUNDAY – SEPTEMBER 29

REGISTRATION

3:30 – 7:00 pm

Grand Ballroom Foyer (Lower Level)

GENERAL SESSION

4:00 – 5:15 pm

Grand Ballroom (Lower Level)

Omni-channel Integration – Marrying the Digital World with Real Estate

As online shopping continues to gain popularity, shopping centers are left wondering what their role is in an increasingly digital-savvy world. Several retailers have stepped up to the plate and evolved beyond the aggressive online only development phases. Omni-channel, or the use of multiple touchpoints to sell to consumers, provides an enhanced customer experience that is expected by many consumers. Which customers are these and what are retailers doing to integrate touchpoints? How can shopping centers and retailers work together to enhance the in-store and in-mall experience? This session will delve into multiple perspectives (e.g. shopping center executives, retailers and consumers) and look at the integrated shopping experience.

MODERATOR:



Suthamie Poologasingham
Director, U.S. Marketing & Research
Omni-channel Commerce & Digital
Media
J.C. Williams Group
Toronto, Canada

PANELISTS:



Susan Williams
Senior Director, National
Research and Marketing
Cadillac Fairview Corporation
Toronto, Canada



Joy Thorn
VP Group Client Director
The Nielsen Company
San Diego, CA

WELCOME RECEPTION & EXPO CENTER

5:30 – 7:00 pm

Grand Ballroom Foyer (Lower Level)

Speak to vendors about the latest/greatest Site Location/Analytical tools. This will be an opportunity to explore the latest trends in analytical tools, and find out what is on the horizon.

MONDAY – SEPTEMBER 30

REGISTRATION

7:00 am – 7:00 pm

Grand Ballroom Foyer (Lower Level)

CONTINENTAL BREAKFAST

7:30 – 8:00 am

Grand Ballroom (Lower Level)

WELCOME & OPENING REMARKS

7:50 – 8:15 am

Grand Ballroom (Lower Level)

SPEAKER:



Kyle Kretsinger
ICSC Research Conference Program
Planning Committee Chair
Weingarten Realty Investors
Director, Research/Marketing Services
Houston, TX

ICSC RESEARCH RESOURCE SESSION

8:15 – 8:30 am

Grand Ballroom (Lower Level)



Michael P. Niemira
Vice President, Chief Economist &
Director of Research
International Council of Shopping
Centers, Inc.
New York, NY



Erin Lynn Caffrey
 Research Services Manager
 International Council of Shopping
 Centers
 New York, NY

To enhance ICSC members' experience, ICSC Research presents and demonstrates online products and services during this short session. This includes brand new features such as the a newly-designed Information Center which is the industry's one-stop search engine for thousands of member-only ICSC and non-ICSC articles, magazines, journals, company reports, country economic and financial reviews and more. Other member resources include the Global Shopping Center Directory and ICSC's Country Fact Sheets (overviews of the industry) as well as eData which currently houses over 12,000 industry statistics.

GENERAL SESSION

8:30 – 9:30 am
Grand Ballroom (Lower Level)

U.S. Economic Outlook – Good Things Come to Those That Wait

Although the U.S. economy has a daunting way to go to get back to full strength, odds are good that it will get there by mid-decade. The first challenge came earlier this year, when fiscal headwinds were blowing their hardest. Assuming nothing goes badly awry and there are no additional major changes to near-term fiscal policy, the recovery will regain momentum toward the end of this year and growth will accelerate in 2014 and 2015. The fiscal headwinds will lessen by more than half next year and all but fade away by 2015.

SPEAKER:



Ryan Sweet
 Senior Economist
 Moody's Analytics
 West Chester, PA

GENERAL SESSION

9:45 – 10:45 am
Grand Ballroom (Lower Level)

Beyond the Hype, How Companies are Really Gaining Value from Big Data – Practical Ideas

From grandiose and headline grabbing projects to small back-office improvements that nobody will ever see, big data is changing the way companies operate both strategically and tactically. In this session we will hear from a panel of industry experts that will provide practical advice and real-world examples of how your company can and should be leveraging big data to deliver real results. You've heard the buzz and listened to how it works in

"theory", but now it's time to let this panel help you figure out how to make big data "real" for your enterprise

MODERATOR:



Anne Marie Stephen
 Vice President Business
 Development
 Path Intelligence
 Chicago, IL

PANELISTS:



Deborah Weinswig
 Managing Director, Retailing /
 Broadlines and Food & Drug Chains
 Citi Research
 New York, NY



Guy Yehiav
 CEO
 Profitect
 Waltham, MA

CONCURRENT SESSIONS

11:00 am – 12:00 noon

A. Grocery Evolution

Petite Ballroom (2nd Level)

Since the 1980's the grocery industry has undergone a major evolution that has redefined the food retailing industry. Evolving formats, new market entrants, pressure from non-grocery retailers, changing demographics and technological challenges have all put pressure on existing grocers. This panel of grocery consultants will examine the evolution of the grocery business since the 1980's to the present and will discuss the future of grocery operations.

MODERATOR:



Kevin Bissell
 Research Director
 Weingarten Realty Investors
 Houston, TX

PANELISTS:



Tom Brennan
 Partner
 Area Research Associates
 San Francisco, CA



Matthew Casey
 President
 Matthew P. Casey & Associates
 Clark, NJ



Douglas Munson
 Principal
 MTN Retail Advisors
 Salt Lake City, UT



Ed Smith
 President
 Ed Smith & Associates
 Germantown, OH

B. Canada Bound – The New Retail Frontier?
Plaza Ballroom (3rd Level)

Over the last decade Canada has witnessed a steady flow of new retail entrants into the marketplace. Hear from an industry panel of Canadian and U.S. retail experts on what's driving growth in the Canadian retail economy. How does the Canadian market differ from the U.S.? Listen to practitioners share insights on setting up shop in Canada, the lessons learnt and the future direction for Canadian retail.

MODERATOR:



Dr. Tony Hernandez
 Director and Eaton Chair in
 Retailing
 Ryerson University
 Toronto, Canada

PANELISTS:



Kevin Akyeampong
 Senior Manager, Market
 Research, National Research &
 Marketing
 The Cadillac-Fairview
 Corporation Limited
 Toronto, Canada



Tom Balkos
 Senior Vice President, Regional
 Director (Canada)
 CBRE Limited (Retail Services
 Group)
 Toronto, Canada



Kevin Day
 Vice President, Real Estate
 Big Lots
 Columbus, OH



Allyson Greenwood
 Manager, Market Insights &
 Research, International
 Operations
 Lowe's Companies Inc.
 Mooresville, NC

NETWORKING LUNCH

12:00 noon – 12:30 pm
Grand Ballroom (Lower Level)

KEYNOTE PRESENTATION

12:30 – 1:30 pm
Grand Ballroom (Lower Level)

**GeoSpatial Data and Technology for
 Growing Your International Business**

Best practices for international commercial real estate investment require GeoSpatial data. To increase awareness of GeoSpatial data and its use, a glossary of U.S. and China GeoSpatial data is provided, as is a comparative demonstration. Hotel performance by comparative location within the U.S. and China is demonstrated. Those attending will use provided information to make a spatial decision for adding a new investment within the U.S. and China.

SPEAKER:



Grant Ian Thrall, Ph.D.
 President, American Real Estate
 Society & Business Geography
 Advisors
 Gainesville, FL

GENERAL SESSION

1:45 – 2:45 pm
Grand Ballroom (Lower Level)

**Using Social Media to Understand the Social
 Character and Dynamic Nature of our Cities**

The 2010 U.S. census cost over 13 billion U.S. dollars and involved hiring close to 600,000 people. Yet the information it gives us is a frozen snapshot of the population. What if we could harness the massive amounts of public social media data generated every day and build, at a fraction of the cost, a deeper, more dynamic understanding of what is happening in our cities? Norman Sadeh, a Professor of Computer Science at Carnegie Mellon University, will provide

an overview of his work and that of his collaborators on Livehoods, a project that automatically generates urban maps highlighting the social character and dynamic nature of cities. Norman will share his vision for how this new layer of information can help inform urban planning decisions, public health questions, all the way to business decisions such as where to open a new store or how to provide mobile users with effective everyday life recommendations.

SPEAKER:



Professor Norman Sadeh, Ph.D.
ISR School of Computer Science
Carnegie Mellon University
Pittsburgh, PA

CONCURRENT SESSIONS

3:00 – 3:45 pm

**A. Disruptive Data...What is out there?
How do I get it? Now WHAT do I do with it?**
Petite ballroom (2nd Level Level)

Most of the world's data has been generated in the last two years which leads to the challenge of determining the best ways to leverage and apply data effectively. This session will address new tech, new data and new insights from big data.

SPEAKER:



Anne Marie Stephen
Vice President Business
Development
Path Intelligence
Chicago, IL



Peter Emery
Director, Retail & Shopping
Center Strategy
Path Intelligence
London, UK



Bill Ross
Executive Vice President, Asset
Management
Commercial Group
Forest City Enterprises
Cleveland, OH

B. Market Intelligence and the Enterprise
Plaza Ballroom (3rd Level)

Data, information, and knowledge about what's happening on the ground with respect to stores, competitors, demographics and other factors are proving to be valuable throughout the enterprise. New technology is making it easier and more cost-effective to engage people in consuming and producing valuable market intelligence. This session will explore the opportunities created by this technology, as well as the design considerations, effective solutions, and pitfalls. Finally, we will explore expectations for the future – new uses, new technologies and new applications of market intelligence to retail and retail real estate.

MODERATOR:



Joe Rando
President
Trade Area Systems, Inc.
Attleboro, MA

PANELISTS:



Hartwell Hooper
Director of Real Estate Market
Research
CVS Caremark Corporation
Woonsocket, RI



Brian L. Strickland
Divisional Vice President of Real
Estate Portfolio Management
Family Dollar Stores, Inc.
Charlotte, NC

ROUNDTABLE DISCUSSIONS

4:00 – 5:00 pm

Grand Ballroom (Lower Level)

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Leaders:

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Chicago, IL

-**Cecilia Matos**, Macy's, Inc., Cincinnati, OH

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Geospatial Technology
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-**Don Penfold** - RSI Research Solutions, Toronto, ON

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-**Tom Fink**, Trepp, New York, NY

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-**John Connolly**, ICSC, New York, NY

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-**Stefani Hagin**, Target Corporation, Minneapolis, MN

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-**Teddy Reed**, General Growth Properties, Inc., Chicago, IL

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Consumer Research

Leader:

-**Laura Devlin**, Equity One, Inc., New York, NY

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Urban Retail Expansion Trends and Tactics

Leader:

-**Tom Bernier**, Bucksbaum Retail Properties LLC, Chicago, IL

Table 9

International Real Estate

Leader:

-**Bill Speer**, Speer Consulting International, Coronado, CA

Table 10

Outlet Centers

Leaders:

-**David Ober**, Global Outlet Management, Lancaster, PA

-**Will Phillips**, Target Corporation, Minneapolis, MN

Table 11

Tourism's Impact on Retail

Leader:

-**James Cook**, Colliers International, Indianapolis, IN

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Real Time Tracking of Consumer Shopping Patterns

Leader:

-**Karan Singh**, General Growth Properties, Inc., Chicago, IL

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REITs

Leaders:

-**Merrie S. Frankel**, Moody's Investors Service, New York, NY

-**Christy McElroy**, UBS Realty Investors, LLC, Stamford, CT

Table 14

Ecommerce and Its Effects on Bricks and Mortar

Leader:

-**Andrew Nelson**, RREEF Management L.L.C., San Francisco, CA

Table 15

Retail Consumer Analytics

Leader:

-**Natalie Marsh**, Alteryx, Irvin, CA

INNOVATION CENTER RECEPTION

5:00 – 7:00 pm

Grand Ballroom Foyer (Lower Level)

Speak to vendors about the latest and greatest site location and analytical tools. This will be an opportunity to explore the latest trends and find out what is on the horizon.

TUESDAY – OCTOBER 1

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7:30 – 8:00 am

Grand Ballroom Foyer (Lower Level)

INNOVATION CENTER

7:30 – 1:00 pm

GENERAL SESSION

8:00 – 9:00 am

Grand Ballroom (Lower Level)

The Next Generation of Researchers – Recruiting and Hiring for Success

This session will explore best practices in recruiting and hiring for retail location research. Topics will include hiring philosophy, recruiting methods and venues, internal recruiting, and the “raw talent vs. experience” debate.

MODERATOR:



Steve DeVane

Senior Director, Real Estate Strategy & Research
Chick-fil-A, Inc.
Atlanta, GA

PANELISTS:



John W. Orton
Director, Real Estate Research
Advance Auto Parts
Roanoke, VA



Robert T. Payne
Senior Manager, Real Estate
Strategy & Research
Chick-fil-A, Inc.
Atlanta, GA



Stefanie Robinson
Real Estate Strategy
Panera Bread
Saint Louis, MO



Brian L. Strickland
Divisional Vice President of Real
Estate Portfolio Management
Family Dollar Stores, Inc.
Charlotte, NC

GENERAL SESSION

9:15 – 10:15 am
Grand Ballroom (Lower Level)

A Strategic Approach to New International Markets

At a time when the established norms of retail are changing, how should retailers best approach new international markets? Is e-commerce the route to international expansion in the future? Where are the future areas for expansion? Are there any areas of the world where modern retailing is unlikely to reach in the foreseeable future? Which retail sectors/types of retailing cross international boundaries best? What are the barriers/obstacles to entering new markets and how can they be tackled?

SPEAKER:



Yvonne Court, Ph.D.
Partner, Cross Border Retail
Research
Cushman & Wakefield
London, UK

GENERAL SESSION

10:30 – 11:30 am
Grand Ballroom (Lower Level)

Meeting of the Minds – Different Perspectives for Making the Right Decision

There are multiple perspectives from which to make a good decision. This session explores the differences we face between research and real estate, and the landlord and retailer. We'll take an interactive approach in considering real-world location situations set in the Philadelphia area, and invite the audience members to participate and help decide for themselves which is the "right" decision.

MODERATOR:



Tim Corzine
ICSC Research Conference
Program Planning Committee
Vice President, Research
Macerich
Phoenix, AZ

PANELISTS:



Meredith Darnall
ICSC Research Conference
Program Planning Committee
Vice-Chair
VP, Research & Strategy
General Growth Properties, Inc.
Chicago, IL



Stefani Hagin
Manager, Market Research and
Analysis
Target Corporation
Minneapolis, MN



Clay Hallman
ICSC Research Conference
Program Planning Committee
Director of Real Estate Research
Simon Property Group
Indianapolis, IN



Dave Miller
ICSC Research Conference
Program Planning Committee
Director, Market Planning &
Research
Walgreens Co.
Deerfield, IL

BOXED LUNCH

11:30 am – 12:00 noon
Grand Ballroom (Lower Level)

GENERAL SESSION

12:00 noon – 1:00 pm

Grand Ballroom (Lower Level)

Research Beyond Site Selection

Most market research professionals are frequently asked to do a variety of tasks that don't have much, if anything, to do with site selection. This session will discuss a number of examples, including cannibalization and competitor impact analyses, research to support Healthcare initiatives and work associated with providing merchandising guidance. A highly experienced panel will offer their insights and provide perspective on ways their companies are leveraging their skills beyond the core market research competency of site selection.

MODERATOR:



James Cook
US Director of Research
Colliers International
Indianapolis, IN

PANELISTS:



Meredith Darnall
ICSC Research Conference
Program Planning Committee
Vice-Chair
VP, Research & Strategy
General Growth Properties, Inc.
Chicago, IL



Dave Miller
ICSC Research Conference
Program Planning Committee
Director of Market Planning &
Research
Walgreens Co.
Deerfield, IL



Curt Newsome
ICSC Research Conference
Program Planning Committee
Market Research & Development
Recreational Equipment, Inc.
Seattle, WA

MEETING ADJOURNS

1:00 pm

WALKING RETAIL TOUR (Optional Event)

1:15 – 2:30 pm

Self guided downtown retail tour with information provided by Center City Philly.

2014 RESEARCH CONFERENCE

SEPTEMBER 28-30, 2014

**HYATT REGENCY
DENVER TECH CENTER
DENVER, CO**

**2013 RESEARCH CONNECTIONS CONFERENCE
PROGRAM PLANNING COMMITTEE**

Kyle Kretsinger, 2013 ICSC Research Connections Conference Program Chair
Weingarten Realty Investors, Director, Research/Marketing Services, Houston TX

Meredith Darnall, 2013 ICSC Research Connections Conference Program Vice Chair
Vice President, Research & Strategy, General Growth Properties, Inc., Chicago, IL

Thomas R. Bernier, SVP New Business & Research
Bucksbaum Retail Properties, LLC, Chicago, IL

Marco Biasiotto, Director, Research, Primaris REIT, Toronto, ON

Garrick H. Brown, Director of Research, Terranomics Retail Services, Sacramento, CA

James Cook, US Director of Research, Colliers International, Indianapolis, IN

Tim Corzine, Vice President, Macerich, Phoenix, AZ

Steven DeVane, Sr. Director, Real Estate Strategy & Research
Chick-fil-A, Inc., Atlanta, GA

Don Dorschner, Director, Location Strategies
Kohl's Department Stores, Inc., Menomonee Falls, WI

Clay Hallman, Director of Research, Simon Property Group, Indianapolis, IN

Tony Hernandez, Director, Ryerson University
Centre for Study of Commercial Activity, Toronto, ON

Jim King, VP GeoAnalytics, Decision Analyst, Inc., Arlington TX

David Miller, Director - Market Planning & Research
Walgreen Co., Deerfield, IL

Curt J. Newsome, Market Research/Development, REI, Kent, WA

Jeannette H.F. Newton, Director Research & Planning
Limited Brands, Columbus, OH

David Ober, General Partner and Vice President, Leasing
PA Outlet Management, Lancaster, PA

Deborah Weinswig, Citi Investment Research
Retailing/Broadlines and Food & Drug Chains, New York, NY

Justin Wilson, Manager Strategic Market Planning and Analysis
Dick's Sporting Goods Inc., Coraopolis, PA

INNOVATION CENTER EXHIBITORS



AggData

AggData provides you and your company with extensive and complete lists of data in accordance with your needs. As your industry changes and your business develops, you will likely need access to data and information to help you make key strategic decisions. For years, AggData has been a leader in providing innovative data services based on accuracy and quality. AggData products allow you to leverage fundamental research to increase sales, enhance marketing tactics, influence business strategy, and stay alert to market opportunities. AggData puts the power back in the hands of your business.

Contact: Victor Cammans
Phone: 253-617-1404
Email: victor@aggdata.com

alteryx

Alteryx provides an indispensable, easy-to-use analytics platform for enterprise companies making critical decisions that drive their business strategy and growth. Alteryx Strategic Analytics runs analytic applications that empower executives to ID and seize market opportunities, outsmart their competitors, increase customer loyalty and drive more revenue. It Humanizes Big Data by enabling business analysts and Data Artisans to combine Big Data with market knowledge, location insight, & business intelligence; easily perform predictive and spatial analytics; and produce analytic apps that can be shared via the private cloud or the Alteryx Analytics Gallery public cloud. Customers like Experian Marketing Services and McDonald's rely on Alteryx daily. Headquartered in Irvine, California, and with offices in Boulder and Silicon Valley, Alteryx empowers 250+ customers and 200,000+ users worldwide. Visit Alteryx, the leader in Strategic Analytics, at www.alteryx.com or call 1-888-836-4274.

Contact: Paul Evans
Phone: 714.602.5248
Email: pevans@alteryx.com



Arbitron, along with partner Scarborough, provides the mall industry with the information needed to boost advertising and sponsorship sales, find the right leasing partners and increase revenue. Scarborough's consumer research provides detailed information on key retailers and target advertisers, in-depth data on media consumption patterns and comprehensive insights on mall shoppers at the local, regional and national levels. Together, Arbitron and Scarborough provide mall developers with customized insight into exposure, effectiveness and engagement levels for in-mall media.

Contact: Alisa Joseph

Phone: +1 410 794 2838

Email: alisa.joseph@arbitron.com



Esri's GIS software, data, and market expertise offer retail and real estate professionals innovative solutions to create, visualize, analyze, and present information better and more clearly. Analyze and identify sites with the greatest market potential, understand what customers are truly worth, integrate strategic market and demographic analysis, perform complex probability models and trade area analysis, and much more. The depth and breadth of our Business GIS solutions (Desktop, Web, Mobile, Server, Enterprise) provide retail and real estate professionals with advanced analysis tools and an extensive library of data to help you make better, more informed business decisions. No matter what role you play in retail planning and site selection or the size of your organization, we have solutions to make you more profitable and successful. Isn't it time you seized the geographic advantage?

Contact: Meghan Karavidas

Phone: 909-793-2853, x7490

Email: mkaravidas@esri.com



Gadberry Group provides location-based services and information data products for clients demanding the most current and precise geo-demographic data for their location analysis and research. When micro trade areas and accurate household and population counts are important, Gadberry has the answers. Gadberry's core offerings are assembled from a patented build methodology, and include MicroBuild geo-perfected household counts and projections, and Magnify, the most flexible and affordable web-mapping solution available in the location intelligence and retail site selection markets. Gadberry Professional Services engages with clients to help them gather insights about their site performance and marketing operations.

Contact: *Mark Fortune*

Phone: 501-975-2055

Email: mark.fortune@gadberry.net



Neustar is the trusted real-time information services and marketing analytics provider to the Retail industry. Our web-based ElementOne® Marketing Analytics Platform delivers actionable insights into your customers, markets, and sites with ultimate precision. ElementOne is a comprehensive, turn-key solution that leverages Neustar's proprietary and dynamic Master Address File, a virtual census of U.S. households and businesses, along with other traditional sources. ElementOne integrates Neustar's own demographic, segmentation, business, shopping center, consumer demand, and consumer behavior datasets, and is automatically updated quarterly to reflect changes in market conditions as they occur. The ElementOne Platform allows for sophisticated analyses such as market scoring, site scoring, and customer analytics, while providing distributed access across the enterprise for simple access to reporting and mapping tools. Only ElementOne automatically integrates frequent data updates, allowing you to rapidly share the latest information across the organization — with the click of a mouse.

Contact: *Doug Diem*

Phone: 858-461-2465

Email: doug.diem@neustar.biz



RESEARCH SOLUTIONS INC.

RSI Research Solutions Inc. (RSI) is one of North America's fastest growing consumer analytics companies. With access to numerous data sources and software options, RSI helps companies choose the best data and market analysis tools for their business needs. Since 2002, RSI has been providing results driven services to many of North America's top companies. With the introduction of MapInSite™ Desktop and Online to the North American marketplace, RSI has taken the lead in creating user friendly, map based software tools utilizing the best data sources and data engines in the business. We provide quick and convenient access to objective data and robust software tools. Real Estate and marketing professionals rely on our products and services to quickly derive actionable results using cutting edge technology and the best data available. We are experts in consumer insights. Our goal is to provide the industry's best customer service. Our priority is to help you meet your business information needs.

Contact: Michelle Lewis

Phone: (416) 760-3744

Email: michellel@rsiworldwide.com



TETRAD

There are business software solutions, and then there are Tetrad solutions. Tetrad's culture emphasizes flexibility and customization, working closely with our clients to ensure satisfaction and success. Whether you are evaluating locations, deploying predictive models or creating spatial data workflows, Tetrad's intelligent location-based software and services provide the insights you need to make better business decisions. And by offering expert services that are backed by over 25 years of industry know-how, Tetrad helps you stay competitive, confident and knowledgeable - which means you always get the best results. Innovation, Insight, Impact. That's the Tetrad difference.

Contact: Michael Simon

Phone: +1 800 663 1334 ext. 302

Email: msimon@tetrad.com



Trade Area Systems (TAS) supplies the world's leading retailers, retail developers/investors, and retail brokers with the tools to make better real estate decisions faster and more efficiently. TAS is the creator of TAS Unity, the leading unified market knowledge system for retail real estate. TAS Unity connects high-powered GIS, easy-to-use online systems, and go-anywhere mobile apps to a unified database containing the company's data, information, and knowledge about their existing and planned markets. Trade Area Systems was founded by a retail real estate developer and a retail site selection expert. They understand the business of retail real estate and are passionate about building systems that solve the needs of retail real estate professionals.

Contact: Sam Page

Phone: +1 508-409-9392

Email: spage@TradeAreaSystems.com



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Contact: Sean Bookstaver

Phone: 212.754.1010.

Email: info@trepp.com

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Contact: Michelle Lewis

Phone: (416) 760-3744

Email: michellel@rsiworldwide.com

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Contact: Lesley Newman

Phone: +1 602 770 9136

Email: lnewman@popstats.com

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Contact: Meghan Karavidas

Phone: 909-793-2853, x7490

Email: mkaravidas@esri.com



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Phone: 212.754.1010.

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