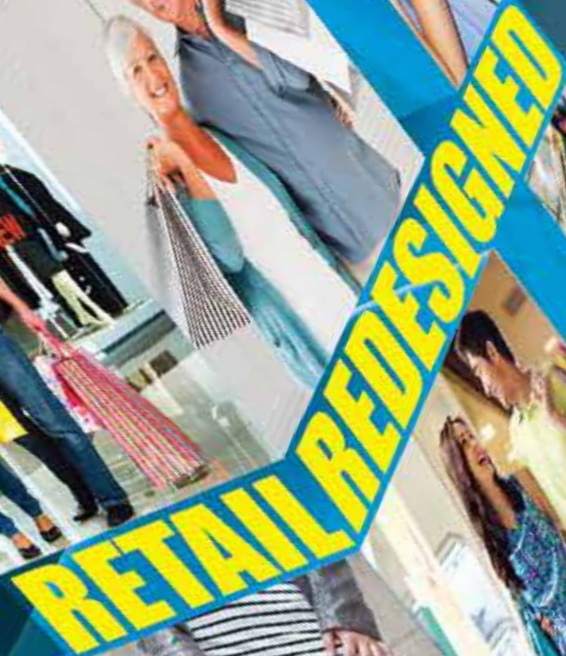




# SOUTHEAST CONFERENCE

October 28 – 30, 2013  
Cobb Galleria Centre  
Atlanta, GA

A large, stylized graphic of a shopping mall interior, tilted at an angle. The graphic is composed of several overlapping, semi-transparent images of people shopping. A prominent blue banner with the text "RETAIL REDESIGNED" in yellow, bold, sans-serif capital letters is superimposed over the center of the graphic. The background is a solid blue color.

**RETAIL REDESIGNED**

Program

# ICSC 2013 SOUTHEAST CONFERENCE

October 28 – 30, 2013 ■ Cobb Galleria Centre ■ Atlanta, GA

## Monday, October 28

### Georgia PAC Pre-Conference Bash

7:00 – 11:00 pm

#### Where

Cinco Mexican Cantina  
2851 Akers Mill Road  
Atlanta, GA 30339  
Tel: +1 770 952 5550

## Tuesday, October 29

### Registration

7:00 am – 7:00 pm

### First Timers' Orientation

7:30 – 8:00 am

Get an insider's perspective from the program planning committee members and longtime volunteers. This orientation is designed to give you an overview of the conference program, help you navigate the Cobb Galleria Centre and make the most of your experience at the conference. If you are new to the Southeast Conference or just want information about what's new this year, this session is a must.

### Welcome/Program Overview

8:00 – 8:30 am

#### Welcome



#### Mariah Stone Klein

ICSC Georgia State Director  
Genesis Real Estate Advisers, LLC  
Sandy Springs, GA

#### Program Overview



#### Suzanne Rushing Bunn, SCSM

ICSC 2013 Southeast Conference Program Planning  
Committee Chair  
EDENS  
Regional Property Manager  
Atlanta, GA

### Roundtable Discussions

9:00 – 10:00 am (1st Round)

- Understanding Your Roof: Do You Repair or Replace?
- How to Effectively Communicate During the Negotiation Process
- How Do You Submit Your Site to Get A Positive Response?
- What is Available and What Should You Use to Best Market Your Company and Your Properties?
- How Do You Buy an Asset From an Auction, What is the Value of Placing an Asset for Sale in an Auction?

- What Is Out There, How Do You Use It To Promote Your Company and Property?
- How Are The New Laws Affecting Values, How Do You Appeal, What Steps Do You Take To Keep Your Tax Value At A Reasonable Level?
- How Do You Stay Motivated, Where Do You Find Your Leads, What Should You Say To Get The Appointment?
- Replacement Cost Versus Stated Value, Standard Versus Excess Market, Umbrella Policies, What does it all mean?
- What Is Available, How Can It Be Used To Create More Time to Generate Income?
- HSI, VRP, EPD, Brownsfield: What Does It All Mean? How Do You Sell or Purchase a Contaminated Property?
- Where are We, Where are We Going, How Do We Profit Today?
- Business Cards, Stationery, Flyers, Do We Still Need Print? How Should They Be Designed to be the Most Effective?
- What are Lenders Looking for? Recourse vs. Non-Recourse? Where are Interest Rates Trending?
- New Design Trends in Retailing, Inside and Out and Effect on Cost
- How to Incorporate iPads into Leasing and Marketing
- How to Overcome Credit Issues to Get Deals Done
- How to Structure Restaurant Deals
- Grocery Anchored vs. Power Center: When do Tenants Prefer Each?
- Medical Facilities in Retail
- Shopping Center Design Trends: Design and Effects on Cost, Inside and Out
- What to Look for and What to Actually Expect
- How to Launch a Marketing and PR Campaign for a Real Estate Development
- Tips and Stories on Turning Around Troubled Centers
- What is an Untapped Sector?

10:15 – 11:15 am (2nd Round)

- How To Care For And Plan For A Long Lasting Parking Lot
- From ICSC to Loopnet to Dropbox
- Making The Case For Site Specific Parking
- Pricing Forecast and State of the Industry
- Good or Bad for the Shopping Center Industry
- Keeping Lease Negotiations on Track to Execution
- Tips on Achieving the Optimal Retail Offerings
- Trends on Store Sizes in Today's Competitive Retail Markets
- Understanding Franchising in the Retail Market, Tips for Tenant and Landlords
- Impact of Online Shopping Showrooms on Community Retail
- Rules of Thumb for Estimating Costs of Common Tenant Improvements
- How to Assess the Strength of a Retail Sub Market
- What Signage Will Maximize Tenant Performance and Marketing?
- How Property Value Is Affected By Various Lease Clauses
- Securing a Restaurant in an Urban Market: Are Restaurants and Entertainment the New Anchor Tenants?
- How Does A Receivership Function?
- Where Are Today's Investment Bargains?
- Impacts of Online Sales Tax Collection on Bricks and Mortar Retailers: Leveling the Playing Field?
- How to Attract Retailers to Smaller Communities: What Can Community Officials do to Present the Community in Best Light?
- ICSC Designations - "The Benefits of Certification"

# ICSC 2013 SOUTHEAST CONFERENCE

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## Concurrent Sessions

10:15 – 11:15 am

### A. Capital Markets Overview—Show Me the Money!

Low interest rates, increasing leverage and a return to historical lending standards are resulting in increased transaction activity across all spectrums of the retail industry (including development). Hear the industry's leading experts provide an overview of the past, future and current state of the capital markets.

#### Moderator



**David B. Kitchens, Esq.**  
Partner  
Kitchens Kelley Gaynes, PC  
Atlanta, GA

#### Panelists



**William Lafferty**  
Managing Director  
Deutsche Bank Securities Inc.  
Atlanta, GA



**Walt Mercer**  
Executive Vice President  
Sun Trust Banks, Inc.  
Atlanta, GA



**Greg Michaud**  
Senior Vice President  
ING Investment Management  
Atlanta, GA



**Mark Sixour**  
Senior Managing Director  
HFF, L.P.  
Atlanta, GA

### B. Faster, Better, Cheaper: Pick Two of the Three— You Can't Have Them All!

From new tenant start-up to helping tenants maximize sales, leading Contractors, Architects and Property Managers discuss how things have changed and what it takes to do their jobs.

#### Moderator



**Lonnie Peterson, SCDP**  
Chairman  
Cuhaci & Peterson Architects  
Orlando, FL

#### Panelists



**Merrill Stewart**  
President  
Stewart Perry General Contractors  
Birmingham, AL



**Neil Wilson**  
Principal  
Realty Link  
Greenville, SC



**Teri Young**  
Senior Vice President/Leasing & Operations  
Inland American Retail Management LLC  
Oak Brook, IL

### C. Tenant Mix—The Changing Face of the Retail Center

A discussion of leasing and legal issues being faced by Tenants and Landlords.

#### Moderator



**Benno Rothschild**  
Partner  
Hartman Simons & Wood, LLP.  
Atlanta, GA

#### Panelists



**Beth Azor**  
President  
Azor Advisory Services, Inc  
Davie, FL



**Tim Norton**  
Director of Leasing & Property Management  
Ziff Properties Inc.  
Mt. Pleasant, SC



**Sean O'Brien**  
Owner  
O'Brien & Company  
Atlanta, GA

## Lunch Served

11:30 am – 12:00 noon

*(No lunch service after 12:00 noon)*

# ICSC 2013 SOUTHEAST CONFERENCE

October 28 – 30, 2013 ■ Cobb Galleria Centre ■ Atlanta, GA

## Outlook for Retail Real Estate

12:00 noon – 12:30 pm



**David J. LaRue**  
ICSC Chairman  
President & Chief Executive Officer  
Forest City Enterprises  
Cleveland, OH

## Keynote Presentation

12:30 – 1:30 pm



**Doug Rauch**  
Former President  
Trader Joe's Company  
Newton, MA

## Concurrent Sessions

1:45 – 2:45 pm

### A. Retailing & Technology: What's the Future of Retailing?

From multi-channel retailing to experiential retail, what does the future look like for retailers & landlords? Join the conversation with industry leaders as they talk about how technology impacts retailing and retail real estate.

#### Moderator



**Charles A. Brake**  
Partner  
Miller & Martin PLLC  
Atlanta, GA

#### Panelists



**Mike Chisholm**  
Executive Director of Retail Real Estate & Sales Operations  
AT&T  
Atlanta, GA



**Mike Cohn**  
Regional President  
Lennar Commercial Investors  
Atlanta, GA



**Ron Pfohl**  
Principal  
North American Properties  
Atlanta, GA

**B. 2013: The Re-emergence of Retail Development**—A look at retail activity in the Southeast.

#### Moderator



**Bernard J. Haddigan**  
Principal  
Haddigan Capital  
Atlanta, GA

#### Panelists



**Enrique (Quito) R. Anderson Esq.**  
Attorney  
Sutherland Asbill & Brennan LLP  
Atlanta, GA



**George Y. Banks**  
Vice President  
Paces Properties, Inc.  
Atlanta, GA



**Miles E. (Budd) Cullom**  
President  
CHM Development, LLC  
Knoxville, TN



**Neal Freeman**  
President  
Watkins Retail Group  
Atlanta, GA

### C. Back to the Future: How Have the Mistakes Made in the Last Boom Cycle Impacted Investors' and Lenders' Decisions Today?

With a renewed sense of confidence back in retail investment sales and interest rates at an all-time low, shopping centers are trading at prices that are reminiscent of pre-recession times. What are investors and lenders doing differently to assure that history does not repeat itself?

#### Moderator



**Kris Cooper**  
Managing Director  
Jones Lang La Salle  
Atlanta, GA

# ICSC 2013 SOUTHEAST CONFERENCE

October 28 – 30, 2013 ■ Cobb Galleria Centre ■ Atlanta, GA



## Panelists



### Andy Campbell

Partner  
Columbia Properties  
Marietta, GA



### Ross Cooper

Vice President, Asset Management, Acquisitions & Dispositions  
Kimco Realty Corporation  
Hollywood, FL



### Robert Fransen

Executive Vice President & Chief Investment Officer  
Coro Realty Advisors, LLC.  
Atlanta, GA

## Deal Making and Meet the Retailers

3:00 – 6:00 pm

## Next Generation Networking Program

4:30 – 5:30 pm  
*(By invitation only)*

## Member-Hosted Reception

6:00 – 7:30 pm

Retailers are the life blood of the shopping center industry and every owner, developer, broker and manager wants to meet new, innovative, and, above all else, expanding retail companies. The Retailers SIG has been established by retailers and is for retailers only (brokers representing retailers do not qualify). Representing virtually every type of retailer, this SIG offers a wealth of conferences, publications and activities on the local-to-global scale, providing unlimited opportunities for sharing technical expertise and firsthand knowledge about retailing.

Note: You must work for a retail company to be eligible to attend. You cannot be a broker representing retailers.

## Continental Breakfast

8:00 – 8:30 am

## Deal Making

8:00 am – 2:00 pm

Log onto [www.icsc.org/2013SE](http://www.icsc.org/2013SE) for the Deal Making Booth Request Form. Space is limited, so register today!

## Lunch Served

12:30 – 1:30 pm  
*(No lunch service after 1:30 pm)*

## Conference Adjourns

2:00 pm

*Program information current as of July 16, 2013.*

## Wednesday, October 30

### Registration

7:30 am – 2:00 pm

### Retailers SIG

7:30 – 8:30 am



### Facilitator



### Michelle L. Ryman

ICSC Georgia Retail Chair  
Regional Development Director  
Bloomin' Brands  
Johns Creek, GA

# ICSC 2013 SOUTHEAST CONFERENCE

October 28 – 30, 2013 ■ Cobb Galleria Centre ■ Atlanta, GA

## Thank You To Our North American Partners



## Thank You To Our Gold Sponsor

**WEINGARTEN REALTY**

People-to-People. Coast-to-Coast.

## Thank You To Our Silver Sponsors



## Thank You To Our Bronze Sponsor



## Official Social Media Partner



# ICSC 2013 SOUTHEAST CONFERENCE

October 28 – 30, 2013 ■ Cobb Galleria Centre ■ Atlanta, GA



## ICSC Georgia Volunteer Leadership

**Mariah Stone Klein**, ICSC Georgia State Director, Genesis Real Estate Advisers, LLC

**William Woodson Galloway, Esq.**, ICSC Georgia Government Relations Committee Chair, The Galloway Law Group, LLC

**John J. Wiles, Esq.**, ICSC Georgia Alliance Private Sector Co-Chair, Wiles & Wiles, LLP

**Gary C. Young**, ICSC Georgia Alliance Public Sector Co-Chair, City of College Park

**Gina L. Adkins, CMD**, ICSC Georgia Operations Chair, BouncePath Marketing

**Michelle L. Ryman**, ICSC Georgia Retail Chair, Bloomin' Brands

**Alex Deitch**, ICSC Next Generation Chair, Colliers International

## Program Planning Committee

**Suzanne Rushing Bunn, SCSM**, ICSC 2013 Southeast Conference Program Planning Committee Chair, EDENS

**Lily Heimburger**, ICSC 2013 Southeast Conference Program Planning Committee Co-Chair, SRS Real Estate Partners

**Bryon Alterman, Esq.**, National Retail Law Group

**Michelle Belinfante**, The Leasing & Management Group, Inc.

**Curt Bowen**, CCA Properties, LLC

**Les Callahan, CCIM**, First Colony Financial Group

**Bill Coe**, Coe & Associates

**Tony D'Ambrosio**, Colliers International

**Jonathan Dubovsky**, The Shopping Center Group

**Greg Eisenman**, Colliers International

**Simon Engler**, Gunthert Company, Inc.

**Jim Flock, CCIM**, Forum Management Group

**Don Goodman**, Equitable Management Corporation

**John L. Grim**, Coldwell Banker Commercial Metro Brokers

**Jim Hamilton**, HFF, L.P.

**Jeremy Hammerton**, Batson Cook Development Co.

**Karmen Haub**, Retail Planning Corporation

**Shannon Shuman Martin**, Retail Leasing Advisors, LLC

**Pierce Mayson**, SRS Real Estate Partners

**Lynn Redner**, Regency Centers

**Ryan Rivera**, Hartman Simons & Wood, LLP

**Jeremy Rosenthal**, M&P Shopping Centers, Inc.

**Roy Ruda**, Kitchens Kelley Gaynes, P.C.

**Brad Shoemaker**, Mimms Enterprises

**Ashley Sperling**, The Wendy's Company

**Adam Vosding**, Publix Super Markets, Inc.

**Archie Wanamaker**, Crim & Associates

**Brad Westbrook, CCIM**, Westbrook Real Estate

**Alex Wright**, Franklin Street

**John Zielinski**, Crossman & Company



# 2014 Southeast Conference

## Save the Date

October 27 – 29, 2014

Cobb Galleria Centre

Atlanta, GA





# ICSC 2013 SOUTHEAST CONFERENCE

October 28 – 30, 2013 ■ Cobb Galleria Centre ■ Atlanta, GA



## Registration Form

### How to Register

**Online** www.icsc.org/2013SE (credit card registrations only)

**Fax** +1 732 694 1800 (credit card registrations only)

**Mail** ICSC  
P.O. Box 26958  
New York, NY 10087-6958

### Registration Fees

	Advance	On-Site
Member*	\$270	\$335
Non-Member	\$480	\$595
Student Member**	\$ 50	\$ 50

\*To qualify for a member fee, each registrant must be a member or an affiliate member of ICSC. To become an ICSC member, call ICSC information services at +1 646 728 3800.

\*\*Registrants must be ICSC student members to qualify for the student rate.

### Deadlines

To qualify for the advance registration fee, your registration must be received by **October 22, 2013**.

### Cancellations

All cancellations will be subject to a \$25 cancellation fee. No refunds will be given for cancellations received after **October 3, 2013**. All requests for refunds must be received by ICSC in writing.

### Photo ID Badges Required for the 2013 Southeast Conference

All attendees and exhibitors are required to have an ICSC-issued color photo badge for access to the 2013 Southeast Conference, October 28 – 30, 2013 at the Cobb Galleria Centre, Atlanta, GA. Badges will be mailed in advance for those who register and submit an acceptable photo by **October 3, 2013**.

### How to Submit a Photo

There are two ways to submit a photo

1. Either add a photo to or update your permanent member profile. Log in to the ICSC Website. You will need your ICSC member ID and Website password. Then click on My Profile on the top of the home page, next to your name, and follow the instructions. If you cannot remember your Website password, contact ICSC member services at +1 646 728 3800.
2. Send a photo in an e-mail to [memberphotos@icsc.org](mailto:memberphotos@icsc.org). See the photo requirements below. Make sure you include your name, company name and, if known, your ICSC member ID in the body of the e-mail.

**Do not mail photo prints to the address below! Photos must be in digital JPEG format. If you have multiple staff photos to submit, and the images are more than 10 MB, please burn them onto a CD and mail it to ICSC at the following address**

### ICSC Photo Submission

International Council of Shopping Centers  
1221 Avenue of the Americas, 41st Floor  
New York, New York 10020-1099

Make sure to label the CD with your company name and include your contact information. The photo file names should be "lastname\_firstname.jpg" (that is "last name" and underscore and "firstname.jpg") with no spaces.

### Method of Payment

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

MasterCard  Visa  AMEX  Discover \$ \_\_\_\_\_

Name (as it appears on credit card)

Credit Card Number (include all digits)

Signature

Expiration Date (month/year)

### Hotel Reservations

A block of rooms has been reserved at:

#### Renaissance Atlanta Waverly Hotel

2450 Galleria Parkway  
Atlanta, GA 30339

**Rate:** \$169 Single/Double Occupancy

**Cut-off Date: September 30, 2013**

**Note: Currently the Renaissance is sold out.**

#### Sheraton Suites Galleria – Atlanta

2844 Cobb Parkway S.E.  
Atlanta, GA 30339

**Rate:** \$139 Single/\$149 Double Occupancy

**Cut-off Date: October 7, 2013**

We invite you to visit [www.icsc.org/2013SE](http://www.icsc.org/2013SE) and click on Book Hotel under Additional Links located in the middle of the page. There you can access the latest hotel availability and the electronic form to reserve your room(s). We would be happy to answer any of your questions during our office hours of Monday through Friday 8:00 am to 5:30 pm ET at +1 888 ICSC TVL (427 2885) ext. 2, or internationally at +1 585 442 8900 ext. 4.

### Airfare Savings

The ICSC Travel Desk has secured special airline and car discounts for attendees. For current prices and availability, please contact us at +1 888 ICSC TVL (427 2885) or +1 585 442 8856 from 8:00 am to 5:30 pm ET, Monday through Friday.

### Continuing Education Credits

ICSC Certified Professionals earn 1.0 credit (A3) towards senior certification renewal.



### Special Needs

Anyone desiring an auxiliary aid for this meeting should notify **Jaymie Conte** at **+1 646 728 3598** no later than **September 30, 2013**.

I authorize ICSC and its Members to send me announcements via mail, fax and phone about ICSC's and ICSC Members' programs and services that may be of interest to me or my colleagues. I also consent to receipt of notices from ICSC in electronic form. In addition, I hereby consent to having the Hotel provide, and authorize ICSC and/or its representative(s) to receive, any reservation information I provide to the Hotel.

### Please Check One

ICSC Member\*  Non-Member  Student Member\*\*

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State/Province \_\_\_\_\_

Zip/Postal Code \_\_\_\_\_

Telephone \_\_\_\_\_

Fax \_\_\_\_\_

E-mail \_\_\_\_\_

Your ICSC Membership I.D.# \_\_\_\_\_

Please check here if any of the above information has recently changed. 2013SE-B

# ICSC 2013 SOUTHEAST CONFERENCE

October 28 – 30, 2013 ■ Cobb Galleria Centre ■ Atlanta, GA

## Deal Making Booth Request Form

**When** Tuesday, October 29, 2013, 3:00 – 6:00 pm  
Wednesday, October 30, 2013, 8:00 am – 2:00 pm

**Where** Cobb Galleria Centre, Atlanta, GA

**NOTE: BADGES ARE NOT INCLUDED WITH THE EXHIBIT SPACE FEE. ALL ATTENDEES ARE REQUIRED TO REGISTER FOR A FULL CONFERENCE BADGE.**

### How to Register

**Fax** +1 732 694 1777 (credit card registrations only)  
Note: Faxing to any other number could delay processing of your Booth Request Form.

**Mail** ICSC  
P.O. Box 26958  
New York, NY 10087-6958  
Note: E-mailing or mailing to any other address could delay processing of your Booth Request Form.

### Booth Fee

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

	Member	Non-Member
10' x 10' = (100 sq. ft.)	\$ 475	\$ 675

I require \_\_\_\_\_ 10' x 10' booth spaces. Total pricing \_\_\_\_\_ x \_\_\_\_\_ = # of space rate total.

10' x 20' = 2 10' x 10' spaces

20' x 20' = 4 10' x 10' spaces

30' x 30' = 9 10' x 10' spaces

**Includes** Pipe and drape booth (pipe and drape will NOT be supplied with islands), 6' draped table, 2 chairs, company sign, black booth carpet, wastebasket.

All booth sizes are limited and are available on a first-come, first-served basis.

### Who Qualifies

Retailers, Brokers representing retailers, Developers/Owners, Lenders, Suppliers, Cities/Municipalities/Economic Development Agencies. All booth sizes are limited and are available on a first-come, first-served basis.

Please Check One  ICSC Member  Non-Member

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_ Your ICSC Membership I.D.# \_\_\_\_\_

Please check here if any of the above information has recently changed.

SE2013

### Check all that apply

- We are Retailers.  We are Brokers.
- We are Developers/Owners.  We are Lenders.
- We are Suppliers.
- We are a City/Municipality or Economic Development Agency.
- We have registered for the 2013 Southeast Conference.
- We will notify ICSC immediately if we must cancel.

### Method of Payment

- Check or money order made payable to ICSC enclosed for \$ \_\_\_\_\_
- MasterCard  Visa  AMEX  Discover \$ \_\_\_\_\_

\_\_\_\_\_  
Name (as it appears on credit card)

\_\_\_\_\_  
Credit Card Number (include all digits)

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Expiration Date (month/year)

### Guidelines

- Exhibits must not extend beyond the boundaries of the booth.
- Each person working at the booth must be a paid registrant for the 2013 Southeast Conference.
- All exhibitors are required to provide General Liability insurance naming ICSC, GES (the official expo contractor) and the Cobb Galleria Centre as co-insured.

Exhibits, Fixtures, Components and Identification signs are permitted to a maximum of 8' for in-line booths (3' sides) and 12' for islands. NO booth will be assigned until registration and booth payment are received.

### Deadline

In order to be listed in the Deal Making Exhibitors Directory, ICSC must receive your booth request by **August 30, 2013**.

### Cancellation

Notify ICSC immediately if you must cancel. There is no refund for exhibit booth cancellations at any time.

### Availability

- Booths are confirmed on a first-come, first-served basis.
- Sending in this Deal Making Booth Request Form does not guarantee a booth will be reserved for you.
- Applications cannot be processed without payment.
- ICSC cannot guarantee that you will not be placed near a competitor.

### Notification

You will receive an e-mail booth confirmation from ICSC prior to the meeting. **If you do not receive an e-mail regarding the status of your request, please contact Matt Whyte at [mwhyte@icsc.org](mailto:mwhyte@icsc.org).**

### Contact

**Matt Whyte**  
Trade Expositions Planner  
Tel: +1 646 728 3847  
Fax: +1 732 694 1777  
E-mail: [mwhyte@icsc.org](mailto:mwhyte@icsc.org)

# ICSC 2013 SOUTHEAST CONFERENCE

October 28 – 30, 2013 ■ Cobb Galleria Centre ■ Atlanta, GA



## Sponsorship Form

Sponsorships serve as an advertising or PR opportunity to get your company name out in front of a select audience of industry professionals. Be sure to take advantage of this opportunity!

### Your Gold Sponsorship of \$5,000 will include

Company logo recognition on all event-related communications:

- Online presence (on event page and on member e-mails) with hyperlink
- Pre-event printed materials\*
- On-site signage at Event
- Company logo to loop during select event functions
- Full page 4-color ad in Directory
- 4 weekly SCT brief insertions
- Company logo on Thank You page in Directory
- Gold Sponsor Ribbon

### Your Silver Sponsorship of \$3,000 will include

Company logo recognition on all event-related communications:

- Online presence (on event page and on member e-mails) with hyperlink
- Pre-event printed materials\*
- On-site signage at Event
- Company logo to loop during select event functions
- Half page 4-color ad in Directory
- Company logo on Thank You page in Directory
- Silver Sponsor Ribbon

### Your Bronze Sponsorship of \$1,500 will include

Company logo recognition on all event-related communications:

- Pre-event printed materials\*
- On-site signage at Event
- Company logo on Thank You page in Directory
- Bronze Sponsor Ribbon

### Your Member-Hosted Reception Sponsorship of \$750 will include

Company logo recognition on all event-related communications:

- On-site signage at Member-Hosted Reception only
- Company logo on Member-Hosted Reception PowerPoint loop
- Company name on Thank You page in Directory
- Reception Sponsor Ribbon

\*Pending production deadline dates

#### When

Tuesday, October 29  
6:00 – 7:30 pm

#### Where

Cobb Galleria Centre  
Atlanta, GA

#### Deadline

Sponsorship must be received by  
**September 29, 2013**, to be  
recognized at the meeting.

#### Sponsor Contact

**Amie Leibovitz**  
Tel: +1 773 360 1179  
E-mail: aleibovitz@icsc.org

#### Return Completed Form to ICSC

#### Southeast Conference Sponsorship

P.O. Box 26958  
New York, NY 10087-6958

Fax: +1 732 694 1800 (*credit card payments only*)

Please make your check or money order payable to ICSC.

#### Sign up now by returning this completed form along with

- Payment by credit card, check or money order made payable to ICSC. Payment must accompany the Sponsorship Form.
- Your company logo (.jpeg preferred) to aleibovitz@icsc.org.

Please check one  Gold Sponsorship  Silver Sponsorship  Bronze Sponsorship  Reception Sponsorship

Name \_\_\_\_\_ Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_ Your ICSC Membership I.D.# \_\_\_\_\_

Please check here if any of the above information has recently changed.

2013SE-S

#### Method of Payment

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

MasterCard  Visa  AMEX  Discover \$ \_\_\_\_\_

\_\_\_\_\_  
Name (as it appears on credit card)

\_\_\_\_\_  
Credit Card Number (include all digits)

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Expiration Date (month/year)

# ICSC 2013 SOUTHEAST CONFERENCE

October 28 – 30, 2013 ■ Cobb Galleria Centre ■ Atlanta, GA

## Georgia PAC Pre-Conference Bash Sign-Up Form

This form should be duplicated for additional registrations.  
Please register me for the event indicated below:

### When

**Monday, October 28, 2013**

7:00 – 11:00 pm

### Where

**Cinco Mexican Cantina**

2851 Akers Mill Road

Atlanta, GA 30339

Tel: +1 770 952 5550

### Admission

Advance registration: \$25, deadline **October 21, 2013**

On-site registration: \$35

### Contacts

**Shannon Shuman Martin**

Retail Leasing Advisors, LLC

**Tel:** +1 404 312 4305

**E-mail:** shannon@retailleasingadvisors.net

**Website:** www.retailleasingadvisors.net

### Curt Bowen

CCA Properties, LLC

**Tel:** +1 770 426 1002 ext. 13

**E-mail:** curt@ccaprop.com

**Website:** www.ccaprop.com

### Return Completed Form To

Georgia Business Properties, Inc.

c/o The Sandler Law Group, LLP

6400 Powers Ferry Road., NW

Suite 200

Atlanta, GA 30339

---

**Name**

---

**Company**

---

**Address**

---

**City** **State/Province** **Zip/Postal Code**

---

**Telephone** **Fax**

---

**E-mail** **Your ICSC Membership I.D.#**

2013SE

Please check here if any of the above information has recently changed.

### Method of Payment

Check or money order made payable to Georgia Business Properties enclosed for \$ \_\_\_\_\_

Georgia PAC Inc. is an independent corporation and not affiliated with or part of ICSC.

# ICSC 2013 SOUTHEAST CONFERENCE

October 28 – 30, 2013 ■ Cobb Galleria Centre ■ Atlanta, GA



## Meet the Retailers Table Request Form

Fill out this form if you are a Retailer and wish to reserve a table for Meet the Retailers

**When** Tuesday, October 29, 2013  
3:00 – 6:00 pm

**Where** Cobb Galleria Centre  
Atlanta, GA

### Includes

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

### Cost

No cost to reserve a table, but each person who is working at the table must be an advance paid registrant for the 2013 Southeast Conference.

### Who Qualifies

Retailers  
Brokers exclusively representing 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

### Deadline

In order to be listed in the Meet the Retailers Exhibitors Directory, ICSC must receive your table request by **September 13, 2013**.

### Availability

Tables are confirmed on a first-come, first-served basis. Sending in this Table Request Form does not guarantee a table will be reserved for you.

### Cancellation

Notify ICSC immediately if you must cancel.

### Notification

You will receive a Table Confirmation from ICSC two weeks prior to the meeting, if a table has been reserved for you. **If you do not receive an e-mail regarding the status of your request, please contact Matt Whyte to confirm.**

### Contact

ICSC  
**Matt Whyte**  
2013 Southeast Conference  
1221 Avenue of the Americas, 41st Floor  
New York, NY 10020

**Tel:** +1 646 728 3847  
**Fax:** +1 732 694 1777  
**E-mail:** mwhyte@icsc.org

---

**Name** \_\_\_\_\_

**Company** \_\_\_\_\_

**Address** \_\_\_\_\_

**City** \_\_\_\_\_ **State/Province** \_\_\_\_\_ **Zip/Postal Code** \_\_\_\_\_

**Telephone** \_\_\_\_\_ **Fax** \_\_\_\_\_

**E-mail** \_\_\_\_\_ **Your ICSC Membership I.D.#** \_\_\_\_\_

2013SE-B

Please check here if any of the above information has recently changed.

### Check all that apply

- We are Retailers.
- We are Brokers exclusively representing the following Retailers:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### Indemnification

Each party, to the extent permitted by law, agrees to defend and indemnify the other, and its officers, directors, agents, and employees, of and from all claims, demands, or suits for bodily injury or property damage, including costs and attorney fees, in any way arising out of or related to third party claims based on the indemnifying party's negligent acts or omissions in connection with the Event, except to the extent of the negligence or willful misconduct of the indemnified party.

### Insurance

Exhibitor shall each carry Commercial General Liability insurance coverage for property damage and bodily injury to be in effect over the meeting dates specified in this Contract in an amount sufficient to meet its indemnity obligations for this Event.

**2014  
Southeast**



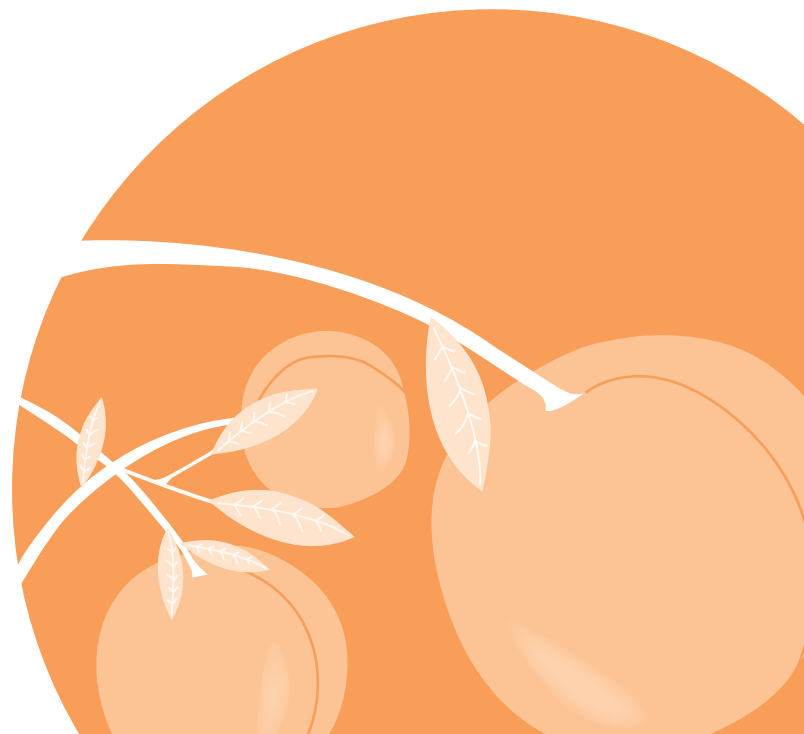
**NEW DATE**

**January 16, 2014**

Save the date

Come to the **Southeast Retail Connection** to connect with your peers in the industry and keep your finger on the pulse of an economy characterized by rapid, constant change. Don't miss out on this valuable opportunity to stay current on the retail landscape of the Southeast.

**Wyndham Atlanta Galleria  
6345 Powers Ferry Road NW  
Atlanta, GA**



# It just got better.

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- View conference programs
- Show floor plans and booth locations
- Register for ICSC events anytime, anywhere
- Sponsorship and advertising opportunities
- View updated industry job openings



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