MAKING CONNECTIONS STRONGER.

New York Deal Making

Javits Convention Center | New York, NY
December 4 – 6, 2018
#ICSCNYDM
Fueled by ideas, expertise and passion across borders and beyond service lines, Cushman & Wakefield professionals create solutions to prepare retail real estate investors and occupiers for what’s next.

Visit Us at ICSC New York Deal Making 2018 Booth #2235

cushwakeretail.com @cushwakeRETAIL
ATM
There are three Chase ATMs: two are adjacent to the Guest Services Desk on the north side of the Crystal Palace Lobby on Level 3 and the other is on the north side of the Level 1 Food Court.

BUSINESS CENTER
The FedEx Office located on the Concourse Level across from Starbucks is open on show days and during some move-in and move-out days. FedEx Office is equipped to handle any printing, packing and worldwide shipping needs.

CHARGING STATIONS
Charging stations (provided by Kwikboost) are located throughout the deal making floor and on the Concourse Level.

COAT CHECK
Coat check is available outside of 1C Hall (Concourse Level).

EXHIBITOR SERVICES
To order any exhibitor services for your exhibit space, please visit the Exhibitor Services Desk located in the Crystal Palace, adjacent to the Level 3B Hall entrance.

GLOBAL PAVILION
Introducing you to global companies to learn about retail and development opportunities around the world. Located in Hall 3D, between the 900 & 1300 Aisles.

HOTEL INFORMATION
Courtyard Times Square West
307 West 37th Street | +1 212 912 0009

Crowne Plaza HY36 Midtown Manhattan
320 West 36th Street | +1 646 928 3800

DoubleTree by Hilton Hotel New York Times Square
1568 Broadway | +1 212 719 1600

Element Times Square West
311 West 39th Street | +1 212 643 0770

Fairfield Inn & Suites New York Times Square
330 West 40th Street | +1 212 967 9494

Four Points by Sheraton Manhattan Midtown West
444 10th Avenue | +1 646 952 5980

Four Points by Sheraton Midtown Times Square
326 West 40th Street | +1 212 967 8585

Homewood Suites by Hilton
312 West 37th Street | +1 212 244 0644

Intercontinental NY Times Square
300 West 44th Street | +1 212 803 4500

Millennium Broadway
145 West 44th Street | +1 212 768 4400

New York Marriott Marquis
1535 Broadway | +1 212 398 1900

Sheraton NY Times Square
811 7th Avenue at 53rd Street | +1 212 581 1000

Staybridge Suites Times Square
340 West 40th Street | +1 212 757 9000

TRYP Hotel NYC - Times Square South by Wyndham
345 West 35th Street | +1 212 600 2440

Westin NY at Times Square
270 West 43rd Street | +1 212 201 2700

YOTEL New York
570 10th Avenue at 42nd Street | +1 646 449 7700

ICSC CENTRAL
Located in the Crystal Palace (Level 3)
- Power up your devices at our charging stations
- Identify key ICSC contacts for guidance and networking
- Learn:
  - how to maximize your membership experience
  - about ICSC services and upcoming meetings and educational programs
  - more about the ICSC Foundation and our Partners in Diversity and Inclusion initiative

INFORMATION COUNTERS
Have a question? ICSC has stationed information counters on the Concourse Level and inside the Crystal Palace for your convenience.

INNOVATION EXCHANGE
Located in River Pavilion on Level 3 of the Javits. The Innovation Exchange will feature the latest in emerging retail technologies, live demonstrations and hands-on access to products. Join speaker sessions and learn from technology leaders about reimagining retail and erasing the line between bricks and clicks. See page 15 for the full list of exhibitors.

LOST AND FOUND
The Lost and Found is open 24 hours a day and is managed by the Javits Center’s Security & Safety Solutions Department. Any item found should be turned over to the Javits Center Security & Safety Solutions Department for receipt. The phone number is +1 212 216 2196. Items that are not returned or claimed within 45 days will be destroyed.

MEAL FUNCTIONS
Lunch will be served on Wednesday and Thursday at 12:00 pm in the Special Events Hall.

MEDICAL EMERGENCY
The Javits Center First Aid office is located on Level 1 in the southwest corner of the building. A nurse is on duty throughout regular business hours. House telephones can be found in hall corridors throughout the Javits Center and should be used to notify the Command Center of emergency situations. The emergency number is 2222.
WE’RE DEVELOPING NEW LEASING OPPORTUNITIES AT

BOOTH 2827

CIRCLE EAST
REDEVELOPMENT PROJECT
TOWSON, MD
MOTHERS’ LOUNGE
The Mothers’ Lounge is located in room 4A02.

PARKING
There is no on-site parking at the Javits Center. However, there are many parking garages in the vicinity. The average price is approximately $50 a day and is subject to change.

REGISTRATION
On-site registration and badge pick-up is located in the Crystal Palace. Self-service kiosks (for badge pick-up only) are available in the Crystal Palace and in the North Concourse.

RETAIL IN FOCUS
Located in Hall 3D, between the 900 & 1300 Aisles. Featuring many of the emerging brands that are reshaping shopping for consumers today. It will include digital-natives who are moving to the next stage by adding a strategic retail footprint, creators of interactive installations that are driving unique customer experiences and retailers who have captured robust online and offline audiences.

RETAILER CENTRAL
Located on the deal making floor, Retailer Central provides the opportunity to meet with over 30 established and up-and-coming retail concepts.

STARBUCKS
A Starbucks is located just inside the taxi drop-off on the Concourse Level and in the Crystal Palace, adjacent to Registration.

TRANSPORTATION
SUBWAY
Catch the 7 train at the 34th Street/Hudson Yards stop, located on 34th Street and 11th Avenue.

SHUTTLE BUSES
ICSC will provide shuttle bus service between official event hotels and the Javits Center. Shuttle buses will drop-off/pick-up at the inner roadway of the Javits Center, outside of the Concourse Level.

Hours of Service
Wednesday, December 5
7:00 – 11:00 am, 2:00 – 7:00 pm
Thursday, December 6
7:00 – 11:00 am, 2:00 – 4:00 pm
Buses will run in 15 minute intervals.

Bus Routes
Route No. Hotel
ROUTE 1 SHERATON NEW YORK
On 7th Avenue, between 52nd & 53rd Streets
( across from the hotel)
ROUTE 2 MARRIOTT MARQUIS
On 45th Street, offf of Broadway
Also servicing: Millennium Broadway
ROUTE 3 WESTIN
On 8th Avenue & 43rd Street (NE corner)
Also servicing: Intercontinental TSQ
ROUTE 4 YOTEL
On 41st Street & 10th Avenue (NE corner)
ROUTE 5 1st: HOMewood SUITES
On 8th Avenue & 37th Street
Also servicing: Crown Plaza HY36 Midtown Manhattan
2nd: ELEMENT
On 39th Street, between 8th & 9th Avenues
ROUTE 6 FAIRFIELD INN & SUITES TSQ
On 40th Street, between 8th & 9th Avenues
Also servicing: Four Points By Sheraton Midtown TSQ
DoubleTree By Hilton TSQ West
Staybridge Suites Times Square
NOT SERVICED: Courtyard Marriott
TRYP
Four Points Sheraton Manhattan Midtown West

Note: Shuttle service ends at 4:00 pm on Thursday, December 6.

WI-FI
The Javits Center has been fitted with a high-density wireless Internet access system. This service includes FREE wireless Internet access up to 256K of bandwidth—ideal for light business uses such as web browsing and viewing emails. Paid Internet access options with higher bandwidth are available for single or multiday use. This high-density wireless service can be accessed by any wireless-capable device from any location throughout the facility.

1. Select “@Javits Wi-Fi” from the list of available networks. Your device will automatically redirect to the Javits Wi-Fi Welcome page. Laptop users may need to open a web browser.
2. Select “Attendee” or “Exhibitor”.
3. Select “Free Wi-Fi”, “Pay for Use”, “Voucher” or “Access code”.
4. Scroll down to the bottom of the “Terms and Conditions” page. Type in your email address and select “Enter”.
5. Set up an account.
6. If you selected “Pay for Use” in step 3, use a credit card to complete the transaction.

For any wireless support issues, please call +1 212 216 4357 or send an email to support@javitscenter.com.
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STARKENTERPRISES.COM
TUESDAY, DECEMBER 4 | Professional Development Day

Professional Development Day will focus on three concurrent tracks. These sessions are the perfect way to sharpen your skills before stepping onto the exhibit floor. You’ll make connections with like-minded colleagues as you expand your knowledge and catch up on the very latest in our industry.

Registration
9:00 am – 5:00 pm | Crystal Palace

Opening Speaker
10:00 – 11:00 am | South Concourse
Angele Robinson-Gaylord, President of US Property, IKEA Group, kicks off Professional Development Day. She will share the program line-up as well as insight on the real-world implications of leading retail real estate trends and solutions. Robinson-Gaylord will also discuss why strengthening core industry knowledge is critical to career advancement and how a deliberate focus on diversity and inclusion can help future-proof the industry.

Angele Robinson-Gaylord
ICSC Trustee
President of US Property
IKEA Group

11:00 am – 12:00 pm

Track 1: Industry Trends and Solutions
Tapping into Underserved Markets
Room 1E11
U.S. consumer spending has increased by 97 percent since 2000, with the largest growth in underserved, minority markets. This panel will focus on gaining access to these markets by:
- Identifying underserved markets and their potential buying power
- Serving these areas while tapping into profitable opportunities
- Developing a team to engage and respond to markets outside of your portfolio

MODERATOR
G. Lamont Blackstone, CRX
Principal
G. L. Blackstone & Associates

PANELISTS
Invited Retailer and Developer Representatives

Track 2: Leadership in Diversity and Inclusion
Your Vendors Matter: Supplier Diversity
Room 1E12
Make supplier diversity part of your corporate responsibility program. Supplier diversity pushes local economies forward by engaging underrepresented vendors.

This session includes information for developing a successful supplier diversity program. You will learn to identify qualified and certified small businesses owned by women, minorities or disabled persons.

MODERATOR
Larisa Ortiz
Principal
Larisa Ortiz Associates

PANELISTS
Linda Foggie
Project Management Leader
Wells Fargo

Eric Yarbro
Executive Managing Director
Colliers International

Track 3: Core Industry Knowledge
Essentials of Finance
Room 1E10
Taught by an industry expert, this course will explain financial principles, practices and terminology of retail real estate. Attendees will learn about:
- Income/expenses
- Cap rate sensitivity analysis
- Finance spreadsheets
- Financial calculator functionalities

MODERATOR
Kenneth S. Lamy, CRX
Founder, President & CEO
DataPoint International, The Lamy Group

PANELISTS
Invited Retailer and Developer Representatives
Lunch Session
Industry 2040: Retailer Talent Forecast
12:00 – 1:30 pm | South Concourse

During this future focused discussion, gain an insider’s perspective on the skills and expertise that the retail and retail real estate industries will need from the next generation of talent.

This session will explore:
- Why understanding the technology of tomorrow is critical to your professional development plan today
- What skills and experiences are needed to advance your career as the industry continuously evolves
- How to build and maximize your network

MODERATOR
Holly Cohen
Founder
Holly Cohen Retail Advisory Services

PANELISTS
Carren Ballenger Coston
Director of Real Estate
Shake Shack

Lindsay Bayer Shipp
Principal & Creative Director
Capital Peak

Jessica Bernstein
Analyst, Valuation & Advisory
Cushman & Wakefield

Lunch will be served. Seating is limited and available on a first-come, first-served basis. This session is sponsored by the ICSC Foundation.

1:30 – 4:00 pm

Track 1: Industry Trends and Solutions
Redevelopment and Repositioning Boot Camp
Room 1E11

Industry leaders give their insight on what it takes to successfully redevelop existing retail real estate properties for today’s market. This session will inspire and inform your redevelopment and repositioning goals.

- Learn about new options for refreshing an existing property
- Understand how mixed-use, experiential retail and current retailing trends can prove profitable
- Gain a working knowledge of the process, opportunities and challenges of redevelopment and repositioning
- Work with peers in hands-on exercises

Danaria Farris McCoy, CRX, CSM, CMD
Division Operations Director
NewMark Merrill Mountain States

Track 2: Leadership in Diversity and Inclusion
Hidden Biases of Good People: Part 1
Room 1E10

This two-part session is a presentation by Dr. Mahzarin R. Banaji, Richard Clarke Cabot Professor of Social Ethics at Harvard University. Dr. Banaji bases her seminar Blindsight: Hidden Biases of Good People on research showing how intelligent people unknowingly perpetuate biases in their everyday interactions. She highlights how our “blindsight” can affect business decisions, from promotions to client interest. And, once aware of our biases, we can be mindful in our interactions with colleagues and business associates.

Join us for this enlightening, and fun, talk that will surely affect the way you do business. RSVP required.

Dr. Mahzarin R. Banaji
Richard Clarke Cabot Professor of Social Ethics, Harvard University
Co-Author, Blindsight: Hidden Biases of Good People
Track 3: Core Industry Knowledge

Leasing Keys
Room 1E12

In order to understand leasing, you have to understand the fundamentals of tenant relations, merchandise mix, tenant mix and the lease. This deep dive into leasing for retail real estate will help you understand:
- Key objectives and functions of a leasing professional
- Market analysis
- Prospecting for the right tenants for your property
- The lease and its language

Joe Grody
Executive Vice President
Cornerstone Commercial Partners II LLC

4:30 – 5:30 pm

Track 1: Industry Trends and Solutions

Lease Trends
Room 1E11

A solid lease aims to maintain profitability while addressing retailers’ needs and challenges. Owners and landlords are working with retailers to create a new kind of lease agreement.

Join this session and find out how leases are evolving. Understand what is already working and what to expect in the future. Discuss your own theories and generate ideas with peers while learning from experts.

Amy J. Hall, CRX, CLS, SLD
COO
Caton Commercial Real Estate Group

Track 2: Leadership in Diversity and Inclusion

Hidden Biases of Good People: Part 2
Room 1E10

Join us for part two of Dr. Mahzarin R. Banaji’s session. RSVP required.

Track 3: Core Industry Knowledge

Certified Retail Real Estate Professional (CRRP): How and What Are We Doing?
Room 1E12

The Certified Retail Real Estate Professional (CRRP) is ICSC’s new certification that covers traditional as well as emerging professions within the retail real estate industry. Join this session to learn more about how earning your CRRP certification can be beneficial to your career. Learn what is required to receive the certification and how to prepare for the exam.

Kenneth S. Lamy, CRX
Founder, President & CEO
DataPoint International, The Lamy Group

VRN Reception Honoring DOC&R — Hall of Fame Awards Inductees and ORCA (Outlet Retail Chain Awards) Awards
5:00 – 7:00 pm | South Concourse
WEDNESDAY, DECEMBER 5

Registration
7:00 am – 6:00 pm | Crystal Palace

Coffee Service
7:00 – 8:30 am | North & South Concourse

Orientation and Walking Tour of the Exhibit Hall for First-Timers, New Members and Students
7:30 – 8:00 am | ICSC Central, Crystal Palace
Whether you’re a new ICSC member or this is your first New York Deal Making, we can help you make the most out of your conference experience. Join us for a tour of the exhibit floor to get your bearings.

Deal Making
8:00 am – 5:00 pm | Level 3, 1E Hall, River Pavilion
Be sure to visit these areas on the show floor: Global Pavilion, Retailer Central, Retail in Focus, Innovation Exchange.

Retail Risk & Return
9:00 – 9:45 am | Room 1E10
As the capital markets continue to evolve, keeping pace with the rate of change taking place across the retail real estate industry is crucial. Leading stakeholders will examine the debt and equity side of the business and will contemplate the current and future business environment.

MODERATOR
Marc Warren
Principal
Ackman-Ziff Real Estate Group, LLC

PANELISTS
D.J. Belock
CFO
Sterling Organization
Ben Bernstein
Principal
RedSky Capital, LLC

Brand Collection, New Leasing Strategy
10:00 – 10:45 am | Room 1E10
Brand collection is the latest trend in retail leasing strategies. Emerging and established retailers, such as BRANDBOX, XRC Labs and HiO, are collaborating to test concepts, markets and properties as holistic collections in retail venues within shopping centers. Key players in this fast-rising trend will discuss their business models, strategies and experiences in this space.

MODERATOR
Johnny Siegel
Managing Member
Open Realty Advisors

PANELISTS
Travis Boyce
Retail Lead
Allbirds
Mike LaVitola
CEO & Co-Founder
Foxtrot Delivery Market
Addie Lerner
Principal
General Catalyst
Dan Wenhold
Principal
Fifth Wall Ventures

Retail in Focus – Follow the Money
9:00 – 9:45 am | Retail in Focus - Show Floor
Venture capital (VC) can be a critical source of funding and driver of growth for young retail brands and entrepreneurs, while creating value for investors. Venture capitalists and portfolio companies will share the opportunities and challenges these strategic partnerships present and how they are helping to fuel innovation throughout the retail industry.

MODERATOR
Johnny Siegel
Managing Member
Open Realty Advisors

PANELISTS
Travis Boyce
Retail Lead
Allbirds
Mike LaVitola
CEO & Co-Founder
Foxtrot Delivery Market
Addie Lerner
Principal
General Catalyst
Dan Wenhold
Principal
Fifth Wall Ventures

Matthew Galligan
President
Real Estate Finance, CIT

Greta Guggenheim
CEO & President
TPG Real Estate Finance Trust (“TRT”)
Firm Partner, TPG
MODERATOR
Lauren Thomas
Retail Reporter
CNBC

PANELISTS
Pano Anthos
Managing Partner
XRC Labs

Sever Garcia
CEO, SGN Group, Inc.
Co-Founder, HiO

Kevin McKenzie
Executive Vice President & Chief Digital Officer
Macerich/Brand Box

The Last Mile
10:00 – 10:45 am | Room 1E11
Shoppers’ expectations can be hard to predict, but one thing remains consistent: a seamless experience, in store or online, is vital. Target’s acquisition of Shipt has allowed it to offer same-day delivery to online shoppers. This discussion will explore delivery in the modern retail environment and focus on its impact on Target stores, last-mile challenges and plans for the 2018 holiday delivery season.

Sundip Naik
Vice President Logistics Strategy, Global Supply Chain and Logistics
Target Corporation

Speed Networking Session for Students and Next Generation
10:45 – 11:45 am | Room 1E03
ICSC student, Next Generation and Project REAP members are invited to participate in an intimate networking and professional development session with ICSC Ambassadors and other industry leaders.

Lunch Served
12:00 – 12:30 pm | Special Events Hall
No lunch service after 12:30 pm.

Welcome Remarks and CEO Report
12:15 – 12:30 pm | Special Events Hall
Tom McGee
President & CEO
ICSC

Keynote Address
12:30 – 1:30 pm | Special Events Hall
Doug Stephens
Founder
Retail Prophet

Prior to founding Retail Prophet, Doug spent over 20 years in the retail industry, holding senior international roles including the leadership of one of New York City’s most historic retail chains. He is the author of two groundbreaking books, The Retail Revival: Re-Imagining Business for the New Age of Consumerism and Reengineering Retail: The Future of Selling in a Post-Digital World.

Retail in Focus Meet the Brands Interview
10:00 – 10:45 am | Retail in Focus – Show Floor

PANELISTS
Matt Alexander
Co-Founder & CEO
Neighborhood Goods

Will Donaldson
Co-Founder & CEO
St. Roch Market

Lily Kanter
Founder & CEO
Boon Supply Co.
Retail in Focus | Using Social Media, Influencers and Blogs to Grow Your Brand
2:00 – 2:45 pm | Retail in Focus - Show Floor

By 2021, social media penetration is set to hit three billion people worldwide (up from just 970,000 in 2010), with influencers and brand ambassadors changing how retailers market and drive demand to consumers.

This panel features dynamic brands that embrace social media discussing its critical role in their retail platforms. We will explore different aspects of social media, including influencers, bloggers and data capture. The panelists will discuss what Key Performance Indicators are most important, and how they use social media to promote products, connect to current customers and foster new business.

**MODERATOR**
Karen Fluharty
Chief Strategic Officer
Strategy+Style Marketing Group

**PANELISTS**
Andrew Deitchman
Co-Founder & CEO
New Stand

John Goodman
Co-Founder & CEO
Candytopia

Natalie Mackey
CEO
Winky Lux

Amanda Zuckerman
Co-Founder & Creative Director
Dormify

Winning at Wellness
3:00 – 3:45 pm | Room 1E10

The global fitness and health club industry generates more than US$80 billion in revenue annually. This growing segment of the retail real estate industry has become a significant growth opportunity for developers and landlords. Fitness industry experts will examine how health and wellness are influencing retail real estate development and tenant mixes as well as offer predictions for the future of this segment of the market.

**MODERATOR**
Christopher Conlon
ICSC 2018 New York Deal Making Program Planning Committee Chair
Executive Vice President, COO
Acadia Realty Trust

**PANELISTS**
Charles Anderson, MD
Regional Developer
Modern Acupuncture

Anne Mahlum
Founder & CEO
Solid Core

Lars Scofield
Owner & Area Representative
Orangetheory Fitness

Opportunities in Opportunity Zones
2:00 – 2:45 pm | Room 1E10

More than $100 billion could be invested in 8,700 zones across the United States thanks to the new tax law. Public officials, bankers and developers discuss how opportunity zones can incentivize your next project, investment or community.

**PANELISTS**
Ted Zangari
Chair, Real Estate Law Department
Sills Cummins & Gross P.C.
Retail in Focus | Where Digital Meets Physical
3:00 – 3:45 pm | Retail in Focus - Show Floor
The new retail landscape is largely dominated by an ever-expanding population of phenomenal, digitally native D2C (direct-to-consumer) brands, with massive social media followings. Brick and mortar retail stores seek to benefit from carrying these brands, but D2C price structures don’t support conventional wholesale margins. How can we help those brands and retailers move forward together? Here’s a panel that integrates both perspectives and solutions for “where clicks meet bricks.”

CO-MODERATORS
Jay Norris
Co-Founder & CEO
Guesst
Michele Varian
Co-Founder & Chief Retail Strategist
Guesst

PANELISTS
Steven Alan
CEO
Steven Alan
Alan Mak
Managing Partner
Public School NYC
Darin Vest
Head of Retail Real Estate
L’Oreal USA

Global Reception
3:30 – 5:00 pm | Global Pavilion - Show Floor

Retailand Focus Reception
4:00 – 5:00 pm | Retail in Focus - Show Floor
This reception is for retailers only. You must be employed by a retail company to attend; brokers representing retailers do not qualify.

Opening Reception
5:00 – 6:30 pm | Special Events Hall

THURSDAY, DECEMBER 6

Registration
7:00 am – 3:00 pm | Crystal Palace

Coffee Service
7:00 – 8:30 am | North & South Concourse

Deal Making
8:00 am – 3:00 pm | Level 3, 1E Hall, River Pavilion
Be sure to visit these areas on the show floor: Global Pavilion, Retailer Central, Retail in Focus, Innovation Exchange.

Grocery Disruption
10:00 – 10:45 am | Room 1E10
Operators in the grocery sector are facing seismic changes to their conventional business strategies. Product delivery, assortment, pricing, specialty items, meal kits, private labels and logistics are but a few of the many challenges and opportunities facing this important sector of retail. Leading grocery experts will discuss advances, challenges, predictions and innovations to evolve and succeed in this changing environment.

MODERATOR
James Cook
Senior Vice President, Research
JLL

PANELISTS
Dan Gavin
Vice President Real Estate
Aldi Inc.
Nick Hodge
Vice President, Corporate Real Estate
The Kroger Co.
James J. Sylvia
Founder & President
Readco-Sylvia Advisory Services
Is Blockchain the Future of Retail Real Estate?
10:00 – 10:45 am | Room 1E11

Blockchain technology has the potential to revolutionize the way peer-to-peer business is conducted. Can blockchain technology be a viable next step for doing business in the retail real estate industry? This panel focuses on the integration of this technology into retail real estate uses. Experts discuss the value of blockchain to the industry as well as how to coordinate relationships on this platform.

MODERATOR
Nolan Bauerle
Director of Research
CoinDesk

PANELISTS
Karen Bhatia
Vice President of Creative and Applied Tech
New York City Economic Development Corporation

Jason Greenstone
Senior Director
Cushman & Wakefield, Inc.

Mo Shaikh
Co-Founder
Meridio

The Franchise Solution: Filling Spaces with Franchise Brands
11:00 – 11:45 am | Room 1E11

How can one phone call connect you with up to 15 brands? This session will help you understand the franchise model and how to add them to your centers. Find out how franchisors will add thousands of U.S. locations in 2019, and learn how to connect with them.

MODERATOR
Ty Brewster
CFO
Keyser

PANELISTS
Matthew Patinkin
Owner, Auntie Anne’s Pretzels
Double P Corporation

Okey Reese
Vice President, Sales & Real Estate Retail Markets
FOCUS Brands Inc.

Retail in Focus | Emerging Brands and the Journey to Success
11:00 – 11:45 am | Retail in Focus – Show Floor

The retail industry is full of new, exciting brands. All working to differentiate themselves from the competition and offer something fresh and original, with one key driver in mind: The Consumer.

This panel features a compelling group of founders and individuals representing emerging brands at each stage of success: (1) digitally native brands working to build an identity online (2) brands in the next stage of adding a strategic retail footprint and (3) established brands that have captured both an online audience and a robust fleet of stores. Join us to find out how they grew their brands into thriving businesses.

MODERATOR
Rachel Elias Wein
Founder & President
WeinPlus

PANELISTS
Ben Fischman
CEO
M. Gemi

Mark Ghermezian
Founder & CEO
Fourpost

Chris Kim
Co-Founder & COO
Circumference

Brent Paulsen
Managing Director
UNTUCKit

Lunch Served
12:00 – 12:45 pm | Special Events Hall

No lunch service after 12:45 pm.

Deal Making Adjourns
3:00 pm

Program information current as of November 12, 2018.
Innovation Exchange  In Partnership With  CRETECH

Located in the River Pavilion, Level 4, the Innovation Exchange features the latest in emerging retail technologies, live demonstrations and hands-on access to products. Get a first-hand look at the latest in experiential retail technology. Join speaker sessions and learn from technology leaders about reimagining retail and erasing the line between bricks and clicks.

Accel Robotics harnesses the power of computer vision and artificial intelligence to enable next generation experiences for commercial spaces.

American Tower is a provider of wireless and broadcast towers, in-building and outdoor DAS, managed rooftops and services that speed network deployment.

DogSpot partners with developers, property managers and retailers to place our single occupancy, high-tech houses outside their businesses where dogs are not allowed inside.

dôr provides accurate, actionable foot traffic data with none of the hassle of cameras or break-beams.

Farmer’s Fridge is a rapidly growing network of 200+ automated smart Fridges stocked with chef-curated, restaurant-quality meals and snacks.

Farmshelf builds smart indoor farms for restaurants and hotels. Farmshelf makes it easy to grow fresh, delicious food year-round, right under your own roof.

Glass-Media empowers brands/retailers to leverage a more holistic offline-online customer experience through unique, highly impactful projection-based digital storefronts.

Mavator is a pioneer in Omni-channel Commerce PaaS Solutions, powered by AI and Blockchain. MCart, their core technology, closes the gap between online and offline sales, shopping and advertising.

Memomi is a high-end digital mirror that uses simple body gestures on the mobile app to control the MemoryMirror™ to see 360-degree back and side views in new outfits.

NavigatorCRE is a cloud CRE analytics platform built to align, enrich and activate your CRE data into intellectual currency to win, analyze and collaborate.

Nobal Technologies believes in re-imagining and re-inventing the human experience. The iMirror creates digital experiences in the physical world through the world’s most advanced interactive mirror.

Orbital Insight provides you with retail foot traffic, customer demographics and consumer behavior through satellite analytics and cell phone geolocation data.

Placer.ai is the world’s most advanced foot traffic analytics platform, allowing anyone in the retail industry to instantly generate insights into any physical place for a deeper understanding of audiences and competition.

RetailNext is the first retail vertical IoT integrated platform to bring e-commerce style shopper analytics to brick-and-mortar retailers.
Innovation Exchange continued

RoOomy provides virtual staging services across 3D, augmented and virtual reality platforms with real, shoppable home furnishings to sell your properties faster and for more money.

ShareRails levels the digital playing field between e-commerce stores and brick-and-mortar stores by transforming local retailers’ inventory data into rich digital content that is then indexed by Google and other search engines.

SmartPixel.tv designs digital and multi-touch solutions through 3D immersive experiences. Our solutions can be displayed onto shop windows, interactives tables, touch video walls and large format touch screens.

Truss helps small and medium businesses, find, tour and lease office, industrial and retail space on our AI-enabled technology platform.

VirtualAPT builds autonomous robots to create immersive, guided, moving 360° degree video tours of physical locations to visit, lease and purchase properties, tour hotels, and shop online.

Wirkn helps retailers save time and effort finding qualified candidates, reducing operational costs and building a better team.

PROGRAM PLANNING COMMITTEE

Christopher Conlon
ICSC 2018 New York Deal Making Program Planning Committee Chair, Acadia Realty Trust

David Rabinowitz
ICSC 2018 New York Deal Making Program Planning Committee Co-Chair, Goulston & Storrs

Gail Adler, The TJX Companies, Inc.

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Jacqueline Fabrizio, Polo Ralph Lauren Corporation

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  June 19 – 20  |  Montreal, QC

- **New England Conference & Deal Making**  
  July 16 – 17  |  Boston, MA

- **Florida Conference & Deal Making**  
  August 25 – 27  |  Orlando, FL

- **PA/NJ/DE Conference & Deal Making**  
  September 11 – 12  |  Philadelphia, PA

- **Western Conference & Deal Making**  
  September 16 – 18  |  Los Angeles, CA

- **Canadian Convention**  
  September 23 – 25  |  Toronto, ON

- **Chicago Deal Making**  
  Fall 2019  |  Chicago, IL

- **Southeast Conference & Deal Making**  
  November 14 – 15  |  Atlanta, GA

- **New York Deal Making**  
  December 10 – 12  |  New York, NY

If you’ve been to a Deal Making event in your area, we encourage you to venture into new regions. The format will be familiar, but the deals will be brand-new. Visit [www.icsc.org](http://www.icsc.org) for more details.
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