



Western Conference & Deal Making

Los Angeles Convention Center

Los Angeles, CA | September 16 – 18, 2019

Exploring
Retail Real Estate
in Southern
California



Expanded content and a fresh focus on:

- Emerging retailers pitching expansion plans
- Branded retail experiences
- Insider's tour of Downtown LA's booming retail neighborhoods
- Leaders in the popular health & wellness and food & beverage sectors

www.icsc.org/2019WS

Western Conference & Deal Making



MONDAY, SEPTEMBER 16

Optional Event: Downtown L.A. Retail Tour 2:00 – 5:00 pm

Discover what's new and exciting in Downtown L.A. on this guided bus tour.

- Arch District
- Little Tokyo
- Grand Central Market
- Broadway
- 7th Street
- Fig @ 7th
- The Block
- Southpark
- End at L.A. Live

Opening Reception at The Terrace at L.A. Live 5:00 – 7:00 pm

Located on the fifth floor of the GRAMMY Museum, The Terrace at L.A. LIVE is a modern, outdoor mezzanine with phenomenal views of downtown Los Angeles and the Hollywood sign. Don't miss this opportunity to network with fellow attendees and receive a tour of the museum!

TUESDAY, SEPTEMBER 17

Registration 7:30 am – 6:30 pm

Women in Retail Real Estate Breakfast 8:00 – 9:00 am



Alli Webb
Founder & CEO
Drybar

First-Timers, New Members and Students Orientation and Exhibit Floor Walking Tour 8:00 – 9:00 am

Whether you are a new ICSC member or this is your first meeting, we can help to make the most out of your experience. We will also provide new members and students a quick overview of ICSC programs and services and tell you how best to utilize ICSC's many career-advancing resources.

Deal Making and Retailer Central 9:00 am – 5:00 pm

Booth space is limited—visit www.icsc.org/2019WS for more information.

PARTICIPATE IN RETAILER CENTRAL ICSC Retailer Members can take advantage of a complimentary table in Retailer Central to promote their brand and discuss expansion plans with shopping center owners and developers. Over 70 companies participated last year including Arby's Restaurant Group, Big 5 Sporting Goods, Chipotle, Dollar General, Fitness 19, Great Clips, Inspire Brands, Orangetheory Fitness, Yum! Brands and more. Reserve your table today—advance registration is required.

TUESDAY, SEPTEMBER 17 *Continued*

Professional Development Workshop

9:00 – 9:50 am

How to Negotiate Successful Leases

Learn the ins and outs of successful negotiating techniques during this interactive workshop.

Professional Development Workshop

10:00 – 10:50 am

#TagUs: How to Develop Social Media Content

Learn the best ways to build your social media following and your industry reach.

Professional Development Workshop

11:00 – 11:50 am

How to Master Property Management

Learn techniques to better manage daily and long-term operations.

Lunch and Keynote Presentation

12:00 – 1:30 pm

(Lunch will be served from 12:00 – 12:45 pm.)

The Los Angeles Stadium and Entertainment District (LASED) is a 298 acre district that will feature a stadium and entertainment complex that will become home to the LA Chargers and the Rams, plus retail, office hotel and parkland. Come learn more about this game-changing LA multi-use destination.

The Co-Working Craze

1:45 – 2:15 pm

Co-working space is expected to grow by 20 percent per year at retail properties through 2023 and it's no longer just for startups. Hear from these companies who are taking advantage of this trend by making co-working spaces work for their tenants for years to come.



Dori Howard
Co-CEO
The Jane Club

Experiential Retail

2:15 – 2:45 pm

Best-in-class retailers are designing physical spaces in bold, innovative ways that create memorable brand experiences for consumers and seamlessly complement digital efforts.



Allison Samek
CEO
Fred Segal



Tony Sekora
Director of Real Estate Development
Nordstrom

California Economic Outlook

2:45 – 3:15 pm

Jerry Nickelsburg

Director, UCLA Anderson Forecast
UCLA

California Split Roll Tax Ballot Initiative

3:15 – 3:45 pm

Everything you need to know about the 2020 ballot initiative to revise Prop 13 and reassess commercial properties to current market value.

MODERATOR



Herb Tyson
Vice President, State Government
Relations, GPP
ICSC

PANELISTS



Rex Hime
President & CEO
California Business Properties
Association



Arturo Sneider
ICSC Past Trustee
Co-Founder & CEO
Primestor Development, Inc.

Western Conference & Deal Making

TUESDAY, SEPTEMBER 17 *Continued*

General Session

3:45 – 4:15 pm

Member-Hosted Reception

4:30 – 6:00 pm

Relax and unwind with your industry peers after a full day of programming. Corporate sponsorship opportunities are available. For more information, visit www.icsc.org/2019WS.

WEDNESDAY, SEPTEMBER 18

Registration

8:00 am – 1:00 pm

Breakfast

8:30 – 9:00 am

No breakfast service after 9:00 am.

Retailer Runway

9:00 – 10:00 am

Meet retailers pitching their expansion plans.

Deal Making and Retailer Central

9:00 am – 1:00 pm

Health and Wellness – New Kids on the Block

10:00 – 10:30 am

Get insights from the new cohort of wellness brands and concepts on how they're taking advantage of LA's retail real estate resources to meet the increasing consumer demand in this category.



Felicia Alexander
Co-Founder & Co-Owner
BoxUnion



Brittany Driscoll
Co-Founder & CEO
Squeeze

Zak Normandin

CEO
Dirty Lemon



Jenn Worley
Co-Founder & Chief Creative Officer
FaceHaus

Food and Beverage Trends

10:30 – 11:00 am

Consumer needs are changing, and the food and beverage industry is rising to the challenge with everything from ghost kitchens to food halls to new products and formats.



Robbye Kirkpatrick
Executive Vice President, National Field Development
Kitchen United

Cannabis: A New Retail High

11:00 – 11:30 am

The legal marijuana market is projected to be worth \$146.4 billion by 2025.

California was the first state to legalize medical marijuana in 1996, and 20 years later, recreational use was legalized. As markets for cannabis and CBD continue to rapidly expand nationwide, the city's industry can offer key insights and inspiration.

Carrie Babij

President
Desert Insurance Solutions

Tom Lovell

Head of Real Estate
Sunday Goods



Randy Smith
CEO
Sunday Goods

Conference Adjourns

1:00 pm

Program information current as of July 17, 2019.

THANK YOU TO OUR SPONSORS

Global



North American



Platinum



Gold



Silver



Western Conference & Deal Making

DIVISIONAL VOLUNTEER LEADERSHIP

William Horner, CRX, ICSC Western Division Vice President, LA Fitness

Gregory Valladao, ICSC Western Division Government Relations Committee Chair, SRS Real Estate Partners

Alesha Shemwell, ICSC Western Division Innovations Chair, Bellevue Square Managers, Inc.

Kirsten Hall, ICSC Western Division P3 Public Divisional Chair, City of Peoria

Christine Firstenberg, ICSC Western Division P3 Private Divisional Chair, Metrovation

Jim Reynolds, ICSC Western Division Retail Chair, Great Clips Inc.

Mitchell Hernandez, ICSC Western Division Next Generation Chair, Beta Retail, Inc.

STATE VOLUNTEER LEADERSHIP

Scott Burns, ICSC Southern California State Director, JLL

Ryan Manougian, ICSC Oregon State Director, CenterCal Properties, LLC

Matthew Nelson, CCIM CLS, ICSC Nevada State Director, J.A. Kennedy Real Estate Company

Morgan Read, ICSC Northern California State Director, Read Investments

Kim Ryder, ICSC Arizona/New Mexico State Director, Goodwill of Central and Northern Arizona

Jason Schmidt, ICSC Colorado/Wyoming State Director, HFF, L.P.

Sandip Soli Esq., ICSC Alaska/Washington State Director, Real Property Law Group, PLLC

Kelli Wilinski, ICSC Hawaii State Director, CBRE

Joshua Woodbury, ICSC Idaho/Montana/Utah State Director, Woodbury Corporation

PROGRAM PLANNING COMMITTEE

Scott Burns, ICSC Western Conference Committee Chair, JLL

Eric Li, ICSC Western Conference Committee Co-Chair, Brixton Capital, LLC

Michael Burton, Flocke & Avoyer

Joan Frei, Joan Frei Architects

Jennifer Ott, ROI Commercial Real Estate

Alesha Shemwell, Bellevue Square Managers, Inc.

Randee Stratton, Newmark Knight Frank

Justin Weiss, Kennedy Wilson

REGISTRATION FORM

How to Register

Fax: +1 732 694 1800

Online: www.icsc.org/2019WS

Mail: ICSC

P.O. Box 419822

Boston, MA 02241-9822

Registration Fees

	Advance	On-Site
Member*	\$400	\$500
Non-Member	\$800	\$1,000
Public Official Member	\$95	\$125
Retailer Member**	\$0	N/A
Student Member***	\$50	N/A

*Must be an ICSC member or affiliate member—visit www.icsc.org/ membership or call +1 646 728 3800 to join.

**Advance registration is required—on-site complimentary registration is not available. Third-party retail representatives are not eligible.

***On-site student registration is not available—advance registration is required.

Deadline

Advance registrations must be received by **September 6, 2019**.

Accessibility

Anyone desiring an auxiliary aid for this meeting should notify **Casey Adams** at **+1 917 488 5694** no later than **August 16, 2019**.

Continuing Education Credit

ICSC-Certified professionals earn 1.0 credit (A3) towards CRRP certification renewal.

Hotel Reservations

A block of rooms has been reserved at a number of hotels. Please reserve your room today, at one of the following:

- Intercontinental Los Angeles Downtown | \$309
- Hotel Indigo Los Angeles Downtown | \$289
- Luxe City Center Hotel | \$259
- Courtyard Marriott L.A. Live | \$293
- Residence Inn L.A. Live | \$303
- The Ritz-Carlton | \$399

Cut-Off Date: August 26, 2019

To make a reservation, visit www.icsc.org/2019WS. For assistance, call +1 877 541 9876, or internationally at +1 312 527 7300.

Cancellations

All cancellations are subject to a **\$100** cancellation fee for members and non-members; **\$25** for Public Official Members and Student Members. Refunds will not be given for cancellations received after **August 16, 2019**. All requests for refunds must be received by ICSC in writing.

Terms, Conditions and Rules

This Registration Form is subject to ICSC Terms, Conditions and Rules for Event Registrants available at www.icsc.org/event-terms-and-conditions, which are hereby incorporated by reference.

Please Check One: ☐ Member ☐ Non-Member ☐ Public Official Member ☐ Student Member

Name		Title
Company		
Address		
City	State/Province	Zip/Postal Code
Telephone	Fax	
Email	Your Membership I.D. #	(2019WS)
REQUIRED FOR NON-U.S. APPLICANTS: _____		
Date of Birth		Country of Citizenship

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

Method of Payment (No cash accepted in advance or on site.)

☐ Check made payable to ICSC enclosed for \$ _____

☐ MasterCard ☐ Visa ☐ AMEX ☐ Discover \$ _____

Name (as it appears on credit card)

Signature

Credit Card Number (include all digits)

Expiration Date (month/year)

DEAL MAKING BOOTH INFORMATION

ICSC's floor plan management system, Map Your Show, allows you to book and pay for your booth space online—visit www.icsc.org/2019WS or contact Carlos Baudett for a booking link.

When

Tuesday, September 17, 2019 | 8:00 am – 5:00 pm

Wednesday, September 18, 2019 | 8:00 am – 12:00 pm

Where

Los Angeles Convention Center

Fees

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

	Member	Non-Member
Package A – per 10' x 10'	\$655	\$940
Package B – per 10' x 10'	\$755	\$1,040

Booth Quantity	x	Fee	=	Total
----------------	---	-----	---	-------

Includes

One full conference badge per exhibiting company.

NOTE: Each additional staff person must be a paid registrant of the ICSC Western Conference & Deal Making. (No Exceptions)

Package A – (per 10' x 10')

- Pipe & drape (not provided with island booths)
- Standard carpeting
- Company ID sign

Package B – (per 10' x 10')

- Pipe & drape (not provided with island booths)
- Standard carpeting
- Company ID sign
- One 6' draped table
- Two chairs
- One wastebasket

Guidelines

- Exhibits must not extend beyond the boundaries of the booth.
- All exhibitors are required to provide General Liability insurance naming ICSC, GES, and the Los Angeles Convention Center as co-insured to the listed ICSC contact.
- Please adhere to the height restrictions as outlined in the ICSC Display Rules and Regulations (available in the exhibitor dashboard).
- All guidelines are subject to regulations of venue and ICSC.

Directory Deadline

In order to be listed in the Deal Making Directory, ICSC must receive your exposition agreement with full payment by **August 2, 2019**.

Cancellations

Notify ICSC immediately if you must cancel your exhibit space. All voluntarily canceled exhibits are non-refundable and non-transferable.

Notification

You will receive a Booth Confirmation email from ICSC two months prior to the conference, if a booth has been reserved for you. **If you do not receive confirmation, please contact Carlos Baudett.**

Contact

Carlos Baudett

Trade Expositions Department

Tel: +1 646 728 3477 | Email: cbaudett@icsc.org

Terms, Conditions and Rules

This application is subject to ICSC Terms, Conditions and Rules for Exhibitors available at www.icsc.org/event-terms-and-conditions, which are hereby incorporated by reference.

RETAILER CENTRAL TABLE REQUEST INFORMATION

ICSC Retailer Members are being offered a complimentary table in Retailer Central. This is a wonderful opportunity for retailers to promote their brand and discuss expansion plans with shopping center owners and developers. In addition to staffing a table, with retail employees only, participating retailers must complete a deal sheet that details their space requirements and expansion plans. Retailer Central exhibits must be staffed by retail employees. Third-party representatives are not eligible for a complimentary table.

When

Tuesday, September 17, 2019

8:00 am – 5:00 pm

Wednesday, September 18, 2019

8:00 am – 12:00 pm

Cost

There is no cost to reserve a table, but each person staffing the table must be an advance registrant and retail employee.

Includes

- One 6' draped table
- Two chairs
- Company sign

Who Qualifies

Retailer Members

How to Sign Up

Visit icsc.org/2019WS, click on the red Register button located on the top right side of the page to sign up as complimentary retailer and to request your table.

Guidelines

- Table must be staffed by a retail employee at all published days/times.
- 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
- No food service

Availability

Tables are confirmed on a first-come, first-served basis. Submitting a Retailer Central application does not guarantee a table will be reserved for you.

Deadline

ICSC must receive your table application by **August 29, 2019** in order to participate in Retailer Central. On-site requests will not be accommodated.

Cancellations

Notify ICSC immediately if you must cancel.

Notification

You will receive an email confirmation approximately two weeks prior to the start of the conference. **If you do not receive confirmation, please contact Megan Hoole.**

Contact

Megan Hoole

Retail Initiatives Associate

Tel: +1 646 728 3531 | Email: mhoole@icsc.org

Benefits	Platinum \$7,500 (Maximum 4 Sponsors)	Gold \$5,500	Silver \$3,500	Reception \$500
Company logo on lanyards	■			
One full page ad in printed event directory*	■	■		
One half page ad in printed event directory*			■	
Two SCT Week insertions (pre-show and week of event)	■			
One SCT Week banner ad in (pre-show issue)		■		
Company logo prominently placed on on-site event signage*	■	■	■	
Company logo prominently placed on final program mailer*	■	■	■	
Company logo prominently placed on "Thank You" page of event directory*	■	■	■	
Company logo and URL on event web page	■	■	■	
Company logo and URL on event emails	■	■	■	
Company name on "Thank You" page in event directory*				■
Company logo to loop on digital screens at select event functions	■	■	■	
Company logo to loop on digital screens at Member-Hosted Reception				■
Company logo on event signage at entrance of Member-Hosted Reception*				■
Sponsor ribbon for all registered company attendees	■	■	■	■

*Pending production deadline dates.

Additional sponsorship opportunities for branding are available. Please contact your sponsor contact for details.

ICSC Contact

Casey Adams

Tel: +1 917 488 5694

Email: cadams@icsc.org

Sponsors Contacts

Michael Belli (Western USA & Canada)

Tel: +1 714 313 1942 | Email: mbelli@icsc.org

Casey Burwell (Account Manager)

Tel: +1 646 728 3536 | Email: cburwell@icsc.org

Brian Schiff (Western USA)

Tel: +1 646 728 3464 | Email: bschiff@icsc.org

Return Completed Form and Payment to

ICSC WesternConference &
 Deal Making Sponsorship
 P.O. Box 419822
 Boston, MA 02241-9822

Deadline

Sponsorship must be received by
August 5, 2019 to be recognized at
 the conference.

Reminders

- Payment, either by credit card or check payable to ICSC, must accompany the Sponsorship Form.
- Email your company logo (.jpeg and .eps format) to **Esther Boyce: eboyce@icsc.org**.

Terms, Conditions and Rules

This sponsorship application is subject to the Terms and Conditions for ICSC Sponsorship Opportunities available at www.icsc.org/event-terms-and-conditions, which are hereby incorporated by reference.

Please Check One: ☐ Platinum ☐ Gold ☐ Silver ☐ Reception

Name	Title	
Company		
Address		
City	State/Province	Zip/Postal Code
Telephone	Fax	
Email	Your Membership I.D. #	(2019WS-S)

REQUIRED FOR NON-U.S. APPLICANTS:

Date of Birth

Country of Citizenship

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

Method of Payment

☐ Check made payable to ICSC enclosed for \$ _____

☐ MasterCard ☐ Visa ☐ AMEX ☐ Discover \$ _____

Name (as it appears on credit card)

Signature

Credit Card Number (include all digits)

Expiration Date (month/year)