



ICSC New York P3 Program

Wednesday, February 26, 2020

ICSC

1251 Avenue of the Americas, 45th Floor, New York, NY 10020

9:00 – 11:00 am

Pop-Up Paradigms: Can Short-Term Leases Create Long-Term Impacts?

As “brick and mortar” retail continues to evolve with changing demands and the expansion of e-commerce, short-term retail concepts or “pop-ups” are becoming essential components in many commercial districts and shopping centers. Join industry experts as they discuss this potentially shifting paradigm and its effect on the retail industry and communities. Issues to facilitate “pop-ups” including regulatory and permitting considerations will also be explored.

Program Agenda

- 9:00 – 9:30 am Registration & Networking Breakfast
- 9:30 – 10:30 am Presentation
- 10:30 – 11:00 am Networking

Moderator

Michael Hefferon, Partner, Managing Director, B6 Real Estate Advisors

Panelists

- Sebastien Bensidoun**, Executive Vice President, Bensidoun USA, Inc.
- Laura Brandt**, Managing Partner, Brandt Law PLLC
- Jay Norris**, CEO and Co-Founder, Guesst
- Monica B. Richman**, Partner, Dentons
- Max Swerdloff**, Retail Leasing, Kushner Companies

Program Planning Committee

Matthew Bauer, New York/Northern New Jersey P3 Public Chair, Madison Avenue B.I.D.; **Jeffrey Monge**, New York/Northern New Jersey P3 Private Chair, Monge Capital Group; **Michael Hefferon**, B6 Real Estate Advisors

Registration Fees

Note: there is no On-Site Registration

	Advance*
Member	\$35
Non-Member	\$50
Student Member	\$25
Public Official	\$25

*Advance registration will close **February 21, 2020**. There are no refunds or cancellations.

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Name

Company

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Your Membership I.D. #

Email

METHOD OF PAYMENT (No cash accepted in advance or on-site.)

Check made payable to ICSC for \$ _____

MasterCard VISA Amex Discover Total: \$ _____

Name (as it appears on credit card)

Signature

Credit Card Number (include all digits)

Expiration Date (month/year)

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.