



RECON
CANADA

RECON
NEW YORK

FREQUENTLY ASKED QUESTIONS

Large-scale, in-person events are not an option in today's environment. With this in mind, ICSC is taking its signature networking, deal making and content delivery virtual with two new RECon experiences this fall: **RECon Canada**, October 26 – 27, 2020, and **RECon New York**, December 9 – 10, 2020.

Connecting online is not a replacement for face-to-face interaction, but done right, it provides an effective, low-cost and efficient way to maintain, build and expand professional networks and knowledge. At RECon Canada and RECon New York, attendees and exhibitors will have opportunities to meet with business partners, build new relationships and gain insights on industry transitions and trends.

Why should I attend a virtual deal making event?

We recognize that for many in our industry, the ability to grow business while managing expenses at a time like this is critical. RECon Canada, RECon New York and our other virtual events offer limitless opportunities to reach your target audience, including current and future partners and customers, in a cost-effective, flexible and efficient way.

As the retail and real estate community is shifting strategies and conducting business differently, both RECon Canada and RECon New York will deliver exclusive insights from the innovators and influencers leading the way. You will also find inspiration for your business and career growth through industry specific content and professional learning sessions.

Our virtual conference platform features tech capabilities that allow for seamless connections and attendee experiences. You will be able to:

- Utilize the searchable directory of conference attendees, vendors and other constituents
- Schedule one-on-one Zoom meetings or multi-person conferences to connect and discuss business issues in real time
- Make connections via the "matchmaking" recommendations based on your professional profile or queries entered into the system
- Track visitors to your booth using technology-enabled lead generation

How many hours of deal making are available?

Deal making will be open for approximately four hours each day of RECon Canada and RECon New York.

How do I set up an exhibitor booth and schedule appointments with potential contacts?

The companies and brands that exhibit at RECon Canada or RECon New York will have the opportunity to create a virtual exhibit that will convey their unique value proposition. Each virtual exhibit can be "built-out" to include company branding and logos and can include downloadable content or live-streamed videos. And, just like in the real world, exhibits will be staffed by company representatives who can engage in pre-scheduled or spontaneous video meetings. Meetings can be one-on-one or group experiences. Also, attendees can easily request information from exhibiting companies by sharing their contact information, like having their badge scanned at a live event.

We also will offer a complimentary webinar for exhibitors interested in learning the steps for setting up a virtual booth.

How will attendees know I am an exhibitor at the event?

Both conferences will feature a searchable directory of conference attendees, vendors and other constituents so attendees can quickly find the right people and companies to meet. You have the option to schedule meetings in advance or when you are “live” at the event on the designated days.

Can I schedule meetings in advance of the event?

Exhibitor registration is the first step and will open approximately 10 weeks before the event and exhibitor booths will open approximately 3-4 weeks prior to the event dates. Attendee registration will begin approximately 6 weeks before the event. Appointments can be scheduled approximately 2 weeks in advance of the event dates.

Do I need to schedule all of my meetings in advance or am I able to “walk the floor” the day of the event and meet up with people ad hoc?

Similar to our live events, you are able to schedule meetings in advance or ad hoc during the “live” show. The platform allows attendees to request a meeting, connect on social media or live chat with exhibitors and other attendees. Appointment requests can be accepted or declined by the individual who receives the inquiry.

How many meetings can I hold at one time?

You can host as many concurrent Zoom meetings as you feel appropriate. For example, if you have 25 representatives from your company working at your booth, each representative can set up and host his/her own meetings. In this scenario, there would be 25 meetings taking place in your booth, or Zoom rooms, simultaneously.

How will I generate new contacts/customers?

The virtual platform has built-in technology that matches attendees based on their personal profile or queries entered into the system. For example, if you are looking for vacant property in a specific location, enter your criteria and the system will make recommendations of other attendees you should meet at the conference. You will also have the ability to generate leads by tracking visitors to your virtual booth, gathering contact information and following up with them directly.

Can't I just look people up in the member directory and email them on my own?

Our member directory is accessible at any time. Using the searchable directory of conference attendees and other constituents ensures you are connecting with individuals who have registered and will be attending the event and are ready to engage with fellow attendees.

How do I communicate with other attendees during the event?

There are several ways to connect with others at RECon Canada and RECon New York. The platform allows attendees to request a meeting, connect on social media or live chat with exhibitors and other attendees. Appointment requests can be accepted or declined by the individual who receives the inquiry. You may schedule appointments up to two weeks in advance of the event.

Will I need to download any software to attend the virtual event?

The only technology application required for event participation is Zoom. Zoom allows you to engage in one-on-one or group discussions that you schedule in advance or in real time during the event. Otherwise, you will simply register, create your profile on our event platform, add your photo and you are ready to go.

Is there a mechanism for sharing files?

An exhibitor can upload files for attendees to download from their exhibitor booth page. In one-on-one meetings you can share your screen (within Zoom); however, files cannot be sent.

Will I be able to attend both content sessions and deal making? How does this work?

Yes. Content sessions and professional development will be offered each day at RECon Canada and RECon New York. Additionally, sessions will be recorded and available on demand for 30 days post event for all paid registrants.

What topics will be offered in the content sessions?

At both events, ICSC will be delivering cutting-edge programming and content on real-time business issues facing our industry, including the current economic environment, state of the industry and consumer trends. Our keynotes and educational sessions will be delivered through live webinars and pre-recorded video broadcasts so attendees can watch and learn at their own pace.