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ICSC RECon Conference completely reconfigured

March 24, 2010 - Retail

According to the International Council of Shopping Centers, Inc. (ICSC), RECon, the world's largest gathering of retail real estate professionals, has been completely reformatted this year to make the conference more affordable and efficient for attendees. RECon 2010 has been consolidated from four days into three, from May 23-25, and all events, leasing mall, trade exposition, and educational sessions, will now take place under one roof at the Las Vegas Convention Center in Las Vegas, Nev.

"As the shopping center industry enters a new decade and new challenges and opportunities present themselves, RECon continues to be a vital resource for shopping center professionals," said ICSC's president and CEO, Michael Kercheval. "This year we have consolidated the exhibit space and condensed the program into three days - offering a more efficient and cost effective conference for our attendees," said Kercheval. "While RECon is and always will be an invaluable opportunity for retail real estate professionals to network, make deals, and create business partnerships, this year we have increased the number of educational sessions to ensure that attendees are well prepared to meet the challenges that lie ahead and capitalize on opportunities as they present themselves," he added.

All of RECon's events, leasing mall, trade exposition, green zone and educational sessions will open simultaneously at 2 p.m. on Sunday, May 23. RECon's newly designed leasing mall and trade show exhibition will consist of about 1,000 exhibitors, including products and services as well as developers and retailers, all on one show floor. Additionally, RECon's 50 educational sessions and workshops will be led by shopping center industry experts and veterans.

Virginia Postel, author and former New York Times economic columnist, will be Sunday's featured keynote speaker. Postel will discuss the meaning of value to today's consumer and how to add value to the shopping experience by adding intangibles like glamour, excitement, and escapism. She will also touch on the kind of value brick-and-mortar shopping centers offer that online shopping cannot.

Sunday will also offer the Public Sector Showcase, an exhibit gallery illustrating how various cities have transformed themselves by creating new and exciting retail concepts. Also opening Sunday is design trends, a virtual showcase displaying cutting-edge concepts in innovative shopping center design. The Green Pavilion, an educational exhibition area where you will learn about new trends in sustainable building design relating to environmentally friendly stores and shopping centers, is also set to open on Sunday.

Brand new to RECon and opening on Sunday is the informal deal making and networking lounge, which is a lounge, on the show floor, for attendees to sit, relax, grab some food and make deals.

At 4:30 p.m. on Sunday, ICSC will also open its annual fortune tellers reception to all attendees. Join ICSC's global network of researchers and research users for an opportunity to meet, greet, and

expand your research network. This event will also acknowledge and present the winner of ICSC's 2010 Researcher Award which is given to recognize a researcher who has contributed a significant amount of time, talent and effort to advance various ICSC research initiatives. Only your business card is necessary for admission.

Sunday will also feature The Night of the Stars dinner and gala event starring the popular comedian and TV and movie actor, Kevin Nealon. The gala begins with a cocktail reception at 7 p.m., providing an ideal opportunity for you to entertain clients and meet new contacts in the industry. During this event, ICSC will announce the Best-of-the-Best awards which honor and recognize the most outstanding examples of shopping center design and development, sustainability, marketing, and community service worldwide. All net proceeds will benefit the ICSC Foundation. An additional fee is required to attend this event.

On Monday, May 24, Robert Reich, economist and former secretary of labor, will kick off the general sessions with the topic The World Economy: The Great Slowdown and a Five-Year Look Ahead. Also set to speak on Monday is Blake Nordstrom, president of Nordstrom, Inc., who will address the luncheon assembly.

The Tuesday luncheon will feature the 2010 Hot Retailers Awards. Hosted by actor, fashion designer, and television personality, Carson Kressley, the Hot Retailers Awards celebrate new and innovative retail concepts that are driving customers into shopping centers. Nominated by ICSC's 60,000 members worldwide, the Hot Retailers Awards have feted such retail luminaries as: J Crew; Apple Stores; Build-A-Bear Workshop; H&M; Victoria's Secret; American Eagle Outfitters, and many more.

Registration fees for RECon 2010 are \$425 in advance and \$575 on-site for members; for nonmembers the fees are \$850 and \$1,150, respectively. Press registration is complimentary. To qualify for the advanced registration fee, you must register by March 31. To register, contact ICSC's Members Services Department at 646-728-3800, or register online at www.icsc.org.

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