



SPREE RECON

May 22 – 24, 2017 | Las Vegas, NV
Las Vegas Convention Center | #ICSCRECon

ATTENDEE BROCHURE





THE WORLD'S LARGEST SHOW FOR THE CART, KIOSK & TEMPORARY
RETAIL INDUSTRY + THE GLOBAL RETAIL REAL ESTATE CONVENTION

ALL THE RESOURCES YOU NEED UNDER ONE ROOF

SPREE RECon has become a fixture in the specialty retail industry—offering retailers, wholesalers, leasing professionals and service providers the unique opportunity to gather under one roof and make deals. SPREE RECon is part of RECon, the world's largest convention for the shopping center industry with more than 37,000 attendees! SPREE RECon attracts more than 2,000 attendees from around the world eager to do business and discover the hottest new products, services and location opportunities. SPREE RECon attendees will also benefit from attending two days of top-notch educational seminars and two fantastic networking events.

YOU CAN'T MISS IT! For the last decade, SPREE RECon has been the specialty retail industry's premier event, connecting thousands of key industry players. This is where decisions are made, relationships are built and deals are closed. It's where you need to be to maximize your exposure in the industry.

BUYING DECISIONS ARE MADE HERE

Year after year, attendees come to SPREE RECon to source products and services and find new location opportunities for their specialty retail business. SPREE RECon is the ideal location to connect with entrepreneurs and shopping center professionals at every stage of the buying process. Whether you're connecting with new leads or building your relationship with existing customers, SPREE RECon is a must-attend event.

RECON

SPREE RECon is part of RECon, ICSC's global retail real estate convention for the shopping center industry. Last year RECon attracted more than 37,000 attendees and 1,200 exhibitors. While SPREE RECon is free to attend, there is a separate registration fee to attend RECon. For more information (including applicable registration fees) and to register for RECon, visit www.icscrecon.org.

ABOUT ICSC

Founded in 1957, ICSC is the premier global trade association of the shopping center industry. ICSC's more than 70,000 members in over 90 countries include shopping center owners, developers, managers, marketing specialists, investors, retailers and brokers, as well as academics and public officials. As the global industry trade association, ICSC links with more than 25 national and regional shopping center councils throughout the world. For more information, visit www.icsc.org.

“I’m brand new to Specialty Retail and SPREE RECon is a MUST-ATTEND event for anyone exploring this sales channel. Everyone—from the exhibitors to the speakers to the leasing managers—was incredibly helpful and friendly and willing to point me in the right direction. I learned so much and the networking was fantastic. I’ve got a team of talented and experienced industry veterans who are helping us launch our new Specialty Retail channel. I’m tremendously grateful that SPREE RECon is so easy to attend.”

Steven Sashen, *Xero Shoes*

TOP 10 REASONS TO ATTEND SPREE RECON!

- 1 Find the hottest new products** to earn more money
- 2 Discover new concepts**, locations and services to grow your business
- 3 Learn new growth strategies** and generate leads for your business
- 4 Network** with the industry’s leading manufacturers, wholesalers and suppliers, property managers, shopping center developers and service providers
- 5 Participate** in informative educational sessions designed specifically for you
- 6 Gain valuable industry exposure**
- 7 Find everything you need** to start your first venture or grow your existing business
- 8 SPREE RECon is FREE of charge to attend** (walk the SPREE RECon exhibit hall, attend the SPREE RECon educational sessions on the show floor and the RECon Opening Reception free of charge on Sunday, May 21, 2017)
- 9 Have fun** with your peers at the SPREE RECon Cocktail Reception on Monday, May 22, 2017
- 10 Experience** all the excitement Las Vegas has to offer

SPECIALTY RETAIL INDUSTRY OVERVIEW

Approximately thirty years ago, the first carts made their premiere in the common area of shopping centers. What started as a novelty has grown into an \$8 billion market segment and a staple of the shopping center industry. Carts have evolved into complex RMUs (retail merchandising units) and what is now known as the specialty retail industry. The industry has grown to include kiosks, temporary in-line stores, seasonal concepts and other non-traditional retail concepts such as automated retail.

Specialty retail continues to thrive around the world. Attending SPREE RECon provides a unique opportunity for retailers to meet wholesalers, manufacturers, shopping center developers and service providers to buy products and lease space, learn about the industry and network.

93% of SPREE RECon 2016 attendees plan to attend again in 2017

EXPECTED ATTENDANCE

- 65%** Cart, Kiosk & Other Retailers
- 20%** Wholesalers/Service Providers
- 8%** Specialty Leasing Professionals & Mall Management
- 5%** Industry Newcomers
- 2%** RMU Manufacturers

76% of SPREE RECon 2016 attendees found a new product, service or location at the show

SPREE RECON SESSIONS AT-A-GLANCE

SPREE RECon’s educational program is your ticket to the latest trends, insights and opportunities in the specialty retail industry. Choose from a wide array of industry-specific topics presented by leading professionals. Now is the time to position yourself for the future with the best possible skills so both you and your company are ready to seize new opportunities and take the lead. All sessions are designed with your success in mind and the program is loaded with innovative new ideas and practical tips that you can put to use right away.



BENEFIT FROM MORE THAN 10 HOURS OF SESSIONS!

SPECIALTY RETAILER SESSIONS

- 2017 Global Specialty Retail Trends
- Food-and-Beverage Trends in Specialty Retail
- Visual Merchandising on a Budget
- Specialty Retail 1.0: A One-Hour Crash Course Detailing the 10 Most Important Strategies that Every Retailer Needs to Know
- Specialty Retail 2.0: Strategies to Grow Your Specialty Retail Business
- Social Media: Learn the Most Successful Sites and Strategies to Drive Traffic and Sales to Your Store
- Five Secrets to Finally Accomplish Your Biggest Goals
- Laws Impacting the Specialty Retail Industry
- Location Opportunities in Non-Traditional Shopping Centers
- Collaboration: How Shopping Center Developers Can Partner with Retailers to Drive Traffic and Create a Better Experience for Consumers

SPECIALTY LEASING MANAGER SESSIONS

- 2017 Global Specialty Retail Trends
- Food-and-Beverage Trends in Specialty Retail
- Visual Merchandising on a Budget
- Reposition Your Specialty Leasing Program
- Leverage Social Media to Grow Your Specialty Leasing Program
- Strategies to Grow Ancillary Revenue

The SPREE RECon educational program is preliminary and subject to change. Please visit www.SPREEshow.com for updated information.

FREQUENTLY ASKED QUESTIONS

Q. Who should attend SPREE RECon?

A. Cart and kiosk retailers, specialty leasing managers, mall managers, pop-up store retailers, gift store owners, entrepreneurs seeking new opportunities and anyone interested in learning more about the \$8 billion specialty retail industry.

Q. How much does it cost to attend SPREE RECon?

A. SPREE RECon is free. There is no charge for entrance to the exhibit hall, seminar sessions on the show floor, the RECon Opening Reception on Sunday, May 21, 2017 or the SPREE RECon Cocktail Reception on Monday, May 22, 2017.

Q. Can I register online for the show?

A. Yes, go to www.SPREEshow.com.

Q. Do I need to register in advance for the SPREE RECon sessions?

A. No, you may attend any SPREE RECon educational sessions with your show registration; no additional registration is necessary. Professional Development Day on Sunday, May 21, 2017 is a separate paid event. Pre-registration is recommended. If you would like to attend, you will need to add this to your registration.

Q. Will I receive my badge in advance?

A. All badges are available for pick-up at the show.

Q. What are the show hours?

A. The show hours are:
8:00 am – 5:00 pm on Monday, May 22
8:00 am – 5:00 pm on Tuesday, May 23
8:00 am – 2:00 pm on Wednesday, May 24

Q. Is there a charge to attend the SPREE RECon Cocktail Reception?

A. No, there is no charge to attend the SPREE RECon Cocktail Reception.

Q. Where is the exhibit hall located?

A. The exhibit hall is located in N4 in the North Hall of the Las Vegas Convention Center.

Q. Where is registration located?

A. Registration is located in front of the North Hall.



SHOW AGENDA AT-A-GLANCE

SATURDAY, MAY 20

12:00 – 6:00 pm
Registration Open

SUNDAY, MAY 21

8:00 am – 5:00 pm
Registration Open

9:30 am – 5:00 pm

Professional Development Day*

(Held at the Westgate Las Vegas Hotel)
Specialty Leasing Designation (SLD) courses will be offered for specialty leasing and shopping center professionals.

**This event is a separate paid event and pre-registration is recommended. Please register at www.icscrecon.org.*

7:30 – 9:30 pm

RECon Opening Reception at XS Nightclub

Encore Hotel



MONDAY, MAY 22

8:00 am – 5:00 pm
Registration Open

8:00 am – 5:00 pm
SPREE RECon Exhibit Hall Open

11:00 am – 4:00 pm
SPREE RECon Educational Sessions
Held on the SPREE RECon show floor

5:30 – 8:30 pm
SPREE RECon Cocktail Reception
Wynn Hotel
Networking and Hall of Fame Awards Presented

TUESDAY, MAY 23

8:00 am – 5:00 pm
Registration Open

8:00 am – 5:00 pm
SPREE RECon Exhibit Hall Open

11:00 am – 4:00 pm
SPREE RECon Educational Sessions
Held on the SPREE RECon show floor

WEDNESDAY, MAY 24

8:00 am – 2:00 pm
Registration Open

8:00 am – 2:00 pm
SPREE RECon Exhibit Hall Open

10:00 am – 12:00 pm
SPREE RECon Educational Sessions
Held on the SPREE RECon show floor

GET MORE FOR LESS IN AN OFFICIAL HOTEL

We've worked with onPeak, RECon's official hotel vendor, to negotiate a special reduced rate at a variety of conveniently located hotels. onPeak has no booking, change or cancellation fees, so there's no risk in securing the discounted rate before it sells out. Book your accommodations at www.onpeak.com/recon or call +1 855 992 3353.

MARK YOUR CALENDAR FOR THREE IMPORTANT EVENTS ...

1 RECON OPENING RECEPTION AT XS NIGHTCLUB

SUNDAY, MAY 21

**Encore Hotel
7:30 - 9:30 pm**

Join shopping center industry colleagues for a fantastic networking event at XS Nightclub.



2 SPREE RECON COCKTAIL RECEPTION & HALL OF FAME AWARDS PRESENTATION

MONDAY, MAY 22

**Wynn Hotel
5:30 - 7:30 pm**

Join specialty retail industry colleagues for a fun evening of networking, a brief Hall of Fame Awards presentation and dancing.



3 PROFESSIONAL DEVELOPMENT DAY

SUNDAY, MAY 21

**Westgate Las Vegas Hotel
9:30 am - 5:00 pm**

Specialty leasing managers, benefit from attending four seminars that have been specifically designed for you as part of ICSC's Specialty Leasing Designation (SLD) Program: Setting Rental Rates in Specialty Leasing, Selling to Prospective Retailers in Specialty Leasing, Visual Merchandising and RMU Design in Specialty Leasing, Understanding the Legal Documents of Specialty Leasing.

We will also be offering a wide assortment of informative shopping center industry seminars throughout Professional Development Day. Pick and choose from the classes that you want to take—whether they are SLD classes or industry sessions. You will benefit from more than five hours of content for only \$250. Learn more at www.icscrecon.org.

Earn
SLD Credits
at Professional
Development
Day



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SPREE RECON 2017 PLANNING COMMITTEE

Sal Babbino, NYS Collection

Micheal Brielmann, American Kiosk Management

Heidi Cardall, SLD, CBL & Associates
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Amanda Cole, SLD, Miracle Mile Shops

Arleen Dalton, SLD, General Growth Properties

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Frank Pacera, Spirit Halloween

Kurt Palmer, CLS, Washington Prime Group

Brian Reiss, SLD, DDR Corp.

Myisha Richmond, American Kiosk Management

Mary Warren, Thalhimer

Rebecca Wiltshire, Shoe MGK

“I arrived on the SPREE RECon show floor fifteen minutes before my first scheduled appointment. I stopped at an exhibit and cut my first deal in that first fifteen minutes. We wouldn't think of missing SPREE RECon.”

Bill Card, *Wishing Wells by Card*

Register now at www.SPREEshow.com