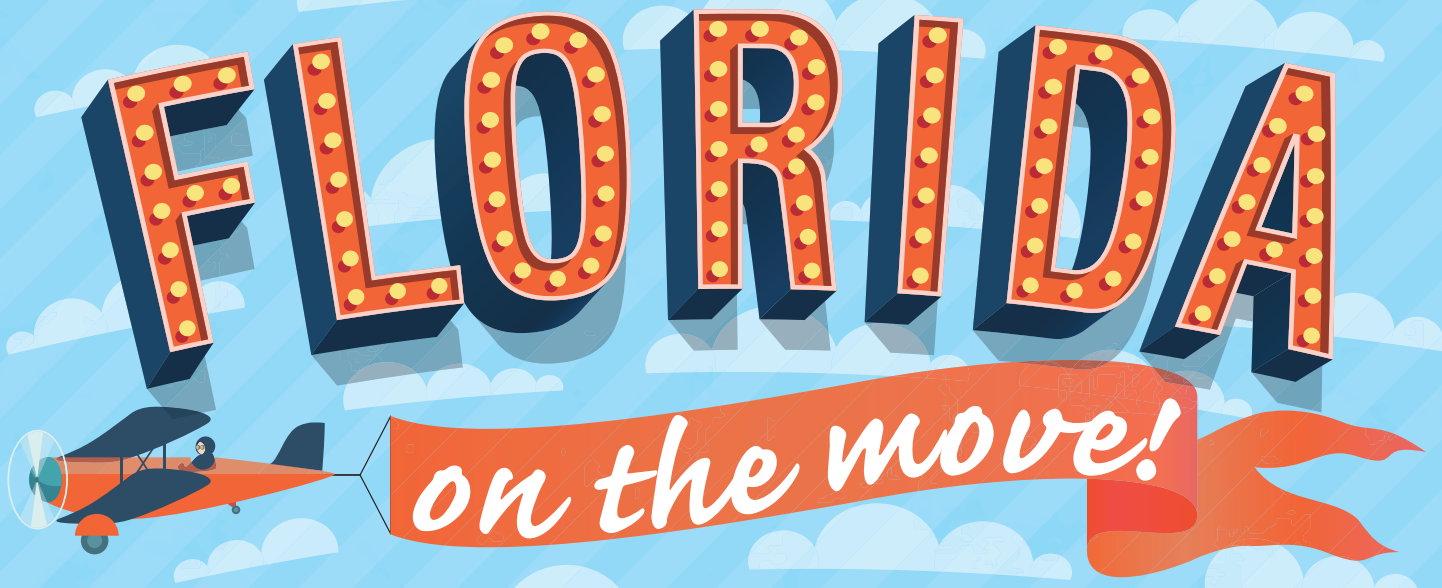


ICSC FLORIDA CONFERENCE & DEAL MAKING

Orange County Convention Center, Orlando, FL
August 30 – September 1, 2015
#FLConf



ICSC FLORIDA CONFERENCE & DEAL MAKING

Orange County Convention Center, Orlando, FL | August 30 – September 1, 2015

SUNDAY, AUGUST 30

Registration

1:00 – 8:00 pm

Academy

2:00 – 5:00 pm

Leasing Principles for Emerging Professionals

This seminar features invaluable insights, examples, historical perspective, and in-the-trenches discussion to teach non-leasing professionals the fundamentals of the leasing function and how it maximizes asset value. The rudiments and complete aspects of leasing from prospecting to closing and store opening are important steps in the deal making process and will be discussed. Perhaps more importantly, this seminar delves into aspects such as “qualifying” a prospect, understanding merchandising, store design, and the quality of how a deal fits into the non-financial aspects of the project.

- History, Evolution and Current Trends
- Understanding the Lease and Its Administration
- Using the Pro Forma to Drive Leasing Decisions
- Prospecting & Leasing: Understanding Your Customer

Pre-Registration is required and an additional fee applies.

Please visit www.icsc.org/2015S37 to register.

Student Networking Reception

5:00 – 6:30 pm

Member-Hosted Reception

6:30 – 8:00 pm

If you are interested in being a sponsor, please visit www.icsc.org/2015FL

MONDAY, AUGUST 31

Registration

7:00 am – 5:30 pm

Breakfast

7:30 – 8:00 am

Opening Remarks and Program Overview

8:00 – 8:30 am



Brad Peterson

ICSC Florida State Director
Senior Managing Director
HFF, L.P.
Orlando, FL



Brahm Z. Scoler

ICSC 2015 Florida Conference Program
Planning Committee Chair
Vice President
Isram Realty Group
Hallandale, FL

2015 Florida Retail Report

8:30 – 9:15 am



Naveen Jaggi

President, Retail Brokerage Services America
JLL
Houston, TX

Special Industry Groups (SIGs)

9:30 – 10:45 am



SIGS | SPECIAL INDUSTRY GROUPS

Choose from nine sessions and interact with your colleagues and peers on issues, successes and challenges in your segment of the industry.

Please visit www.icsc.org/2015SIG11 to register for the SIGs.

Architects/Design and Construction

FACILITATOR



Steven Duffy

Vice President
Cuhaci & Peterson Architects LLC
Orlando, FL

FLORIDA on the move!

**NEW
LOCATION**

Finance and Capital Markets

FACILITATORS



Neil Efron, CRX, CSM
Executive Vice President
Noble Properties
Palm Beach Gardens, FL



Brad Peterson
ICSC Florida State Director
Senior Managing Director
HFF, L.P.
Orlando, FL

Net Lease Development and Sales

FACILITATOR



Patrick Nutt
Managing Partner
Calkain Companies
Fort Lauderdale, FL

Leasing

FACILITATOR



Katy Welsh, CRX, CLS
Senior Leasing Representative
Konover South
Deerfield Beach, FL

Legal

FACILITATORS



Eric Coffman
Greenberg Traurig, LLP
Fort Lauderdale, FL



Gary Salzman
Attorney-Shareholder
GrayRobinson, P.A.
Orlando, FL

Private Developers

FACILITATOR



Duane J. Stiller
President
Woolbright Development
Boca Raton, FL

Retailers

FACILITATOR



Bryan Cook
ICSC Southern Division Retail Chair
Regional Director, Real Estate
CVS/pharmacy
Hollywood, FL

Alliance

FACILITATORS



Davon Barbour
ICSC Florida Alliance Public Sector Co-Chair
Community & Economic Development
City of Hollywood CRA
Hollywood, FL



Mark Thompson
ICSC Florida Alliance Private Sector Co-Chair
Managing Director
Crossman & Company
Orlando, FL

Government Relations

FACILITATOR



Ivy Z. Greaner
ICSC Florida Government Relations
Committee Chair
Executive Vice President
Lennar Commercial Investors
Miami, FL

Deal Making and Retailer Row

10:45 am – 5:30 pm

Concurrent Sessions

11:00 am – 12:00 pm

A. Lenders in Today's Market

Find out about current trends in construction and acquisition financing, underwriting parameters and also hear the upcoming outlook for loan maturities and regulatory compliance. EB5 financing, a growing equity source, will also be discussed.

MODERATOR



Mike Cvetetic
Senior Associate
Plaza Advisors
Tampa, FL

ICSC FLORIDA CONFERENCE & DEAL MAKING

Orange County Convention Center, Orlando, FL | August 30 – September 1, 2015

SPEAKERS



Chuck Davis
Managing Director
MetLife
Atlanta, GA



Gar Lippincott
Managing Principal
Atlantic American Opportunities Fund
Tampa, FL



Ted Starkey
SVP - Commercial Real Estate
Wells Fargo Bank
Tampa, FL

B: Ringing the Grocery Register: Feeding Florida in a Red Hot Real Estate Market

Grocers are ringing the register like never before as Florida has ballooned into the third largest state in the country with 20 million mouths to feed every day. Come find out what the future holds as we hear from our panel of Grocer Real Estate Executives on what they are doing to compete for that weekly visit of the citizens across the Sunshine State.

Lunch Served

12:00 – 12:30 pm

Welcome Remarks and Government Relations Update

12:30 – 12:45 pm



Ivy Z. Greaner
ICSC Florida Government Relations
Committee Chair
Executive Vice President
Lennar Commercial Investors
Miami, FL



Brad Peterson
ICSC Florida State Director
Senior Managing Director
HFF, L.P.
Orlando, FL



Brahm Z. Scoler
ICSC 2015 Florida Conference Program
Planning Committee Chair
Vice President
Isram Realty Group
Hallandale, FL

Outlook for Retail Real Estate

12:45 – 1:15pm

SPEAKER



Stephen D. Lebovitz
ICSC Chairman
President & Chief Executive Officer
CBL & Associates Properties, Inc.
Chattanooga, TN

Keynote Speaker

1:15 – 2:00 pm



Ken Schmidt
Former Director of Communications Strategy
Harley-Davidson Motor Company
Washington, D.C.

Make Some Noise: Open the Throttle and Dominate Your Marketplace

Ken Schmidt has a fascinating story to tell of how businesses of any size and scope can – by focusing on understanding and harnessing the most basic drivers of human behavior – improve their competitiveness and avoid margin-killing commoditization in even the most difficult marketing environments. As the former director of communications for Harley-Davidson Motor Company, Ken played an active role in one of the most celebrated turnarounds in corporate history – and got paid to ride motorcycles. The road to building a fanatically vocal customer base, creating a passionately loyal corporate culture, and developing leaders who inspire and motivate starts here. Ken will challenge us to consider what we are willing to do today that is different from what we did yesterday.

Workshop

2:15 – 3:15 pm

Risk Management

In a world of increasing litigation and new threats, what are the most important things that a property manager can do to mitigate the property and owner's risk, and reduce the number of incidents and claims at a retail center?

SPEAKERS



Wiley Boston
Partner
Holland & Knight
Orlando, FL



TUESDAY, SEPTEMBER 1

Registration

7:30 am – 2:00 pm

Breakfast

8:00 – 8:30 am

Certification Breakfast and Info Session

8:00 – 9:00 am



If you could use some help deciphering the 'Alphabet Soup' of ICSC's CSM, CMD, CLS, CDP, SLD and the brand new CRX designations, you're not alone. Don't miss this chance to explore the ins and outs of the ICSC Professional Certification Programs and take your career to the next level. This is an ideal way to better understand the purpose, prerequisites, process and preparation involved in getting certified. You'll get an inside peek at what certification exams are like, but more importantly, you'll interact with ICSC-certified industry leaders about what these credentials have meant to them, personally and professionally.

Deal Making and Retailer Row

8:00 am – 2:00 pm

Lunch Served

12:30 – 1:30 pm

Conference Adjourns

2:00 pm

Program information current as of July 16, 2015.



Bill Coleman

Regional Vice President Property Management
Madison Marquette
Fort Lauderdale, FL



Thomas R. Kozera CPCU

Chairman & CEO
Assured SKCG, Inc.
White Plains, NY

Academy

3:30 – 6:30 pm

Finance & Accounting Principles for Emerging Professionals

In the shopping center industry the ability to understand, interpret and react to the information contained in your company's financial statements or tenant's financial statements can help you stay way ahead of the game. This seminar features financial concepts, standards, practices and controls to ensure you are charting the path for growth and development as a knowledgeable industry professional. Knowing how financial information is derived and used will increase confidence in your ability to communicate effectively with company leadership and other disciplines to make the overall enterprise more valuable.

- Finance & Accounting Principles
- Understand and Interpret Financial Statements
- Understand Sales Reports and Management Data
- Assess the Cost or Loss In Proposed Lease Language

SPEAKER



Kenneth S. Lamy, CRX

President
The Lamy Group, LTD.
Mandeville, LA

Pre-Registration is required and an additional fee applies.

Please visit www.icsc.org/2015S37 to register.



ICSC FLORIDA CONFERENCE & DEAL MAKING



Orange County Convention Center, Orlando, FL | August 30 – September 1, 2015

DIVISIONAL LEADERSHIP

- Martin Mayer**, ICSC Southern Division Vice President, Stirling Properties
- Ron Farris**, ICSC Southern Division Government Relations Committee Chair, Farris Law Group
- Jason Claunch**, ICSC Southern Division Alliance Private Sector Co-Chair, Catalyst Commercial
- Joy Foy**, ICSC Southern Division Alliance Public Sector Co-Chair, Mississippi Development Authority
- Jacqueline Wammock, CRX, CLS**, ICSC Southern Division Operations Chair, Westmoreland Company
- Bryan Cook**, ICSC Southern Division Retail Chair, CVS/pharmacy
- Jonathan Neville**, ICSC Southern Division Next Generation Chair, Arnall Golden Gregory LLP

STATE LEADERSHIP

- Brad Peterson**, ICSC Florida State Director, HFF, L.P.
- Ivy Z. Greaner**, ICSC Florida Government Relations Committee Chair, Lennar Commercial Investors
- Davon Barbour**, ICSC Florida Alliance Public Sector Co-Chair, City of Hollywood CRA
- Mark Thompson**, ICSC Florida Alliance Private Sector Co-Chair, Crossman & Company
- Paul Rutledge, CRX, CSM, CLS**, ICSC Florida Operations Chair, CBRE
- Bridgid O'Connor**, ICSC Florida Retail Chair, Publix Super Markets, Inc.
- Megan Atkin**, ICSC Florida Next Generation Chair, Ram Realty Services

PROGRAM PLANNING COMMITTEE

- Brahm Z. Scoler**, ICSC 2015 Florida Conference Program Planning Committee Chair, Isram Realty Group
- Eric Rapkin**, ICSC 2015 Florida Conference Program Planning Committee Co-Chair, Akerman LLP
- Steve Althoff**, The Sembler Company
- Josh Beyer**, The Sembler Company
- Jennifer McNeil Houston**, EDENS
- Patrick McKinley**, Regency Centers
- Jim Michalak**, Plaza Advisors
- Kenneth Roosth, CRX, CSM**
- Katy Welsh, CRX, CLS**, Konover South
- Tracy Worrell**, Crossman & Company



ICSC FLORIDA CONFERENCE & DEAL MAKING

FLORIDA on the move!

Orange County Convention Center, Orlando, FL | August 30 – September 1, 2015

THANK YOU TO OUR SPONSORS

Global Partners



North American Partners



Gold



Silver



Bronze





ICSC FLORIDA CONFERENCE & DEAL MAKING



Orange County Convention Center, Orlando, FL | August 30 – September 1, 2015

REGISTRATION FORM

Fax: +1 732 694 1800

Online: www.icsc.org

Mail: ICSC

P.O. Box 26958, New York, NY 10087-6958

General Registration Fees	Advance	On-Site
ICSC Member*	\$295	\$365
Non-Member	\$500	\$610
Student**	\$ 50	\$ 50

*To qualify for a member fee, each registrant must be a member or an affiliate member of ICSC. To become an ICSC member, call ICSC information services at +1 646 728 3800.

**Registrants must be ICSC student members to qualify for the student rate.

PHOTO ID BADGES REQUIRED FOR 2015 FLORIDA CONFERENCE

All attendees and exhibitors are required to have an ICSC-issued color photo badge for access to the 2015 Florida Conference. Badges will be mailed out in advance for those who register and submit an acceptable photo by **July 31, 2015**.

Deadline

To qualify for the advance registration fee, your registration must be received by **August 14, 2015**.

Cancellations

All cancellations will be subject to a \$25 cancellation fee. No refunds will be given for cancellations received after **August 14, 2015**. All requests for refunds must be received by ICSC in writing.

Airfare Savings

The ICSC Travel Desk has secured special airline and car discounts for attendees. For current prices and availability, please contact us at +1 888 ICSC TVL (427 2885) or +1 585 442 8856 from 8:00 am to 5:30 pm ET, Monday through Friday.

Hotel Reservations

A block of rooms has been reserved at:

Hyatt Regency Orlando	Rosen Centre
9801 International Drive Orlando, FL 32819	9939 Universal Boulevard Orlando, FL 32819
Rate: \$170 Single/Double	Rate: \$135 Single/Double
Cut-off Date: August 14, 2015	

We invite you to visit www.icsc.org/2015FL and click on Book Hotel under Additional Links. There you can access the latest hotel availability info and the electronic form to reserve your room(s). We would be happy to answer any of your questions during our office hours of Monday through Friday, 8:00 am to 5:30 pm ET, at +1 888 ICSC TVL (427 2885) ext. 2, or internationally at +1 585 442 8900 ext. 4.

Continuing Education Credits

ICSC Certified Professionals earn 1.0 (A3) toward senior certification renewal.



Special Needs

Anyone desiring an auxiliary aid for this meeting should notify **Christabelle Flanhardt** at +1 646 728 3638 no later than **July 17, 2015**.

I authorize ICSC and its members to send me announcements via mail, fax and phone about ICSC's and ICSC members' programs and services that may be of interest to me or my colleagues. I also consent to receipt of notices from ICSC in electronic form. In addition, I hereby consent to having the Hotel provide, and authorize ICSC and/or its representative(s) to receive, any reservation information I provide to the Hotel.

Please Check One

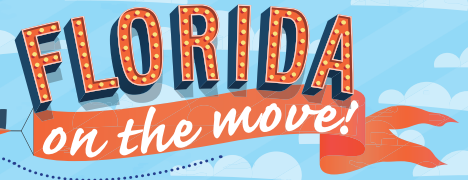
General Registration

- ICSC Member
- Non-Member
- Student Member

Name	Company		
Address			
City	State/Province	Zip/Postal Code	
Telephone		Fax	
E-mail		Your Membership I.D. #	
<input type="checkbox"/> Please check here if any of the above information has recently changed.			
Method of Payment			
<input type="checkbox"/> Check made payable to ICSC enclosed for		\$ _____	
<input type="checkbox"/> MasterCard	<input type="checkbox"/> Visa	<input type="checkbox"/> AMEX	<input type="checkbox"/> Discover
Name (as it appears on credit card)		Signature	
Credit Card Number (include all digits)		Expiration Date (month/year) (2015FL-B)	



ICSC FLORIDA CONFERENCE & DEAL MAKING



Orange County Convention Center, Orlando, FL | August 30 – September 1, 2015

DEAL MAKING BOOTH REQUEST FORM

When

August 30 – September 1, 2015

Where

Orange County Convention Center

Includes

- Exhibitor ID Sign
- Carpeting
- Pipe & drape exhibit structure (not provided with island booths)
- One (1) 6' draped table
- Two (2) chairs
- Wastebasket

Note: Badges are not included with the exhibit space. All exhibitors must register for a conference badge. Information can be found at www.icsc.org/2015FL.

How to Register

E-mail: mkhemlani@icsc.org

Mail: ICSC

P.O. Box 26958, New York, NY 10087-6958

Booth Fees

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

Check one

	Member	Non-Member
() 10' x 10' (100 sq. ft.)	\$ 455	\$ 640
() 10' x 20' (200 sq. ft.)	\$ 910	\$1,280
() 20' x 20' (400 sq. ft.)	\$1,820	\$2,560
() 30' x 30' (900 sq. ft.)	\$4,095	\$5,760

Guidelines

- All exhibitors are required to provide General Liability insurance naming ICSC, the official exposition contractor and the Convention Center as co-insured.
- Height restrictions: Please refer to the ICSC Design Criteria available in the Exhibitor Manual.
- All guidelines are subject to regulations of venue and ICSC.

Deadline

In order to be listed in the Deal Making Exhibitors Directory, ICSC must receive your expositions agreement with payment by **Friday, August 7, 2015.**

Availability

NEW! Starting this year, booths will be assigned based on the ICSC Florida Conference priority point system.

- Sending in the exposition agreement does not guarantee a particular Exhibit Space.
- Exhibit Space applications will not be accepted without payment.
- ICSC cannot guarantee that you will not be placed near a competitor.

Notification

You will receive a written Space Confirmation from ICSC two months prior to the meeting. If you do not receive a letter regarding the status of your request, please e-mail exhibits@icsc.org.

Cancellations

Notify ICSC immediately if you must cancel. All exposition deposits/ payments are non-refundable and non-transferable.

Contact

Mayuri Khemlani

Trade Exposition Planner

E-mail: mkhemlani@icsc.org

Contact name (to receive space confirmation)

Company Name

Address

City

State/Province

Zip/Postal Code

Telephone

Fax

E-mail

Method of Payment

MasterCard Visa AMEX Discover

Check made payable to ICSC enclosed for \$ _____

By signing below you acknowledge that you have read and agree to abide by the ICSC Terms, Conditions and Rules printed on the reverse side of this page, as well as the Show Site Work Rule, Fire Regulations and the Orange County Convention Center Guidelines located at <http://www.occc.net/default.asp>.

Name (as it appears on credit card)

Signature

Credit Card Number (include all digits)

Expiration Date (month/year)

(FL2015)



ICSC FLORIDA CONFERENCE & DEAL MAKING



Orange County Convention Center, Orlando, FL | August 30 – September 1, 2015

INTERNATIONAL COUNCIL OF SHOPPING CENTERS' TERMS, CONDITIONS AND RULES

AGREEMENT TO TERMS, CONDITIONS AND RULES

Exhibitor agrees that these Terms, Conditions and Rules are an integral part of this Agreement and that it is bound to observe and abide by the provisions of the following paragraphs and by such additional Terms, Conditions and Rules made ICSC and communicated to the Exhibitor from time to time, including but not limited to, those contained in the exhibitor service manual ("Exhibitor Manual") which ICSC will provide to Exhibitor in print or electronically, all of which are hereby incorporated in this Agreement.

COST OF EXHIBIT SPACE

The cost of the exhibit spaces is noted in the application. Cost includes: exhibit space, pipe & drape exhibit structure, standard carpet, one (1) 6' draped table, two (2) chairs, company ID sign and wastebasket.

PAYMENT OF EXHIBIT SPACE

ICSC's payment/deposit policy requires all Exhibit Space requests to be paid in full and submitted with this application. Exhibit Spaces will not be reserved or assigned without the appropriate payment or deposit.

CANCELLATION OF EXHIBIT SPACE

At no time or under no additional conditions will Exhibit Space payment and/or deposit be refunded.

ASSIGNMENT OF EXHIBIT SPACE

Assignment of Exhibit Space will be made on a first come, first serve basis. ICSC shall assign the Exhibit Space to Exhibitor for the period of the Show. Such assignment is made for the period of this Show only and does not imply that the same or similar space will be held or offered for future shows. ICSC reserves the right to terminate this Agreement, close the exhibit or remove the Exhibitor's property from the Exhibit Space if ICSC determines in its sole discretion that the Exhibitor has violated any part of these Terms, Conditions and Rules.

EXHIBIT CONSTRUCTION AND DESIGN SPECIFICATIONS

In the construction and design of the Exhibitor's display, the Exhibitor agrees to comply with the guidelines detailed in "ICSC Florida Conference 2015 Exhibit Design Criteria." Such specifications are set forth in the Exhibitor Manual and are made a part hereof as though fully incorporated herein.

SHOW HOURS AND DATES

Hours and dates for installing, showing and dismantling exhibits shall be those specified by ICSC in the Exhibitor Manual. No trunks, cases or exhibit materials shall be brought into or out of the Exhibit Space during exhibit hours and no dismantling or packing may be started before the official close of the Show. All exhibits must be open for business during exhibit hours and appropriate representatives of Exhibitor must be present in the Exhibit Space at all times during the open hours of the show. After Hours Receptions in the Exhibitor's Space are permitted provided ICSC receives written notification of the event. All food and beverage for your event must be ordered through the Orange County Convention Center. If the event is extending past official Show hours, exhibitors must contact the GES Service Center to schedule late booth power.

INSURANCE

ICSC, the Orange County Convention Center and GES shall not be held responsible for the safety of exhibits against fire, theft, or property damage, or for accidents to Exhibitors or their representatives from any cause prior to, during or subsequent to the period covered by the exhibit contract. All Exhibitors are required to obtain general liability and fire insurance at the Exhibitor's own cost and expense.

ICSC, the Orange County Convention Center and GES must be named as coinsured with limits of liability of at least \$1,000,000 combined single limits including bodily injury, property damage, fire and theft. Proof of such coverage shall be provided to ICSC. Additional information regarding this coverage is located in the Exhibitor Manual.

FORCE MAJEURE

Should any circumstance beyond the control of, and not the fault of ICSC prevent or materially effect the Show from being held as scheduled, or the exhibit space not being available for uses herein specified due to war, governmental action or order, act of God, fire, strikes, labor disputes or any other cause beyond the control of ICSC, this Agreement shall immediately terminate and no fees shall be returned.

NON-ASSIGNMENT

An Exhibitor may neither assign to a third party any rights under this Agreement or any rights here under to or permit any party to use the Exhibit Space or any portion thereof without the written consent of ICSC which ICSC may withhold in its sole discretion and subject to ICSC's right set forth in Paragraph 5. Additional Directory Listings are permitted provided written notification is provided to ICSC and a \$100 fee per additional listing is paid. If consent is given, the Exhibitor and such assignee shall be jointly and severally responsible for the conduct of the assignee and all its representatives.

SALES OR TRANSFER OF EXHIBITOR'S BUSINESS

Exhibitor agrees to promptly notify ICSC if there is a sale or transfer of a substantial portion of the assets of Exhibitor's business, or a transfer of a controlling equity interest in the Exhibitor's business, or if Exhibitor makes an assignment of its business for the benefit of creditors, or if Exhibitor admits in writing its inability to pay its debts as they come due, or if Exhibitor files a voluntary petition in bankruptcy, or if Exhibitor is adjudicated as bankrupt or insolvent. If any of the foregoing events occur, ICSC may, at its option, terminate this Agreement.

UNION LABOR

Exhibitor must comply with all union regulations applicable to set-up, display and dismantling of its exhibit. Union regulations can be found in the Exhibitor Manual.

COMPLIANCE WITH LAWS

Exhibitors shall bear responsibility for the compliance with any and all local, city, state and federal safety, fire and health laws, ordinances and regulations, including Policies, Rules and Regulations of the Orange County Convention Center regarding installation, dismantle and operation of the exhibit. This information is included in the Exhibitor Manual.

OBSERVANCE OF LAWS: AMERICANS WITH DISABILITIES ACT

Exhibitor shall abide by and observe all laws, rules, regulations and ordinances of any applicable governmental authority and all rules of the Orange County Convention Center. Exhibitor warrants and represents that it is in full compliance with the Americans with Disabilities Act and all regulations thereunder and agrees that it shall be responsible for the readily achievable removal of barriers relating to its exhibit and the provision of auxiliary aids and services where necessary to ensure effective communication of Exhibitor's product or services to disabled attendees at the Show.

COPYRIGHTED WORKS

Exhibitor acknowledges and agrees that it shall be solely responsible for obtaining any licenses, permits, etc. which may be required for it to broadcast, perform or display any copyrighted materials

including but not limited to music, video, software. Exhibitor shall indemnify, defend and hold harmless ICSC, its directors, officers, employees and agents and each of them, from and against any and all claims and expenses, including attorney's fees and costs, arising out of or related to Exhibitor's breach of this provision. The terms of this provision shall survive the termination or expiration of this Agreement.

EXHIBITOR CONDUCT

Exhibitor and its representatives shall not congregate or solicit trade in the aisles. The prior written consent of ICSC is required for the mechanical reproduction of lights and sound. Such use shall be confined to the Exhibit Space. ICSC, in its sole and absolute discretion, may withdraw its consent at any time, in which event Exhibitor shall terminate such activity forthwith. Exhibitors shall refrain from any action that will distract buyers from attendance at the Show during exhibit hours. The Exhibit Space shall not be used for entertaining. Exhibitors shall not lead buyers from one exhibit space to another. Exhibitors shall not enter into another exhibitor's space without invitation or when unattended. Neither Exhibitor nor any of its representatives shall conduct themselves in a manner offensive to standards of decency or good taste. Further, ICSC shall have the right to remove and ban Exhibitor and/or any of its individual representatives from the Show Building if ICSC, in its sole discretion, determines that Exhibitor or any of its representatives are not able to conduct themselves in a professional manner towards fellow exhibitors and/or the staffs of ICSC, the Orange County Convention Center or any of their respective officers, agents, employees or other representatives.

DRESS OF ATTENDANTS

Costumes not regularly associated with the business and professional character of the Show must have the approval of ICSC. Business attire is recommended.

SERVING OF ALCOHOLIC BEVERAGES

Exhibitors will not be permitted to sell, serve, or give away alcoholic beverages at the Show without prior written approval from ICSC. All food and beverage for your event must be ordered through the Orange County Convention Center.

VIOLATIONS

ICSC Staff and Floor Managers will patrol the Show floor during show set-up, during show hours and during show tear-down. If any of the Rules & Regulations and/or TERMS, CONDITIONS AND RULES are not followed or if any exhibit does not comply with the Exhibit Design Criteria, ICSC staff may issue the Exhibitor a formal Violation. Formal Violations will be included in the Exhibitor's file with ICSC.

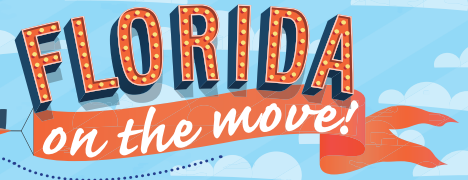
- First Violation: Warning
- Second Violation (repeat Violation or new Violation): Loss of Staff Badge
- Allotment for the follow year's Show
- Third Violation (repeat Violation or new Violation): Loss of Exhibit Space The above notwithstanding, the early tear-down or failure to remain open for business shall constitute a material breach of Terms, Conditions and Rules as stated in Paragraph 7 above.

GOVERNING LAW; AMENDMENTS

This Agreement shall be governed by and construed and enforced in accordance with the Laws of the State of Florida as if it is an agreement made and to be performed entirely within such State. This Agreement may not be amended or modified except by a written communication by ICSC.



ICSC FLORIDA CONFERENCE & DEAL MAKING



Orange County Convention Center, Orlando, FL | August 30 – September 1, 2015

SPONSORSHIP FORM

Sponsorship is an opportunity to get your company name out in front of a select audience of industry professionals. Be sure to take advantage of this opportunity!

Gold Sponsor \$5,000

- Company logo recognition on all electronic and printed Event communications:
 - Online (on Event page and on member e-mails) with hyperlink
 - Pre-Event Printed Materials*
 - On-Site signage at Event
 - Company logo to loop during select Event functions
- Full page 4-color ad in Directory
- 4 weekly SCT Brief Insertions
- Opportunity to distribute one preprinted
- 8"x11" page of literature in hotel room drop (not available for all regionals)
- Recognition on Exhibitor Tent sign (if applicable)
- Company logo on Thank You page in Directory
- Gold Sponsor ribbon

Silver Sponsor \$3,000

- Company logo recognition on all electronic and printed Event communications:
 - Online (on Event page and on member e-mails) with hyperlink
 - Pre-Event Printed Materials*
 - On-Site signage at Event
 - Company logo to loop during select Event functions
- Half page 4-color ad in Directory
- Recognition on Exhibitor Tent sign (if applicable)
- Company logo on Thank You page in Directory
- Silver Sponsor ribbon

Bronze Sponsor \$1,500

- Company logo recognition on all printed Event communications:
 - Pre-Event Printed Materials*
 - On-Site signage at Event
- Recognition on Exhibitor Tent sign (if applicable)
- Company logo on Thank You page in Directory
- Bronze Sponsor ribbon

Reception Sponsor \$750

- On-site signage at Member-Hosted Reception
- Company logo will loop during Member-Hosted Reception
- Reception Sponsor ribbon

*Pending production deadlines

Deadline

Sponsorship must be received by **August 7, 2015** to be recognized at the conference.

Include Form With

- Payment by credit card or check made out to ICSC. Payment must accompany the Sponsorship Form.
- Your company logo (.jpeg and .eps) to aleibovitz@icsc.org.

Return Completed Form To

ICSC 2015 Florida Conference Sponsorship
P.O. Box 26958
New York, NY 10087-6958
Fax: +1 732 694 1800

Sponsor Contact

Amie Leibovitz
Business Development Manager
Tel: +1 773 360 1179
E-mail: aleibovitz@icsc.org

Please Check One Gold Sponsor Silver Sponsor Bronze Sponsor Reception Sponsor

Name _____ Company _____

Company name as it should appear on sign _____

Address _____

City _____ State/Province _____ Zip/Postal Code _____

Telephone _____ Fax _____ E-mail _____

Method of Payment

MasterCard Visa AMEX Discover Check made payable to ICSC enclosed for \$ _____

Name (as it appears on credit card) _____ Signature _____

Credit Card Number (include all digits) _____ Expiration Date (month/year) _____ (2015FL-5)

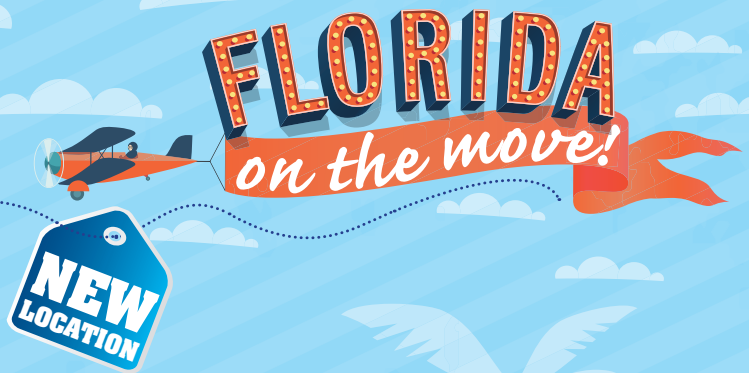
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