



ICSC

MOCIAL+

Marketing, Advertising &
Sponsorship in a Digital Age



August 5 – 7, 2015

Hotel Nikko San Francisco | San Francisco, CA

[#ICSCmocial](#)



Directory

MOCIAL+ is more than just Mobile, Social and Local: It is now integrated into everything. Learn how Shopping Center Marketing, Advertising and Sponsorship are evolving at **MOCIAL+**.

- △ **Strategies and Tactics for Properties**
- △ **Navigating the Changing Marketing Landscape**
- △ **Enhancing the Customer Experience**
- △ **New Tech Trends**
- △ **Content Marketing**

Wednesday, August 5, 2015

Westfield Tour Registration \ **BADGE PICK-UP at Westfield Guest Services (Level 1)**
4:30 – 5:00 pm

Directions to Westfield Center From Hotel Nikko

- From Mason Street walk towards Ellis Street
- Turn Left onto Ellis Street
- Turn Right onto Powell Street
- Turn Left onto Market Street

Enter Mall from Market Street next to Tourneau.
Westfield Guest Service desk is straight ahead on the right.
DO NOT enter at Abercrombie.

Westfield San Francisco Centre/Real Estate Professional Tour
5:00 – 6:00 pm

Westfield SAN FRANCISCO CENTRE

Discover the crown jewel in Westfield's U.S. portfolio, Westfield San Francisco Centre, one of the top shopping center performers in the country. Enjoy an overview of historical and architectural features while gaining key insight into Westfield's management philosophy and operational strategy. Learn key market statistics, customer targets and explore the retail merchandising strategy designed to drive performance in a vertical shopping environment. Delivering a highly integrated customer experience, you will explore unique common area amenities, services and technology distinctly curated for the unique shopper base. From innovative digital programs with Westfield Labs to highly experiential events, the centre is on the cutting edge of the shopping center industry. This tour concludes Under the Dome/Level 4. You must be preregistered to attend the tour.

August 5 – 7, 2015
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Registration \ M.Y. China Restaurant, Westfield Center (Level 4)
5:30 – 7:00 pm

Directions to Westfield Center From Hotel Nikko

- From Mason Street walk towards Ellis Street
- Turn Left onto Ellis Street
- Turn Right onto Powell Street
- Turn Left onto Market Street

Enter Mall from Market Street next to Tourneau.
Westfield Guest Service desk is straight ahead on the right.
DO NOT enter at Abercrombie.

Reception \ M.Y. China Restaurant, Westfield Center (Level 4)
6:00 – 7:00 pm

M.Y. China Restaurant
845 Market Street, 4th Floor
Westfield San Francisco Centre
San Francisco, CA



Thursday, August 6, 2015

Registration \ Nikko Grand Ballroom Foyer (3rd Floor)

8:30 am – 6:15 pm

Wi-Fi Lounge \ Nikko Grand Ballroom Foyer (3rd Floor)

8:30 am – 6:15 pm

The Wi-Fi Lounge provides a comfortable place to network and do business and will be open during registration hours to all registered attendees.

Sponsor Exhibits Open \ Nikko Grand Ballroom Foyer (3rd Floor)

8:30 am – 6:15 pm (Except while sessions are in progress)

Network the old school way, and enjoy some face-to-face time with our innovative sponsors.

Continental Breakfast \ Nikko Grand Ballroom Foyer (3rd Floor)

8:30 – 9:00 am

Welcome Remarks \ Nikko Grand Ballroom I & II (3rd Floor)

9:00 – 9:15 am



Jen Augustyn

ICSC MOCIAL+ Program Planning Committee Co-Chair
Partner
The Dealey Group
Dallas, TX

🐦 @jenaugustyn



Cherilyn Megill, CRX, CMD

ICSC MOCIAL+ Program Planning Committee Co-Chair
Vice President of Marketing & Communications
Phillips Edison & Company
Salt Lake City, UT

🐦 @cherilynm



Angela Sweeney, CRX, CMD

ICSC MOCIAL+ Program Planning Committee Co-Chair
Vice President and Chief Marketing Officer
The Peterson Companies
Fairfax, VA

🐦 @angelasweeney



August 5 – 7, 2015
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Opening Session \ Nikko Grand Ballroom I & II (3rd Floor)

9:15 – 10:00 am

Your Time Is Now!

Not long ago, we began to hear that brick-and-mortar is a thing of the past and ecommerce was the future. Well, not so fast. Offline retail is going through a vibrant and exciting phase, fuelled by innovation from the start-up communities around the globe. This is a session to educate you on how shopping centers can capitalize on innovation and entrepreneurship in different ways, in capturing audiences from all ages and making the mall an essential destination through events, competitions and programs. We'll also explore how retailers are welcoming leadership and intelligence from shopping centers that could give them a competitive edge in an uber digital world.

SPEAKER



Liz Bacelar
Founder and President
Decoded Fashion
New York, NY
@DecodedLiz

DECODED
FASHION

General Session \ Nikko Grand Ballroom I & II (3rd Floor)

10:15 – 11:00 am

The Urban Legend of Social Media Marketing

As social marketing evolves into a mandatory effort for brands, the social landscape constantly shifts. Exponential growth has pushed the 'feeding frenzy' louder than ever while social powerhouses are aggressively moving to monetize their platforms. With never-ending algorithm changes that diminish organic reach by the day, brands are forced into a paid media corner just to engage the community they have spent the past decade building. As marketers are quickly discovering, there are serious flaws in current social marketing strategies: they are experiencing the death of earned media and it's time for brands to rethink how they build engaged communities. In this session, attendees will learn how to socialize their owned properties, apps and events by creating their own, highly engaging social experiences—all without giving up control.

SPEAKER



Jordan Kretchmer
Founder and Chief Executive Officer
Livefyre
San Francisco, CA
@Jkretch

livefyre

Thursday, August 6, 2015

Concurrent Sessions

11:15 am – 12:00 pm

A. iBeacons – Beaming Opportunity or Blinking Distraction?

Carmel Room (3rd Floor)

Amid a tsunami of new electronics and apps, beacons seem to be a dream solution. The promise of one-to-one communication with a shopper just as he/she is close to a cash wrap is so compelling. But does the hype exceed the reality? How people who have deployed iBeacon have avoided becoming just another delivery system for junk messages? Are there other technologies that are as, or even more, important? How does iBeacon, and other tracking/targeting/profiling and activating technologies, fit your business? In this interactive panel, learn from those who are on the leading edge of innovative technology—and what to do to avoid putting yourself on the bleeding edge, or worse in the junk file.

MODERATOR



Alan McKeon
President and Chief Executive Officer
Alexander Babbage
Atlanta, GA



ALEXANDER BABBAGE
Experience Measurement

PANELISTS



Anne Marie Stephen
Chief Executive Officer and Founder
Kwolia
Chicago, IL



Lisa Wieting
Vice President: Planning & Integration
Cohn Marketing
Denver, CO



Concurrent Sessions (continued)

11:15 am – 12:00 pm

B. E-mail Marketing Tactics to Take Your Program Up a Notch

Nikko Grand Ballroom III (3rd Floor)

Despite the buzz around social and mobile marketing in recent years, e-mail marketing remains the workhorse for communicating, engaging and driving action with shoppers. With busy inboxes and the rapid growth in mobile e-mail readership, how do mall marketers break through the clutter and get shoppers into their malls?

In this practical session, you'll learn:

- The latest methods of capturing e-mail addresses, both online and in the mall
- Designing mobile friendly and responsive e-mails
- Leveraging behavioral data to drive automated programs
- Using e-mail in tandem with SMS and mobile apps
- Using advanced techniques including scoring, dynamic content and automation
- Developing content that breaks through the clutter and engages subscribers

SPEAKER



Loren McDonald
Vice President, Industry Relations
Silverpop, an IBM Company
San Francisco, CA
@LorenMcDonald



Lunch Served **Monterey Room (3rd Floor)**

12:00 – 12:30 pm

Thursday, August 6, 2015

Keynote Presentation \ Nikko Grand Ballroom I & II (3rd Floor)

12:30 – 1:30 pm

'Good' Content vs. 'Good Enough' Content: A Fight for Sore Eyes

"We don't need more content. We need better content." So says Ann Handley, who believes our organizations need content that's ridiculously good. Not ordinary. Not mediocre. Not run-of-the-mill. Not just "good enough" either. No sirree. Impossible? Nope—not for you! Because you are made of stronger stuff than you think. You've got this. You own it. Or you will after you come to this session to pick up the how-tos and the inspiration you need to create the kind of stuff that will resonate with your own audience. Who's in?

SPEAKER



Ann Handley
Chief Content Officer
MarketingProfs
Andover, MA
@annhandley



General Session \ Nikko Grand Ballroom I & II (3rd Floor)

1:45 – 2:45 pm

The Future of Retail

In the past three years, the growth of start-ups focused on disrupting fashion; retail and ecommerce has been exponential. From San Francisco, to Miami, to New York, thousands of entrepreneurs are pitching their ideas for investment and partnerships. But what ideas are really making a difference? In this session you will learn how to identify a strong start-up pitch, and how Simon and Decoded Fashion launched the Future of Retail competition to discover the best new ideas in tech. The goal was to search for start-ups enhancing the omni-channel retail experience including: in-store tech, wearables, ecommerce (omni-brands), personalization, data analytics, marketing, rewards, delivery and mobile payments. The result is 10 top ideas that represent where the industry is today and where it is heading.

SPEAKERS



Liz Bacelar
Founder and President
Decoded Fashion
New York, NY
@DecodedLiz



J. Skyler Fernandes
Managing Director
Simon Venture Group
New York, NY
@Jskyfernandes



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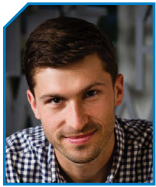
Concurrent Sessions

3:00 – 4:00 pm

A. Transformative Tech – Where Innovation Is Happening to Re-Imagine the Shopper Experience \ Nikko Grand Ballroom III (3rd Floor)

The future of retail will be defined by human connection, technology innovation and inspired vision. This is an exciting time for shopper experience. This session will feature case studies on innovation that are currently taking place in our industry.

SPEAKERS



Healey Cypher

Former Head of Retail Innovation
eBay
Santa Cruz, CA
@htcypher



James E. Meckley

Chief Marketing Officer
Mobiquity Networks
Philadelphia, PA
@JamesMeckley



Collin Sullivan

Business Development Manager
Parkifi
Denver, CO
@parkifi



B. Massive Mobile Data Analytics for Accurate, Dynamic Trade Areas

\ Carmel Room (3rd Floor)

This session will describe some of the best—and worst—applications of Massive Mobile Data Analytics to shopping centers. Massive Mobile Data Analytics means analytics derived from archival, anonymized, and aggregate data from mobile devices, including smartphones, “dumb” phones, connected cars and more. StreetLight Data has used this technique to reveal trends about shopping centers, including home and work locations of center visitors, other centers they like to frequent, demographics, tourist behaviors and more. These insights can be applied both to reduce data collection costs associated with surveys, as well as to reveal previously invisible patterns in visitor behavior that can enhance marketing, branding, and more.



Laura Schewel

Chief Executive Officer
StreetLight Data
San Francisco, CA
@streetlightdata



Thursday, August 6, 2015

Concurrent Sessions

4:15 – 5:15 pm

A. Redefining the Retail Experience – An Atlantic Station/Avalon Case Study

\ Carmel Room (3rd Floor)

When North American Properties (NAP) purchased Atlantic Station, the Atlanta mixed-use development was suffering. As NAP transformed the property, it used social media at every stage to fearlessly and transparently engage the community, building brand advocacy and value along the way. NAP then put its social media learnings to work to build the community while building Avalon, a \$600 million ground-up experiential mixed-use property that opened in October 2014. Learn how NAP listens, learns, leverages, deploys and fine tunes its offerings based on authentic two-way conversations with stakeholders.

SPEAKER



Liz Gillespie, CMD

ICSC MOCIAL+ Program Planning Committee Member
Partner, Vice President of Marketing
North American Properties
Atlanta, GA

@LJGillespie



B. Building and Retaining Sponsors Through Added Value and Customized Benefits

\ Nikko Grand Ballroom III (3rd Floor)

This panel of sponsorship experts will help you build your sponsorship program and show you how to retain your sponsors through added value and customized benefits. Get inspired with everything from achievable sponsorship ideas from a small developer and consultant perspective to a case study of a one-of-a-kind sponsorship program.

MODERATOR



Cheryl Megill, CRX, CMD

ICSC MOCIAL+ Program Planning Committee Co-Chair
Vice President of Marketing & Communications
Phillips Edison & Company
Salt Lake City, UT

@cherilynm



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Concurrent Sessions (continued)

4:15 – 5:15 pm

PANELISTS



Lisa DeBow
Principal
Cloudburst Advisory Group
Washington, DC



Business Development / Strategic Partnerships / Sponsorship and Media Sales



Stacie Ellis
Senior Director, Marketing
The Irvine Company
Newport Beach, CA



Mary Moffett Keaney
Manager, Sponsorship & Partner Development
Tandem
San Francisco, CA
@moffme0



Reception \ Nikko Grand Ballroom Foyer (3rd Floor)

5:15 – 6:15 pm

Friday, August 7

Registration \ Nikko Grand Ballroom Foyer (3rd Floor)

8:30 am – 1:30 pm

Wi-Fi Lounge \ Nikko Grand Ballroom Foyer (3rd Floor)

8:30 am – 1:30 pm

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Sponsor Exhibits Open \ Nikko Grand Ballroom Foyer (3rd Floor)

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Continental Breakfast \ Nikko Grand Ballroom Foyer (3rd Floor)

8:30 – 9:00 am

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Friday, August 7

Roundtable Discussion \ Nikko Grand Ballroom I & II (3rd Floor)

9:00 – 10:00 am

ROUNDTABLE COORDINATORS



Angela Sweeney, CRX, CMD

ICSC MOCIAL+ Program Planning Committee Co-Chair
Vice President and Chief Marketing Officer
The Peterson Companies
Fairfax, VA

@angelasweeney



Meagan Froehlich, CMD

ICSC MOCIAL+ Program Planning Committee Member
Weingarten Realty
Houston, TX

@WeingartenRlty



Rashawn Jackson

ICSC MOCIAL+ Program Planning Committee Member
Director of Marketing
DLC Management Corporation
Tarrytown, NY

@rashawnjackson



Drew McGray

ICSC MOCIAL+ Program Planning Committee Member
Social Media Specialist
Shea|Properties
Viejo, CA

@DrewMcGray



August 5 – 7, 2015
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Roundtable Discussion (continued) \ Nikko Grand Ballroom I & II (3rd Floor)
9:00 – 10:00 am

ROUNDTABLE TOPICS	
Table 1	<p>Tips for Creating Engaging Content Leaders: Michelle Davis, <i>Director of Marketing, Northwood Retail, Dallas, TX</i> Elisabeth Zuerker, <i>Account Supervisor, The Dealey Group, Dallas, TX</i></p>
Table 2	<p>Mobilizing Brand Ambassadors Leader: Rebecca Hartman, <i>Director of Digital Strategy, North American Properties, Atlanta, GA</i></p>
Table 3	<p>Best of the Best – U.S. Maxi Winners Leader: Ashlyn W. Booth, CMD, <i>Vice President, Regional Marketing Manager, JLL, Katy, TX</i></p>
Table 4	<p>Generating Revenue Through Creative Sponsorships Leader: Lisa DeBow, <i>Principal, Cloudburst Advisory Group, Washington, DC</i></p>
Table 5	<p>How to Demonstrate ROI from Digital Marketing Programs Leader: Tim O’Connell, <i>Assistant Vice President, Director of Digital Marketing & Communications, RPAI, Oak Brook IL</i></p>
Table 6	<p>Latest and Greatest Research Tools Leader: Alan McKeon, <i>President and Chief Executive Officer, Alexander Babbage, Atlanta, GA</i></p>
Table 7	<p>Understanding Big Data Leader: Brian Lutz, <i>Director - Mobile & Digital Strategies, CBL & Associates Properties, Inc., Chattanooga, TN</i></p>
Table 8	<p>LED Screens: Revenue Generator, Amenity or Both Leader: Ed Wasserman, <i>Daktronics, Calabasas, CA</i></p>
Table 9	<p>How to Create Great Videos on a Small Budget Leader: Erica N. Boatman-Dixon, CMD, <i>CenterCal Properties, LLC, Oxnard, CA</i></p>
Table 10	<p>Further Your Reach – for FREE with ICSC Digital Platforms Leader: Sarah Malcolm, <i>Director, Digital Strategy, ICSC, New York, NY</i></p>

Friday, August 7

General Session \ Nikko Grand Ballroom I & II (3rd Floor)

10:15 – 11:00 am

Google Maps in the Retail Space

In an environment of growing online sales, the ability to drive customers to brick-and-mortar stores is of increasing importance. Join Shaun Vann from Google Maps to see how Indoor Google Maps, Street View, Google My Business and other Google initiatives are doing just that.

SPEAKER



Shaun Vann
Partnerships Program Manager
Google
Mountain View, CA
@shaun_vann



Concurrent Sessions

11:15 am – 12:00 pm

A. Growing Partnerships with Brands Using Online and Offline Assets

\ Carmel Room (3rd Floor)

Session attendees will walk away with a practical understanding of how partnerships are being applied to deliver more than old-school benefits. Through both tips and real-world examples, this session will show how you can immediately use your shopping center's content, channels and communities in new partnership-enhancing ways.

Specific topics will include:

- Understanding the assets you have online and offline that best answer to sponsors' objectives.
- Amplifying partnerships with digital and social media, including why you need to become a modern digital publisher—creating, curating and distributing content by putting audiences at the center of the experience.

SPEAKER



Diane Knoepke
Consulting Managing Director
IEG
Chicago, IL
@DianeK_ESP



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Concurrent Sessions (continued)

11:15 am – 12:00 pm

B. The Bigger Picture – How Owners, Brokers and Shopping Centers Are Creating New Experiences with the Latest in Video, Imaging and 3D, and How You Can Too!

Nikko Grand Ballroom III (3rd Floor)

Video has been around for a long time now but the ways we take it and share it have changed dramatically. From video platforms like YouTube and Vimeo to video apps like Vine, Instagram, SnapChat and Periscope, learn more about how the commercial real estate industry is utilizing video to help build brand awareness and market B2B and B2C. Hear from experts in imaging, 3D design and drone videography, and view some amazing video.

SPEAKERS



Alex Markson

ICSC MOCIAL+ Program Planning Committee Member
President and Chief Executive Officer
Property Capsule
San Diego, CA
@propertycapsule



Diana Podaski

ICSC MOCIAL+ Program Planning Committee Member
Vice President, Marketing & Social Media
Linear Retail Properties
Boston, MA
@DiPodaski



Radley Angelo

Founder and Chief Executive Officer
SparkAerial
San Diego, CA
@sparkaerial



Heimata Rutgers

Account Executive
Floored, Inc.
New York, NY
@floored3d



Friday, August 7

Lunch Served \ Monterey Room (3rd Floor)

12:00 – 12:30 pm

Blockbuster Presentation \ Nikko Grand Ballroom I & II (3rd Floor)

12:30 – 1:30 pm

From Data Zero to Marketing Hero; How to Measure Success in Shopping Center Marketing

What does marketing success look like? Do you know what your key performance indicators truly are? How do you measure digital channels when results occur in the physical storefront? In this dynamic keynote from SHIFT Communications' Vice President of Marketing Technology, Christopher S. Penn, you'll learn a seven-part measurement strategy and framework that will help you ask the right questions of your marketing team and agencies. You'll learn what's important, what's not, and how to measure your marketing with an eye on bottom-line impact—with tools you probably already have.

SPEAKER



Christopher S. Penn
Vice President of Marketing Technology
SHIFT Communications
San Francisco, CA
[@cspenn](#)



Meeting Adjourns

1:30 pm

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Program Planning Committee



Daniel M. Taub
 Past Program Chair
 Executive Vice President
 Chief Operating Officer
 DLC Management Corporation



Cherilyn Megill, CRX, CMD
 Program Co-Chair
 Vice President of Marketing &
 Communications
 Phillips Edison & Company



Patrick M. Flanagan
 Vice President, Digital Marketing & Strategy
 Simon Brand Ventures,
 Part of Simon Property Group



Liz Gillespie, CMD
 Partner, Vice President of Marketing
 North American Properties



Rashawn Jackson
 Director of Marketing
 DLC Management Corporation



Alex Markson
 President and Chief Executive Officer
 Property Capsule



Tim O'Connell
 Assistant Vice President
 Director of Digital Marketing &
 Communications
 RPAI



Leticia S. Wilson, CMD
 Director of Interactive Marketing
 Forest City Commercial Management



Jen Augustyn
 Program Co-Chair
 Partner
 The Dealey Group



Angela Sweeney, CRX, CMD
 Program Co-Chair
 Vice President and Chief Marketing Officer
 The Peterson Companies



Meagan Froehlich, CMD
 Marketing Specialist
 Weingarten Realty



Jan Hanak
 Vice President, Marketing & Communications
 Regency Centers



Brian Lutz
 Director - Mobile & Digital Strategies
 CBL & Associates Properties, Inc.



Drew McGray
 Social Media Specialist
 Shea|Properties



Diana S. Podaski
 Vice President, Marketing & Social Media
 Linear Retail Properties



M. Jeffrey Vinzani
 Attorney
 Graybill, Lansche & Vinzani, LLC

Thank You To Our Exhibitors

Motionloft Motionloft provides pedestrian and vehicle counts, collected and delivered in real time, for use in many types of data analytics by real estate developers, retailers and real estate property owners. Motionloft uses a private 3G network, built on our own proprietary-designed device, with technology to provide accurate information on activity at any location. Motionloft provides a dashboard, accessible by computer, tablet or smartphone with easy-to-read reports and files that can be used to determine pedestrian counts per hour/day, vehicle counts per hour/day, busiest day per day/week/month, and many up-to-the-minute specifics on any location's activity.

Chris Garrison | Email: chris.garrison@motionloft.com | www.motionloft.com



Imagine the equivalent of web analytics for physical retail. Founded in the labs of MIT, Path Intelligence's unique, award-winning location analytics technology has created a new category of insight for shopping center operators. We call it Decision Science – the application of scientific principles and practices to shopping center decision-making. It's about

measuring billions of shopper movements in hundreds of locations round the world. Adding unique third-party data. Combining it with the deepest analytic expertise. And then providing our clients with statistically robust predictions that enable more profitable decisions. Decisions that optimize tenant performance, protect and drive lease values, maximize operating income, and ultimately, drive asset value.

**Stephanie Shriver-Engdahl | Email: stephanie.shriver-engdahl@pathintel.com |
Tim O'Shea | Email: tim.oshea@pathintelligence.com | www.pathintelligence.com**



PROPERTYCAPSULE

Property Capsule is the cloud-based platform that helps you manage and present your property portfolio, and are the creators of the first and best CRE portfolio presentation app for the iPad.

Manage all your property portfolio information in our cloud-based platform that automates everything from creating custom-branded flyers to updating site plans and logos as tenants move in and out. Present your properties using high-end designer interfaces for iPad, Web, Mobile, Print, Kiosk and Desktop. We have developed the technology for the next generation tour book. Replace your static maps and canned presentations with an iPad and live data-driven maps and queries. Answer questions on-the-fly with live access to data in familiar formats that you previously only had on paper.

Alex Markson | Email: alex@propertycapsule.com | www.propertycapsule.com

Thank You To Our Exhibitors



**REOL
SERVICES**

REOL has spent 20+ years developing effective digital marketing solutions exclusively for commercial real estate companies. Our strength is in combining our expertise in technology and digital trends with our knowledge of how commercial real estate companies do business. The result is solutions that work for you—today, tomorrow and into the future. Find out more about LeasingBoard, our iPad Leasing App, 3D Aerial Tours, Content Management System (CMS) and Corporate and Property Website development at www.reolservices.com.

Stephanie Schonholz | Email: sschonholz@reolservices.com | www.reolservices.com



ShopKit is a turnkey mobile app, website and social media platform for retail shopping centers. Today's shopper has a shopping bag in one hand and a mobile phone in the other, and they expect more from their shopping experience than just a "You Are Here" map. ShopKit gives shopping centers a total digital presence that enhances a shopper's experience with a mobile app, website and social media integration—fully branded and manageable.

CJ Jordan | Email: cj.jordan@speakcreative.com | www.getshopkit.com

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Imagine the equivalent of web analytics for physical retail. Founded in the labs of MIT, Path Intelligence's unique, award-winning location analytics technology has created a new category of insight for shopping center operators. We call it Decision Science – the application of scientific principles and practices to shopping center decision-making. It's about

measuring billions of shopper movements in hundreds of locations round the world. Adding unique third-party data. Combining it with the deepest analytic expertise. And then providing our clients with statistically robust predictions that enable more profitable decisions. Decisions that optimize tenant performance, protect and drive lease values, maximize operating income, and ultimately, drive asset value.

**Stephanie Shriver-Engdahl | Email: stephanie.shriver-engdahl@pathintel.com |
Tim O'Shea | Email: tim.oshea@pathintelligence.com | www.pathintelligence.com**

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Platinum Sponsors



Formed in 1991, DLC Management Corp. is one of the nation's preeminent owners, operators and managers of shopping centers. Our portfolio includes millions of square feet of attractive retail space and continues to expand as we complete additional acquisitions. As a privately held company, DLC takes a long-term approach to managing shopping centers and seeks to create and deliver extraordinary value by fostering strategic relationships with our tenants, communities, partners and investors. DLC focuses on grocery-anchored neighborhood and community shopping centers that generate strong, repeat consumer traffic. Our centers are concentrated in the Northeast, Southeast, Midwest and Mid-Atlantic. Our goal is to provide every tenant with the "right" location – whether it's a 500 square foot inline space, a high-traffic pad site or a 100,000 square foot anchor box. With over 185 years of senior management experience, DLC knows what it takes to operate shopping centers successfully through up-and-down cycles in the real estate, credit and retail markets. We maintain expert in-house capabilities to support all critical real estate, financial, legal and reporting services, guided by a hands-on, proactive management style.

Rashawn Jackson | Email: rjackson@dlcmgmt.com | www.dlcmgt.com

Regency Centers. For more than 50 years, Regency Centers has owned, operated and developed dominant, grocery-anchored retail centers that are exceptionally merchandised and maintained. We are the proud owners of 321 shopping centers across 24 major U.S. markets. Regency is a company defined by the entrepreneurial spirit of our people and their ability to find the best retailers for the best spaces, again and again. To provide an outstanding shopping experience, we are always taking a fresh look at our centers to ensure that they are vibrant, neighborhood gathering places. Places where people want to visit, shop and stay.

Jan Hanak | Email: JanHanak@RegencyCenters.com | www.RegencyCenters.com

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Social Relationship Platform Sponsor





Welcome to ICSC's Mobile App

The app that enables you to access all of ICSC's events, and connect with attendees anytime – anywhere – at your convenience. Puts the power of ICSC events and networking in the palm of your hand. Download the app today so you gain instant access to over 68,000 ICSC member contacts, and have networking capabilities 365 days a year!



FEATURES INCLUDE:

- Member and Attendee look up
- Way-finding navigation (limited events)
- Event search
- Event details page
- Exhibitor listing & search
- Event floor plan (limited events)
- Social feeds
- Sponsorship on all pages
- Improved the My ICSC section
- Improved search functionality
- Ability to provide app feedback
- Create Meetups at ICSC events



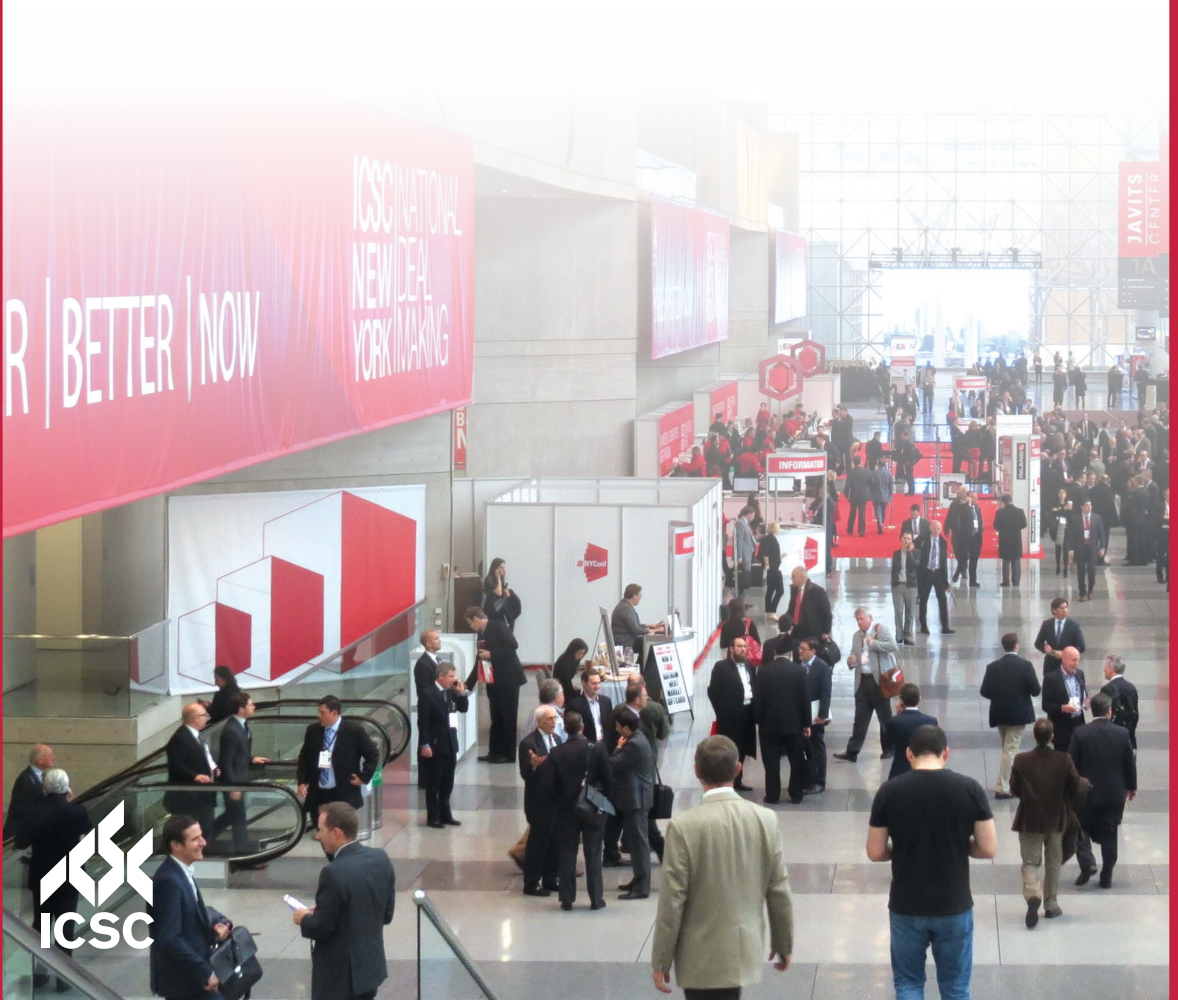
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New York City | #NYConf

BIGGER | BETTER | BACK

Over **160,000** square feet of exhibit space,
more than **9,500** attendees and all in **one** place!

For more information visit www.icsc.org/2015EDM



ICSC

MO **CIAL** +

Marketing, Advertising &
Sponsorship in a Digital Age



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