



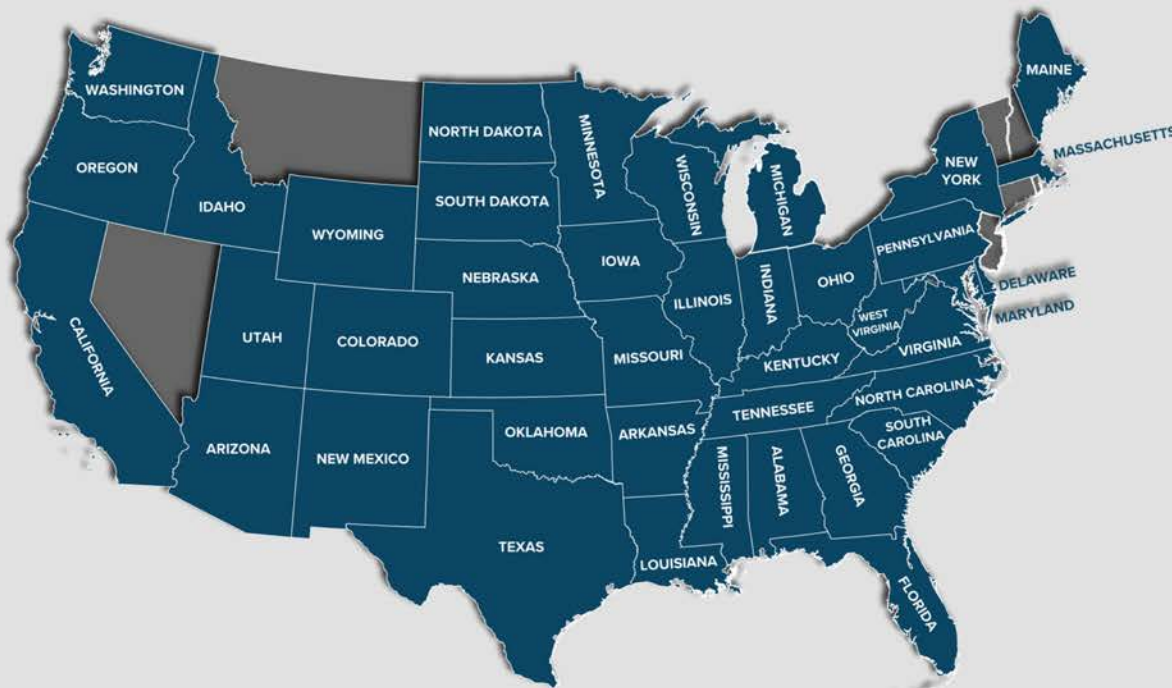
# Preparing for ICSC Las Vegas 2024



**Aaron Farmer**  
President



**Caroline Harrelson**  
Strategy Director



**850+**  
COMMUNITIES SERVED

**41**  
STATES WE'VE WORKED IN

**90%**  
REPEAT CLIENT RATE



Joined by Guest Panelist

**MORGAN WORTHAM**

Director, Membership Support -  
Community Advancement at ICSC



# ICSC LAS VEGAS

May 19-21, 2024

Las Vegas Convention Center  
Las Vegas, Nevada, United States

## “Is it worth it for our community to attend?”

**Register at the Standard Rate** (ends May 16, 2024, at 11:59 pm EST)

Member • **\$1,050**

Non-Member • **\$1,975**

Retailer Member • **\$0**

Student Member • **\$50**

**On-Site Rate** (starts May 17, 2024, at 12:00 am EST)\*\*

Member • **\$1,450**

Non-Member • **\$1,975**

Retailer Member • **N/A**

Student Member • **N/A**

- **Poll:**  
Have you attended ICSC before?
- **Poll:**  
Are you a first time ICSC Las Vegas attendee?

# ICSC LAS VEGAS

May 19-21, 2024

Las Vegas Convention Center  
Las Vegas, Nevada, United States

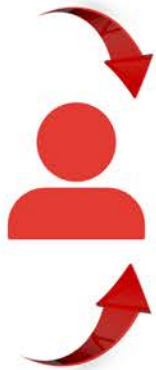
## Overview:

- Details, Schedule, and Lay of the Land
- Goals & Objectives
- Preparation
- Marketing Materials
- Available Sites
- Strategy
- Targeting
- Post-ICSC Follow Up



# Event Navigation

Additional Resources



**Attendee Search**

[Search](#)

**Attendee List (PDFs)**

[View](#)

**ICSC LAS VEGAS Sponsorship  
& Advertising Opportunities**

[Download](#)

**Book Hotel**

[Book](#)

**ICSC LAS VEGAS Exhibitor  
Floor Plan**

[View](#)

**ICSC Social Media  
Tips & Tricks**

[View](#)



**Schedule**

[View full schedule](#)

**ICSC LAS VEGAS Exhibitor  
Search**

[View](#)





# Event Schedule

- **Sunday May 19**
- **Professional Development Workshops: 1:00pm-4:30pm**
- **\* Community Advancement Session: Public-Private Partnership (3:30-4:30pm)**
- **Keynote Presentation: 4:45pm-6:00pm**
- **Opening Reception: 6:00pm-8:00pm**
- 
- **Monday May 20**
- **Advancing Retail in Communities Breakfast: 7:30am-8:30am (Pre-registration req)**
- **Show Floor: 8:00am-5:00pm**
- **General Sessions: 10:00am – 4:30pm**
- **Diversity Reception: 5:30pm-7:00pm**
- 
- **Tuesday May 21**
- **Show Floor: 8:00am-3:00pm**
- **General Sessions: 10:00am – 12:30pm**
-



# Event Map

- Key Places





# Event Map

- Key Places

## South Hall Upper





# Event Map

- Key Places

## South Hall Lower





# Event Map

- Key Places

## Central Hall





# Steps To Ensure ICSC Las Vegas Is A Success

- ICSC has a Deal Making Guide with Excellent Tips

## Deal Making Guide

Prepare Your Community For Retail Opportunities

**Why Retail?**

There's opportunity in retail.

In 2020, there were a total of 114,958 shopping centers in the U.S. representing over 7.5 billion square feet of gross leasable area, which is 40% of total U.S. retail leasable area. (Source: CoStar Realty Information Inc.)

There's money in retail.

In 2020, retail real estate sales in the U.S. were \$5.9 trillion or roughly 28% of U.S. GDP. (Source: U.S. Census Bureau, U.S. Bureau of Economic Analysis, ICSC Research)

There's community in retail.




67% of U.S. adults say having the ability to visit physical stores makes them feel more connected to the brand and comfortable with the products they purchase. (Source: ICSC COVID Impact Survey, April 2021)

**What is a Deal Making Event?**

ICSC deal making events, designed to facilitate deals and connections across all aspects of retail real estate, are a prime opportunity to expand your professional network. Deal makings take place in large spaces with exhibitor booths, tables and/or kiosks. Professionals walk the deal making floor to network, explore new business opportunities, meet the competition and make on-the-spot deals.

**Public, Meet Private**

More retail development deals happen at ICSC deal making events than in any other forum. That's because ICSC has:



- <https://www.icsc.com/who-we-are/community-advancement>

(Under Dealmaking Guide)



# Steps To Ensure ICSC Las Vegas Is A Success

## Goals & Objectives

### Set Realistic Goals & Manage Expectations

#### Prioritize Prospects & Schedule

- Condensed schedule, so prioritize key prospects and schedule as many meetings on Monday as possible

#### Attend As Many Social Functions & Sessions As Possible

- Attend educational seminars and workshops to gain insights on industry trends, new retailers, new concepts, creative public/private partnerships



# Steps To Ensure ICSC Las Vegas Is A Success

## Preparation

### Know Your Market

- Community Demographic Profile
- Retail Trade Area Demographic Profile (**Cell Phone Analysis**)
- Primary Retailers
- Awareness of Primary Vacancies
- Awareness of Planned Developments
- Retail Categories that could be Supported by Community
- Strengths and Weaknesses over Competing Communities
- Be able to sell your community in 3 minutes or less; you must convince them there is an opportunity.



# Steps To Ensure ICSC Las Vegas Is A Success

## Marketing Materials

### iPad or Personal Binder with Marketing Info



- Location Map
- Current Community Demographic Profile **(2024 Data)**
- Retail Trade Area Map
- Current RTA Demographic Profile **(2024 Data)**
- Current Retail Trade Area Psychographic Profile **(2024 Data)**
- Retail Categories that could be Supported by Community
- Primary Vacancies, Land, Pad Sites, and Property Specifics
- Map of Primary Retailers
- Aerial Photograph



# Steps To Ensure ICSC Las Vegas Is A Success

## Marketing Materials

### One Page Community Marketing Flyer

- Community Overview
- Location Map
- Retail Trade Area Map
- Current Retail Trade Area Demographic Profile **(2024 Data)**
- Current Demographic Profile **(2024 Data)**
- Primary Traffic Counts
- Appropriate Contact Information



# Steps To Ensure ICSC Las Vegas Is A Success

## Available Sites

### Know What Sites Are Available In Your Community

- Database of sites
- Contact info for broker/owner
- Providing sites to retail prospects speeds up the development and decision-making process



# Steps To Ensure ICSC Las Vegas Is A Success

## Strategy

### Know Your Approach

- Target and meet retailers that **fit** your community
- Sell your community FIRST, then sell the site

### Invite Retailers To Your Community

- Meet with retail brokers active in your area
  - they are often the 'gatekeepers' for retailers
- Target and meet with retail developers active in your region or state



# Steps To Ensure ICSC Las Vegas Is A Success

## Strategy

### Targeting

- Target retailers that will fill an identified category gap as well as vacant space, land, and pad sites in your community
- **Search attendee and exhibitor lists for contact information on the ICSC website**
- Create an 'elevator pitch' that will get the immediate attention and interest of targeted retailers/developers
- Create a hit list of retailers and brokers who may represent certain retailers (e.g. CBRE, JLL, Buyer's Realty, etc.)

**THE MOST  
PRODUCTIVE TIME  
FOR RETAILER AND  
DEVELOPER  
DROP-INS IS  
TUESDAY -  
8 AM TO 3 PM**



# Post-Conference:

- **Vital Part of ICSC Strategy**

## Post ICSC Las Vegas

### Follow Ups

- If you met with a retailer (planned or drop-in) follow up with them quickly!
- If applicable, have site-specific information waiting for them when they return to their office. Be prepared to send multiple times.
- **Name recognition is important;** keep your name and the community name in front of the retailer as much as possible... without being annoying.

**FOLLOW UP IS CRITICAL!!!**



# Questions?



**Aaron Farmer**  
President



**Caroline Harrelson**  
Strategy Director

[info@theretailcoach.net](mailto:info@theretailcoach.net)



**MORGAN WORTHAM**

Director, Membership Support -  
Community Advancement at ICSC



[mwortham@ICSC.com](mailto:mwortham@ICSC.com)