

International Educational Study Tour of U.S. Shopping Centers and Retail Venues

Pennsylvania • New Jersey • New York

MARCH 6 – 9, 2012

- View shopping centers and retail venues and meet with their management teams
- Learn the secrets of successful shopping centers and how to apply them to your center
- Look at innovative ways to redevelop, lease and customize your shopping center
- Gain special insights throughout by meeting and learning from industry experts

Tour some of the best shopping centers in the Northeast U.S., all pre-arranged in an enjoyable itinerary AND combine the tour with ... attending

 ICSC University of Shopping Centers



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At-a-Glance

TUESDAY, March 6, 2012

9:00 am - 2:00 pm	Check-in, Sheraton University City Hotel, Philadelphia
2:00 - 3:00 pm	Walking Tour, Retail Street Development Surrounding the University of Pennsylvania
3:00 - 5:00 pm	Orientation and Afternoon Tea
5:00 - 6:00 pm	Bus to Cherry Hill Mall
6:00 - 8:00 pm	Presentation and Walking Tour of Cherry Hill Mall
8:00 - 9:30 pm	Dinner at Cherry Hill Mall

WEDNESDAY, March 7, 2012

7:00 am - 1:30 pm	Registration
7:30 - 8:45 am	Breakfast Served
8:00 - 8:45 am	Special Industry Groups Breakfast and Town Hall Meeting
9:00 am - 12:00 noon	Course Evaluating Opportunities for Neighborhood and Community Centers (Part I)
12:00 noon - 12:30 pm	Luncheon Served
12:45 - 1:45 pm	Luncheon Presentation "Are We Making Any Progress Yet? A View of the State of Commercial Real Estate and the Economy in 2012" Peter Linneman, Ph.D., Chief Executive Officer, American Land Funds and KL Realty, and Founding Principal, Linneman Associates
2:00 - 4:00 pm	Course Evaluating Opportunities for Neighborhood and Community Centers (Part II)
4:15 pm	Board bus for King of Prussia Mall
5:00 - 7:30 pm	Presentation and Walking Tour of King of Prussia Mall
7:30 - 9:15 pm	Dinner at King of Prussia Mall

THURSDAY, March 8, 2012

7:00 am	Check out of Sheraton University City Hotel
7:30 am	Breakfast at Hotel
7:30 - 9:30 am	Bus to Paramus, New Jersey
9:30 am - 12:00 noon	Presentation and Walking Tour of Westfield Garden State Plaza Host: Paul G.W. Fetscher, SCLS, CCIM President Great American Brokerage
12:00 noon - 1:30 pm	Lunch at Westfield Garden State Plaza
1:30 - 2:30 pm	Drive to Woodbury Commons Premium Outlets. Drive by Harriman Commons
2:30 - 6:00 pm	Presentation, walking tour and shopping time at Woodbury Commons Premium Outlets
6:30 - 8:30 pm	Dinner at Gasho's Japanese Steak House
8:30 - 10:00 pm	Bus to Manhattan. Check-in at the Kimberly Suites Hotel

FRIDAY, March 9, 2012

7:30 am	Walk to ICSC offices in Midtown Manhattan
8:00 - 9:30 am	Breakfast and Presentation of New York City Retail Faith Hope Consolo Chairman Prudential Douglas Elliman Real Estate Retail Group Joseph Aquino Executive Vice President Prudential Douglas Elliman Real Estate Retail Group
9:30 - 11:30 am	Special Presentation Redevelopment of Lower Manhattan and Downtown New York City's Post 9/11 Renaissance
11:30 am - 4:00 pm	Bus Tour of Great Retail Neighborhoods of Manhattan (lunch is included)
4:00 - 6:00 pm	Closing Reception and Graduation Ceremony
	Free evening in New York City

International Educational Study Tour of U.S. Shopping Centers and Retail Venues

**Pennsylvania • New Jersey • New York
March 6 – 9, 2012**

Are you looking for an opportunity to gain an understanding of how U.S. retail development is progressing? Then, you need to participate in ICSC's International Study Tour of U.S. Shopping Centers and Retail Venues. The U.S. Northeast is the home of some of the most innovative, most successful shopping centers in the country. Many have won awards for their shopping center design or received recognition for sustainable environmental practices. The tour features an impressive roster of faculty members who will lead the tour and share their insights and expertise. The program will begin in Philadelphia where you will participate in a unique educational experience, held in conjunction with the University of Shopping Centers, and visit, analyze and discuss an iconic community center with three industry experts and a member of the management team.

There will be much to see and learn on this valuable educational experience:

- Visit an important mix of outlet, high-end, regional and superregional centers; both open-air and mall properties in this region; along with showing the top retail neighborhoods in Manhattan
- Attend two important classes at the University of Shopping Centers on Wednesday and learn how both retailers and developers view their property from their perspectives
- Tour New York City, led by Faith Hope Consolo
- Hear a special presentation on the redevelopment plans of Lower Manhattan and the World Trade Center area

So bring your cameras and your notebooks!





Benefits of Attendance:

- Combine world-class education with learning best practices employed at leading U.S. shopping centers
- View shopping centers and retail venues and meet with their management teams
- Learn the secrets of successful shopping centers and how to apply them to your center
- Look at innovative ways to redevelop, lease and customize your shopping center
- Gain special insights throughout by meeting and learning from industry experts
- Freely ask questions of the management teams at the centers
- Find retail opportunities and growth patterns
- Discover innovative architecture and design concepts and what should be an appropriate tenant mix for your center
- Find methods to increase your center's sales and profits
- Learn unique maintenance and security tactics
- Gain knowledge on tactics for operating your center efficiently
- Learn the latest methods of sustainable environmental practices for shopping centers
- Meet and share experiences with colleagues from around the world



Itinerary:

In three and a half event-packed days, you will visit:

- Two regional malls successfully keeping pace with competition in their market (Cherry Hill Mall and Westfield Garden State Plaza)
- An iconic community center (Bala Cynwyd Center)
- A superregional mall that has remained a clear leader (King of Prussia Mall)
- A leading outlet mall with all the top brands that attracts shoppers from around the world (Woodbury Common Premium Outlets)
- New York City – a full day, to be led by the self-styled “Queen of Retail”, Faith Hope Consolo
- Manhattan and the World Trade Center – hear a special presentation on the redevelopment plans of Lower Manhattan and Downtown New York City’s Post-9/11 Renaissance

Certificate of Completion:

Certificates of Completion and class photographs will be given out at a closing graduation ceremony on the last day.

What Is Included:

- The cost of hotels in Philadelphia and New York City
- Bus transportation during the tour
- Most meals
- Many networking opportunities



Centers and Retail Venues to Be Visited on This Tour

Cherry Hill Mall was the first indoor, climate controlled shopping center built on the U.S. East Coast and opened in 1961. Undergoing a major expansion in 2009, many new stores have arrived, such as: Nordstrom, Apple, J. Crew, Garage, Steve Madden, Urban Outfitters, Brighton Collectibles, White House/Black Market, Tilly's and A/X Armani Exchange. Hear how they successfully underwent a major renovation and redevelopment of the property.

Bala Cynwyd Center You will be spending three hours in the morning and two hours in the afternoon participating in a two-part case study class at the University of Shopping Centers on March 7 called Evaluating Opportunities for Neighborhood and Community Centers. This special course begins with a bus trip to a Philadelphia-area community center. You'll tour with three experienced senior faculty members: a developer, an executive from the supermarket industry and an executive representing a drugstore anchor. They will candidly and openly show you many examples along the way of how they assess a center's performance. In this class, everyone will examine the overall quality of the center, its good points and bad points. The instructors will point out how supermarket and drugstore tenants react to what they see and how this center would be viewed by each of them. The developer will do much the same from the developer's side with an emphasis on the tenant mix, layout, profitability, and outlook for its longevity.

Participants will be encouraged to participate, ask questions and provide their own assessments and critiques. You will receive a great deal of handout material and supporting data, as a member of the center's ownership team tells you the story of the Bala Cynwyd development over the years. The handouts presented in class will demonstrate the owner's thinking behind the decisions they have made.

King of Prussia Mall, at over 2.9 million square feet, boasts more retail space than any

other shopping attraction in America. Anchored by department stores Neiman Marcus, Nordstrom, Bloomingdale's, Lord & Taylor, Macy's, JCPenney and Sears, King of Prussia features a diverse tenant mix of over 400 merchants, including a collection of luxury retailers unsurpassed in the region. King of Prussia features a delectable selection of international dining options, available at three unique food courts and in casual and fine dining establishments including Morton's The Steak House, Cheesecake Factory, Seasons 52, Maggiano's Little Italy and Legal Sea Foods. With its strong and diverse retail mix and luxury shopping options, King of Prussia attracts tourists and shoppers from far beyond its primary market. Stores like Tory Burch, Gucci, Piazza Sempione, Anne Fontaine, Henri Bendel and 7 For All Mankind, all regionally exclusive to King of Prussia, reinforce the center's strength as a one-of-a-kind shopping experience. Coupled with its affluent customer base, King of Prussia Mall continues to be a highly desirable location for retailers.

Westfield Garden State Plaza is an upscale shopping mall, owned and managed by the Westfield Group and centrally located at the intersection of two of New Jersey's busiest highways. With 2.1 million sq. ft. of leasable space, it is the largest mall in New Jersey, the third-largest mall in the New York City Metropolitan Area, and one of the highest revenue producing malls in the United States. Its department store anchors are JCPenney, Lord & Taylor, Macy's, Neiman Marcus and Nordstrom, and it is across Route 4 from an IKEA, Sports Authority, Bed, Bath and Beyond and a Christmas Tree Shops. It was the first large scale shopping mall in New Jersey. Westfield Garden State Plaza ranks among the largest shopping malls in the United States, having been ranked 14th largest in the United States. Westfield Garden State Plaza is the largest mall in the Westfield Group's global portfolio in terms of leasable area. This is significant given that Westfield Group is the largest retail property group globally.

Woodbury Common Premium Outlets®

features 220 stores, the world's largest collection of designer and name brand outlets offering savings of 25% to 65% every day. Stores include Adidas, Balenciaga, Banana Republic, Burberry, Calvin Klein, Coach, Diane Von Furstenberg, DKNY, Dunhill, Etro, Gap, Giorgio Armani, Gucci, J.Crew, Juicy Couture, Last Call by Neiman Marcus, Marni, Polo Ralph Lauren, Roberto Cavalli, Saks Fifth Avenue Off 5th, Tommy Hilfiger, Tory Burch, Versace, Yves Saint Lauren and many more, situated in an appealing colonial-American setting. This popular center serves a wide range of regional residents as well as area visitors. Shoppers from all over the world include a visit to Woodbury Common Premium Outlets as one of their "must visit" stops while visiting New York. The center is owned and operated by Simon Property Group.

Additional Benefits for Joining the ICSC Educational Study Tour

- Find retail opportunities and growth patterns
- Discover innovative architecture and design concepts and what should be an appropriate tenant mix for your center
- Find methods to increase your center's sales and profits
- Learn unique maintenance and security tactics
- Gain knowledge on tactics for operating your center efficiently
- Learn the latest methods of sustainable environmental practices for shopping centers
- Meet and share experiences with colleagues from around the world

Your Day in New York City

Join internationally-acclaimed "Queen of Retail" **Faith Hope Consolo** for a personal tour of some of her favorite shopping districts in Manhattan.

Starting at the World Trade Center with a special presentation from a member of the Lower Manhattan Redevelopment Agency, you'll have an opportunity to see firsthand the remarkable reclamation of a seminal retail corridor in the Financial District.

Then from Lower Manhattan, Faith and partner Joseph A. Aquino will continue with a magical tour of Manhattan's fashion-forward shopping districts, including:

- **Meatpacking.** Located between Greenwich Village and Chelsea, and now bordered by the newly built Highline Park, this former center for food purveyors and wholesalers is today one of the most dynamic and hip fashion districts in the country;
- **Soho.** As seen through the eyes of Ms. Consolo, one of the pioneering retail consultants for this once industrial enclave, Soho is downtown Manhattan's most significant center of luxury, home to Chanel, Bloomingdale's and Prada, along with dozens of cutting-edge and international designers;
- **Herald Square and Macy's.** Through movies, music and myth, no other store is more closely identified with New York than Macy's. But just as inspiring is the re-awakening of the surrounding retail along Herald Square, thanks to the vibrancy added by a host of new international and youth-market retailers;
- **Madison Avenue, near Barney's.** Faith Country! Manhattan's version of the Champs Élysées, sophisticated, urbane and intimate;
- **Fifth Avenue, from Tiffany's to 42nd Street.** A modern parable of New York City's ability to constantly reinvent itself – from sapphires to sportswear.

En route, you'll also pass through several well-established and/or emerging shopping districts, including Greenwich Village, the East Village and Lower East Side, Nolita, Flatiron, Ladies' Mile, Hudson Yards, Time-Warner Center and more.

Educational Study Tour Registration Information

GENERAL INFORMATION

How To Register

Fax: +1 732 694 1800 (*Credit card registrations only*)

Online: www.icsc.org/2012EST (*Credit card registrations only*)

Mail: International Council of Shopping Centers

Attn: Registration Department

P.O. Box 26958

New York, NY 10087-6958

Registration Fees

ICSC Member \$3,995 (USD)

Non-Member \$4,695 (USD)

Guests and Spouses \$2,000 (USD)

Deadline

Please register by no later than **Friday, February 3**, to assure your place in the program.

Cancellations

All cancellations will be subject to a \$25 cancellation fee. No refunds will be given for cancellations received after **February 3, 2012**. All requests for refunds must be received by ICSC in writing.

Confirmation

Upon receipt of your Registration Form and payment, ICSC will send you a confirmation notice. Before the program, an additional package will be sent to you that will include program schedules, locations and other items of interest.

Visa Letters

If you require a letter for applying for a Visa to the United States, please contact Madison Gross at ICSC at mgross@icsc.org and we will supply this letter for you.

Housing

ICSC has arranged special room rates at the Sheraton University City in Philadelphia (two nights, March 6 and 7) and at the Kimberly Suites Hotel in New York City (two nights, March 8 and 9). Book early and ensure you receive the discounted rate with no hidden fees or penalties

while also securing the most convenient location for your stay and networking opportunities. Room inventory is limited. To reserve your room online, please visit the individual meeting registration site at www.ICSC.org/2012EST and look for Book Hotel Now. Or call the ICSC Travel Desk internationally at +1 585 442 8900 ext. 412 to speak with an event specialist Monday – Friday 8:00 am to 5:30 pm EST.

All hotel change requests or cancellations must be made in writing to the ICSC Travel Desk at DePrez Travel, the official housing bureau for ICSC, via e-mail at icsctravel@depreztravel.com or via fax at +1 585 442 8934 or with the hotel directly. Please Note: Hotel reservations are independent of your registration. ICSC is not responsible for reserving or cancelling hotel accommodations.

Airline Information and Assistance

For most events special air rates have been established for ICSC members. Please visit the individual meeting registration site at www.ICSC.org/2012EST and look for Book Air Now. Or call the ICSC Travel Consultants at the ICSC Travel Desk at +1 888 427 2885 (+1 585 442 8900) option 3 for the best flight options, professional expertise and dedicated personal service (Monday – Friday 8:00 am to 5:30 pm EST).

Special Needs

Any individual desiring an auxiliary aid should notify ICSC at least five weeks prior to the meeting.

Continue the Learning, Continue the Touring

If you would like to add to your stay in Philadelphia and attend morning and/or afternoon classes at the ICSC University of Shopping Centers in Philadelphia on Monday, March 5 and/or Tuesday, March 6, you may do so. Go to the University of Shopping Centers web site www.icsc.org/2012UV to view the full schedule of classes and register for them at the University web site.

If you would like to stay longer in New York City, please let DePrez Travel know when you make your hotel reservations.

For More Information

For more information about this Study Tour, please contact Madison Gross, ICSC Senior Manager of Education, at +1 646 728 3461 or mgross@icsc.org.

Return to: International Council of Shopping Centers
P.O. Box 26958, New York, NY 10087-6958

Fax to: +1 732 694 1800

Individual Member ID Number (Not Company Number) _____

Name _____ Title _____

Company _____

Address _____

City _____ State/Province _____ Country _____ Zip/Postal Code _____

Telephone _____ Fax Number _____ E-mail _____

Please check here if any of the above information has changed since your last correspondence.

Check here:

ICSC Member \$ 3,995 (USD) Non-Member \$ 4,695 (USD) Spouse or guest \$ 2,000 (USD)

Please make multiple copies of this form for members of your traveling party.

Method Of Payment

Check or money order made payable to ICSC enclosed for \$ _____ (payable in U.S. funds)

MasterCard Visa AMEX Discover \$ _____

Name (as it appears on credit card)

Signature

Credit Card Number (include all digits)

Expiration Date (month/year)

2012 EST



**INTERNATIONAL COUNCIL
OF SHOPPING CENTERS**

1221 Avenue of the Americas
New York, NY 10020-1099

Attention addressee:

Please route this important information to:

- Asset Manager _____
- Retail Real Estate Manager _____
- Center Manager _____
- Development Director _____
- Leasing Director _____
- Other _____
- Other _____
- Other _____

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