



retail strategies



ICSC LAS VEGAS

Tips and Tricks



Quick Facts

ICSC Las Vegas is the largest retail real estate conference of the year and it's one of the best opportunities to get in front of decision makers. This show is all about relationships and with 30 members of our team attending, we've got you covered from every angle!

Our ability to network with attendees and leverage relationships from across the county on behalf of our community partners is on full display in Las Vegas – we're excited to help your community in the process.

Schedule

Sunday, May 21: Opening Reception @ The Wynn: 6pm – 8pm

Monday, May 22: 8am – 5pm

Tuesday, May 23: 8am – 3pm

Our Location

South Hall, Lower Level, 656X

Mark time on your calendar to drop by our booth and meet our team!



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LAS VEGAS CONVENTION CENTER

Join Our Team!



The Las Vegas Convention Center is vast! Allow yourself time to get from meeting to meeting. The LVCC is under construction this year, so the layout will have changed from the past.

We are located in the Lower Level of the South Hall. Schedule a time to meet with our team.





PLAN FOR SUCCESS

ICSC LAS VEGAS

Tips from the Team

1. Schedule as many relevant meetings as possible. Meetings are scheduled in 30-minute increments.
2. Allow time to get from one meeting to the next
3. Maximize Exposure. Meet professionals from outside of your market. The more someone hears about your city, the better off you will be!
4. Network, Network, Network! Attend as many networking events as your schedule will allow. Work the room during each event.
5. Make contacts and collect business cards. Take time to walk around the trade show floor. Understand the size, scope and nature of each company that exhibits. A developer you might think is of no use to you could very easily have a project in a similar town to yours. Find out who they are and what projects are on the horizon.
6. Take Notes! You will have so many conversations it is hard to remember all of the details of every meeting.
7. Keep the small talk short. Get to the point of the meeting as quickly as you can to ensure you're able to accomplish what you need and don't waste other's time.

Prep Tip: Go to icsc.com to view the attendee list

The list will have nearly 30,000 people on it, so pare it down by category or state to view who is more important to you.



Lacy Beasley

Start your conference experience off with the session moderated by Lacy Beasley.

Sunday

3:30– 4:30



Lacy Beasley
President of Retail Strategies

ICSC Board Trustee



Reshaping Communities:

Innovative Strategies for a
Transformative Future



Elliott Cook

Follow up on Monday by attending a panel discussion with Elliot Cook.

Monday
10:45



Elliott Cook
Director of Real Estate

Downtown Strategies



Microlearning Session:
Tips for Community Advancers

KEEP UP THE MOMENTUM

Follow Up

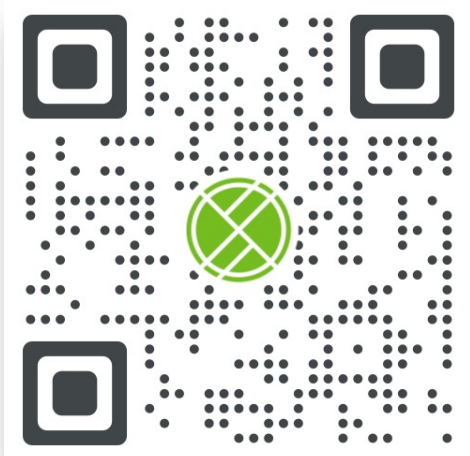
Collect business cards and promo materials. Attach any cards to the coordinating marketing brochures.

Write on the back of each card bullet points to remember important points for follow-up.

Take notes on key meetings with specific deal information.

Send a follow-up note or email to EVERY person you meet and connect with them on LinkedIn.

Meeting Request



PREPERATION over
PERSPERATION

Tips N Tricks

- Expect crowds and lines
- Being on time will get you there late
- Have a map of the convention floor handy. Group meetings in proximity to one another if possible
- Comfortable shoes are a must
- Drink plenty of water!
- Get phone numbers for meeting contacts – text them if you're running late
- Don't forget your badge and business cards
- Utilize the buses and rail system
- Allow 15 minutes to walk from the Central Hall to the South Upper & Lower Halls