



2018 Global Media Planner



THE VOICE OF THE GLOBAL RETAIL REAL ESTATE INDUSTRY

ICSC'S PREMIER MEDIA GROUP PROVIDES RETAIL REAL ESTATE PROFESSIONALS WORLDWIDE WITH CRITICAL BUSINESS INSIGHTS, INDUSTRY NEWS AND THE TOOLS NEEDED TO THRIVE INTO THE FUTURE. OUR UNIQUE BLEND OF PRINT, DIGITAL AND LIVE EVENT PLATFORMS PROVIDE MULTIDIMENSIONAL OPPORTUNITIES FOR YOU TO CONNECT WITH THE INDUSTRY AT LARGE.

TOTAL INDUSTRY REACH



PRINT

5 INDUSTRY MAGAZINES
750,000+ READERSHIP
ACROSS ALL MAGAZINES



DIGITAL

1.1M+ PAGE VIEWS PER YEAR
110,000 VISITORS PER MONTH
80,000+ SUBSCRIBERS ACROSS
7 DIGITAL NEWSLETTERS



SOCIAL

150,000+ FOLLOWERS
on FACEBOOK,
TWITTER, INSTAGRAM,
LINKEDIN, YOUTUBE
1.2M IMPRESSIONS



EVENTS

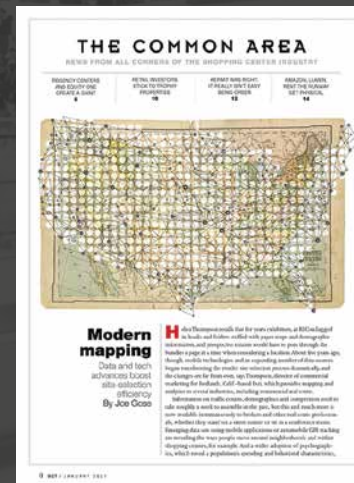
20+ DEAL MAKING
& SPECIALTY
4 INTERNATIONAL
150+ LOCAL
100,000+ ATTENDEES

SHOPPING CENTERS TODAY – SCT

Shopping Centers Today is an award-winning publication that is dedicated to the retail real estate industry and provides a wide range of compelling content. Over 75% of owners, developers, retailers and lenders turn to SCT more than any other publication to help build their business.



IN EVERY ISSUE



Common Area



Storefronts



Development Digest



Sites & Cities



Newsmakers



The Last Stop

Expand your ad reach to thousands of show attendees with our bonus distributions.

Editorial Calendar

	Ad Reservation	Ad Due		Ad Reservation	Ad Due
January <i>The Forecast Issue</i>	Nov. 17, 2017	Nov. 27, 2017	July <i>The Community Issue</i>	May 25, 2018	June 1, 2018
Bonus Distribution: NEXUS Conference, Whistler Conference, North Florida Idea Exchange, Heartland States Idea Exchange			Bonus Distribution: Tennessee/Kentucky Idea Exchange		
February <i>Open-Air: The Sky's The Limit</i>	Dec. 22, 2017	Dec. 29, 2017	August <i>The Innovation Issue</i>	June 22, 2018	June 29, 2018
Bonus Distribution: Southern California Idea Exchange, West Florida Idea Exchange			Bonus Distribution: Ohio/West Virginia/Western Pennsylvania/Indiana Idea Exchange, Florida Conference & Deal Making		
March <i>What's New in Re-development</i>	Jan. 19, 2018	Jan. 26, 2018	September <i>The Digital Issue</i>	July 20, 2018	July 27, 2018
Bonus Distribution: Gulf South Idea Exchange, Monterey Conference & Deal Making, OAC Summit, Food Conference, Carolinas Conference & Deal Making, Mid-Atlantic Conference & Deal Making, RECon Europe			Bonus Distribution: PA/NJ/DE Conference & Deal Making		
April <i>The Food Issue</i>	Feb. 16, 2018	Feb. 23, 2018	October <i>Money Matters: The Finance Issue</i>	Aug. 24, 2018	Aug. 31, 2018
Bonus Distribution: European Conference			Bonus Distribution: Canadian Convention, Western Conference & Deal Making, Chicago Deal Making, RECon Asia		
May <i>The RECon Issue</i>	Mar. 23, 2018	Mar. 30, 2018	November <i>The Architecture & Design Issue</i>	Sept. 21, 2018	Sept. 28, 2018
Bonus Distribution: RECon			December <i>New York Deal Making</i>	Oct. 19, 2018	Oct. 26, 2018
June <i>What's New in Mixed-Use</i>	Apr. 20, 2018	Apr. 27, 2018	Bonus Distribution: New York Deal Making, CenterBuild Conference		
Bonus Distribution: Québec Conference					

Note: Bonus Distribution subject to change; please contact your Business Development Manager for updates

SCT IBEROAMÉRICA

Covering the Latin America retail real estate industry.

- Published January, April, July, October
- SCT Iberoamérica is published in Spanish
- Distributed at international events

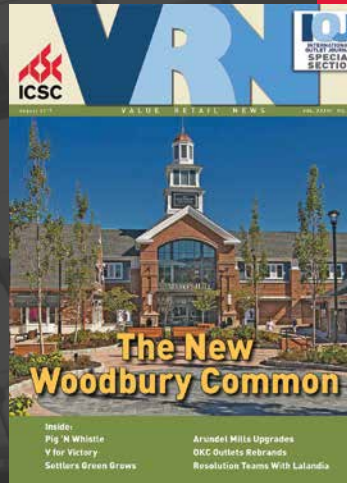
	Ad Reservation	Ad Due
First Quarter	Nov. 17, 2017	Nov. 27, 2017
Second Quarter	Feb. 16, 2018	Feb. 23, 2018
Third Quarter	May 25, 2018	June 1, 2018
Fourth Quarter	Aug. 24, 2018	Aug. 31, 2018



VRN / IOJ*

Value Retail News and International Outlet Journal have merged to become the leading global publication solely focused on the outlet industry. Since 1982, VRN has covered the depth and breadth of this dynamic sector through exclusive research, in-depth features and breaking news.

* IOJ coverage will be featured in each issue of VRN.



IN EVERY ISSUE

News Up Front

2017 Planned Openings
 News and information on new outlet centers planned for 2017. Includes a list of projects with details on location, size, and expected opening date.

2017 Planned Centers to Open in the U.S.
 A table listing planned outlet centers across various states, including details on location, size, and expected opening date.

Outlet Hall of Fame Calls for Nominees
 The 2017 Outlet Hall of Fame is now accepting nominations for the most successful outlet centers in the industry.

Nelevar Cited by BREEM
 Nelevar has been named by BREEM as one of the top 100 commercial real estate developers in the U.S.

Outlet Collection Winnipeg to Open in May
 The new outlet collection in Winnipeg is set to open in May, featuring a mix of retail and dining options.

News Up Front

Retail Outlook

Outlet Retailers Ready for the All-Important Fourth Quarter
 Outlet retailers are preparing for a strong fourth quarter, with many centers expected to open or reach full occupancy.

Express on Course for 140-150 Outlet Centers
 Express is on track to open 140-150 outlet centers in 2017, continuing its rapid expansion across the U.S.

Saks Off 5TH to Open
 Saks Off 5TH is set to open its first outlet center in the U.S., marking a significant milestone for the brand.

Retail Outlook

Snapshot

Russia Warms Up to Outlet Centres
 The Russian market is showing growing interest in outlet centers, with several new projects in the pipeline.

Russian Outlets
 A list of Russian outlet centers, including details on location, size, and expected opening date.

Snapshot

Development Briefs

Outlets of Maui's New Airport Ad Campaign
 The new outlet collection at Maui's new airport is launching an aggressive advertising campaign to attract visitors.

Asheville Outlets Offers Free Shuttle Bus Service
 Asheville Outlets is offering free shuttle bus service to and from the airport, making it easier for visitors to reach the center.

Ontario Mills Hosts Live Art Installation
 Ontario Mills is hosting a live art installation, featuring local artists and providing a unique shopping experience.

Outlets of Little Rock Adds NEM, OHC
 Outlets of Little Rock has added NEM and OHC to its roster of retailers, offering visitors a wider selection of brands.

The Was Group Now Leasing Kinross Outlet Center
 The Was Group is now leasing the Kinross Outlet Center, marking a new chapter in the center's development.

Development Briefs

Newsmakers

Shorter distance to success
 Shorter distances to success are being achieved by outlet centers, with many projects opening closer to major transportation hubs.

By Peter Butler, Managing Editor
 Peter Butler discusses the challenges and opportunities facing the outlet industry in 2017.

What are the opportunities for outlet centers in 2017?
 An analysis of the market opportunities for outlet centers in 2017, including trends in retail and dining.

Outlet centers: A new era of growth?
 An analysis of the growth potential for outlet centers in 2017, including the impact of e-commerce and changing consumer behavior.

Newsmakers

Expand your ad reach to thousands of show attendees with our bonus distributions.

Editorial Calendar

	Ad Reservation	Ad Due		Ad Reservation	Ad Due
January/February 2018: Year of Opportunity Bonus Distribution: Whistler Conference	Nov. 15, 2017	Dec. 4, 2017	August <i>The Digital Issue</i> Bonus Distribution: Florida Conference & Deal Making	June 15, 2018	June 29, 2018
March <i>Centers of Interest</i> Bonus Distribution: Mid-Atlantic Conference & Deal Making, RECon Europe	Jan. 12, 2018	Jan. 26, 2018	September <i>The Development Trends Issue</i> Bonus Distribution: PA/NJ/DE Conference & Deal Making	July 13, 2018	July 27, 2018
April <i>The Food Issue</i> Bonus Distribution: European Conference	Feb. 13, 2018	Feb. 27, 2018	October <i>The VRN National Outlet Conference at Chicago Deal Making Issue</i> Bonus Distribution: Chicago Deal Making, Canadian Convention, Western Conference & Deal Making, RECon Asia	Aug. 16, 2018	Aug. 30, 2018
May <i>The RECon Issue</i> Bonus Distribution: RECon	Mar. 7, 2018	Mar. 21, 2018	November <i>The Innovation Issue</i>	Sept. 13, 2018	Sept. 27, 2018
June/July <i>Mixed-Use Development</i> Bonus Distribution: VRN Outlet Retail Deal Making, Québec Conference	Apr. 20, 2018	May 4, 2018	December <i>The New York Deal Making Issue</i> Bonus Distribution: New York Deal Making, CenterBuild Conference	Oct. 11, 2018	Oct. 25, 2018

Note: Bonus Distribution subject to change; please contact your Business Development Manager for updates

VRN ONLINE DIRECTORY ADVERTISING

VRN's online directories feature outlet projects containing market data, tenant lists and industry contacts. The directory also includes more than 500 value and outlet retailers, including leasing contacts, outlet chain locations.

For advertising options, contact Sally Stephenson at sstephenson@icsc.org.

PRINT SPECS & AD RATES

SHOPPING CENTERS TODAY – SCT

Ad Size	Print Specs	1x	3x	6x	12x
Full Page, full bleed	BLEED: 8" w x 11" d; TRIM: 7.75" w x 10.75" d	\$5,280	\$4,500	\$4,220	\$4,000
Full Page, non bleed	LIVE AREA: 7.25" w x 10.25" d; TRIM: 7.75" w x 10.75" d	\$5,280	\$4,500	\$4,220	\$4,000
Two-Page Spread, full bleed	BLEED: 15.75" w x 11" d; TRIM: 15.5" w x 10.75" d	\$10,100	\$8,700	\$8,200	\$7,440
Two-Page Spread, non-bleed	LIVE AREA: 15" w x 10.25" d; BLEED: 15.5" w x 10.75" d	\$10,100	\$8,700	\$8,200	\$7,440
1/2 Page Island	4.5" w x 7.375" d	\$3,880	\$3,200	\$2,900	\$2,640
1/2 Page Horizontal	7.25" w x 4.875" d	\$3,880	\$3,200	\$2,900	\$2,640
1/2 Horizontal Spread, full bleed	15.75" w x 5.25" d	\$7,600	\$6,240	\$5,780	\$5,260
1/2 Horizontal Spread, non-bleed	15" w x 4.875" d	\$7,600	\$6,240	\$5,780	\$5,260
1/4 Page	3.375" w x 4.875" d	\$2,300	\$1,980	\$1,780	\$1,600

Covers (Non-Cancelable)	Print Specs	1x
Back Cover / 4-color only	BLEED: 8" w x 11" d; TRIM: 7.75" w x 10.75" d	\$7,100
Inside Front Cover / 4-color only	BLEED: 8" w x 11" d; TRIM: 7.75" w x 10.75" d	\$6,200
Inside Back Cover / 4-color only	BLEED: 8" w x 11" d; TRIM: 7.75" w x 10.75" d	\$6,000

SCT CLASSIFIED RATES

Ad size	Print Specs	1x	3x	6x	12x
Column inch rate	1 column = 2"; 2" x 2" is the smallest size ad accepted	\$95	\$85	\$75	\$65

Add 10% for each additional color. Prices of ads are for members and non-members.

SCT IBEROAMÉRICA RATES

Ad Size	Print Specs	1x	2x	4x
Inside Front	BLEED: 8" w x 11" d; TRIM: 7.75" w x 10.75" d	\$1,995	\$1,596	\$1,397
Inside Back	BLEED: 8" w x 11" d; TRIM: 7.75" w x 10.75" d	\$1,995	\$1,596	\$1,397
Full Page*	BLEED: 8" w x 11" d; TRIM: 7.75" w x 10.75" d	\$1,500	\$1,200	\$1,050
1/2 Page**	7.25" w x 4.875" d	\$995	\$796	\$697

*In addition, all full-page advertisers receive a complimentary banner ad for four consecutive weeks in *Resumen Iberoamericano*, ICSC's weekly emailed Spanish Language newsletter covering Latin America and Spain. **In addition, all half-page advertisers receive a complimentary banner ad for two consecutive weeks in *Resumen Iberoamericano*.

VALUE RETAIL NEWS – VRN / INTERNATIONAL OUTLET JOURNAL – IOJ

Black & White Ad Size	Print Specs	1x	3x	6x
Full Page, full bleed	BLEED: 9.75" w x 13.25" d; TRIM: 8" w x 11.75" d	\$3,135	\$2,535	\$2,280
Full Page, non bleed	8" w x 11.75" d	\$3,135	\$2,535	\$2,280
1/2 Page Horizontal	8.125" w x 5.75" d	\$1,940	\$1,630	\$1,490
1/2 Page Vertical	4" w x 11.75" d	\$1,940	\$1,630	\$1,490
1/2 Page Island	4.5" w x 5.75" d	\$1,940	\$1,630	\$1,490
1/4 Page Horizontal	6" w x 3.5" d	\$1,110	\$930	\$850
1/4 Page Vertical	4" w x 5.75" d	\$1,110	\$930	\$850
1/8 Page Horizontal	4" w x 2.875" d	\$665	\$525	\$455
1/8 Page Vertical	1.875" w x 5.75" d	\$665	\$525	\$455

Advertise with a 1/2 page or larger in three (3) consecutive issues of Value Retail News (including the September convention issue) and receive a complimentary 1/4 ad in the Fall VRN National Outlet Convention Program.

Cover Rates	Print Specs	1x	3x	6x	12x	18x
Inside Front Cover	BLEED: 9.75" w x 13.25" d; TRIM: 8" w x 11.75" d	\$5,385	\$4,735	\$4,425	\$4,040	\$3,775
Inside Back Cover	BLEED: 9.75" w x 13.25" d; TRIM: 8" w x 11.75" d	\$5,325	\$4,665	\$4,375	\$4,100	\$3,690
Back Cover	BLEED: 9.75" w x 13.25" d; TRIM: 8" w x 11.75" d	\$5,675	\$5,050	\$4,705	\$4,490	\$4,140

Color Rates	
4-Color Process	\$1,105
Black + 2-Color Process	\$885
Black + 1-Color Process	\$665
1 PMS Color	\$1,105



PRINT MECHANICAL REQUIREMENTS

- High-res PDFs should either be CMYK or grayscale
- All images contained in the file should be CMYK or grayscale
- High-res PDF files are accepted or files from the following programs: QuarkXpress 6.5 or higher | InDesign CS2 or higher
- All images contained within the ad should be at least 300 dpi
- All line art contained within the ad should be 1200–1800 dpi
- All fonts must be embedded in the ad
- The PDF should be created at 100%
- Full-page ads must be created with a proper bleed (add 1/4" bleed in addition to the trim size around the entire ad)
- PDFs must be under 20MB in size to be sent via email
- Three easy ways to submit your ad copy:
 - + Submit high-res PDF files or design files smaller than 20MB via email to the production manager for each publication: *SCT, SCT Global, SCT Iberoamérica* | David Stackhouse; dstackhouse@icsc.org *VRN/IOJ* | Natasha Reed; nreed@icsc.org
 - + Upload final PDF files or design files to ICSC's FTP site (contact the production manager for details)
 - + Send final PDFs via a file-transfer website such as wetransfer.com

DIGITAL NEWSLETTERS

ICSC's email newsletters delivered to nearly 80,000 subscribers feature breaking news, industry insights and trends. Don't miss an opportunity to be top-of-mind to key industry decision makers.

SCT WEEK | 60,000 ICSC members

Prices range from \$1,400 to \$2,200 depending on position.
Size: 300 pixels wide x 100 pixels high

INTERNATIONAL NEWS BRIEFS | 10,000+ subscribers

AsiaBrief, EuroBrief, IndiaBrief, MiddleEastBrief and Resumen Iberoamérica

Frequency	Size	Cost
Weekly	300 pixels wide x 100 pixels high	\$400/4 insertions/per brief

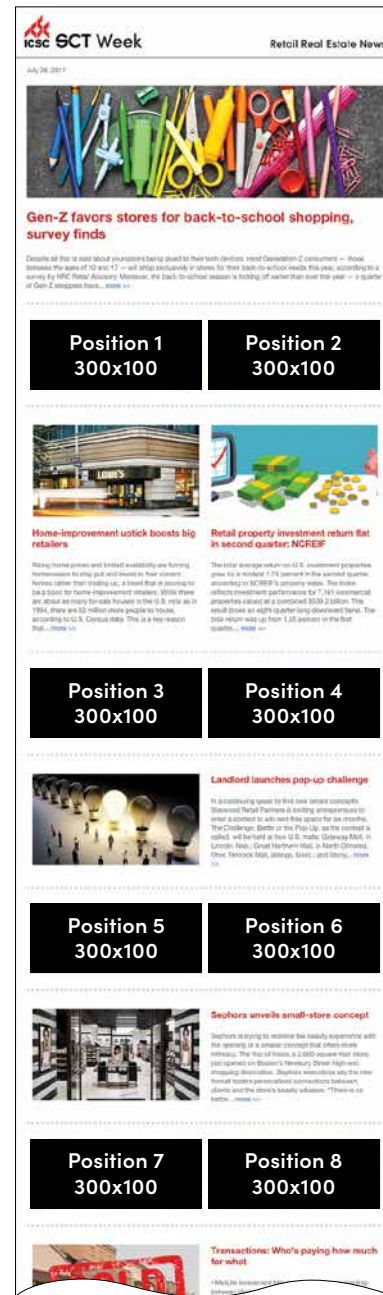
GLOBAL OUTLET NEWSBRIEF | 10,000+ subscribers

Frequency	Size	Position	Cost
Every Other Week	300 pixels wide x 100 pixels high	1	\$400/insertion
		2	\$300/insertion

DIGITAL NEWS AD REQUIREMENTS

- Only static images accepted: JPG or GIF formats, along with a URL. Animated or flash banner ads will not be accepted.
- 40K – Maximum file size for SCTWeek, Global Outlet News and International Brief ads
- SCTWeek and International Brief banner ads are sold in packages of four insertions that run in consecutive order

For more information and pricing, contact your Business Development Manager.



WEBSITE & MOBILE APP

ICSC's newly redesigned website has a modern clean design, improved functionality and enhanced rich content that focuses on the organization's mission to be recognized for the integral role it plays in the global retail real estate industry.

The new ICSC mobile app mirrors the ICSC website and delivers an amazing user experience. Our website is updated on a daily basis with breaking news, featured events and timely research. Reinforce your message with our newest digital advertising options.

BANNER ADVERTISING PLACEMENTS:

RUN-OF-SITE ADVERTISING

Rotate your ad on the most visited pages. All website and mobile app advertising will run simultaneously.

Website Ad Size	728 pixels wide x 90 pixels high
Mobile Ad Size	320 pixels wide x 100 pixels high
Run-of-Site Rates	\$40/CPM for banner ad on run-of-site or channel-specific pages
Mechanicals	Please send a PNG file with a static URL. Animated or flash banners will not be accepted.
Resolution	72 dpi
Link	Include the exact URL for your link
Lead Time	7 business days
Reporting	Clients will be provided with a monthly status report following your campaign



website



mobile

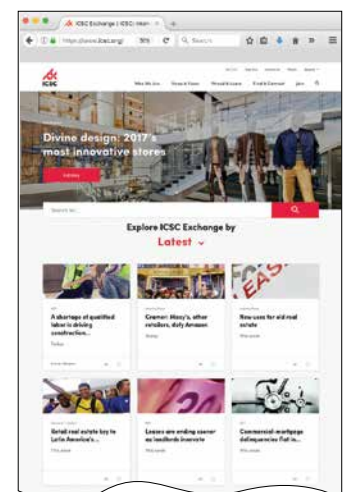
SPONSORED CONTENT ON ICSC.ORG / NEW

News Brief on ICSC Exchange	\$15/CPM
News Feature Story on ICSC Exchange	\$25/CPM

SOCIAL MEDIA* / NEW

Facebook Sponsored Posts	\$10/CPM
Twitter Sponsored Posts	\$15/CPM

*Cost based on current number of followers



ICSC Exchange

RECON

The global retail real estate event of the year!

May 20 – 23, 2018 | Las Vegas Convention Center & Westgate Hotel | Las Vegas, NV

NEW YORK DEAL MAKING

The national retail real estate event of the year!

December 5 – 6, 2018 | Jacob K. Javits Convention Center | New York, NY

RECon By The Numbers

37,000 Attendees

58 Countries Represented by Attendees

1,200 Exhibitors

Featuring Marketplace Mall, Retailer Central, Professional Development Workshops, P3 Pavilion, SPREE

Exclusive Pre-Show, On-Site and Post-Show sponsorship package opportunities are available.

Other Opportunities Include:

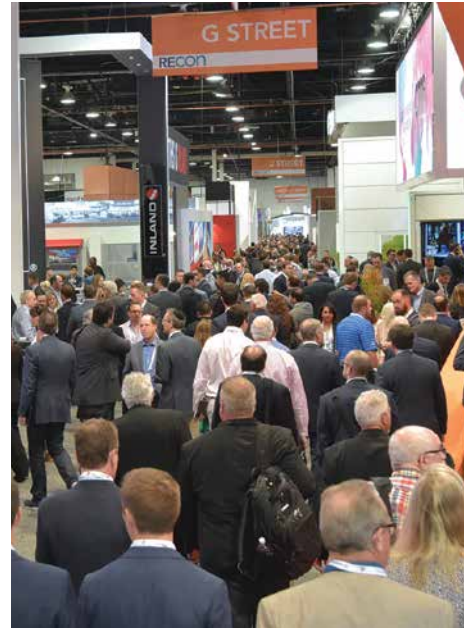
- Company Logo Placement
- Digital and Print Communications
- On Site Advertising

For more information contact your Business Development Manager (see back cover)

Directory Deadline: March 20

Directory Materials Due: March 27

Full Page: \$2,900



New York Deal Making By The Numbers

10,000+ Attendees

500 Exhibitors

Featuring Global Pavilion, Retailer Row, P3 Pavilion, Professional Development Workshops

Exclusive Pre-Show, On-Site and Post-Show sponsorship package opportunities are available.

- Company Logo Placement
- Website Advertising
- Digital and Print Communications

For more information contact your Business Development Manager (see page 16)

Directory Deadline: October 26

Directory Materials Due: November 2

Full Page: \$2,600

Half Page: \$1,990



ICSC REGIONAL DEAL MAKING EVENTS

ICSC regional deal making events attract more than 100,000 of the world's top experts working in retail real estate who want to be a part of a strong community of networkers, go-getters and forward-thinkers.

Carolinas Conference & Deal Making	Monterey Conference & Deal Making	Mid-Atlantic Conference & Deal Making	New England Conference & Deal Making	Florida Conference & Deal Making
March 5 – 6	March 7 – 8	March 21 – 22	July 16 – 18	August 26 – 28
1,440 Attendees	1,300 Attendees	2,200 Attendees	1,500 Attendees	4,600 Attendees

PA/NJ/DE Conference & Deal Making	Western Conference & Deal Making	Chicago Deal Making	Southeast Conference & Deal Making
September 5 – 6	October 8 – 10	October 17 – 18	October 22 – 24
1,500 Attendees	4,000 Attendees	2,500 Attendees	2,700 Attendees

EVENT SPONSORSHIP & ADVERTISING OPPORTUNITIES

Platinum, Gold & Silver sponsorship packages offer an opportunity to gain visibility and reach industry leaders and decision makers at our premier live events.

Sponsorship Packages Include*:

- Company Logo Placement
- Advertising (web / print)
- Company logo on event emails
- On-Site Marketing

*Depends on package level

For further details contact your Business Development Manager (see back cover).



AT-DOOR PROGRAM DIRECTORY ADVERTISING GUIDELINES

Preferred File Format/FTP Upload/Preflight

Advertisers must upload high resolution PDF files to SendMyAd at <https://icsc.sendmyad.com> provided they are prepared for press-optimized printing in CMYK color mode with fonts embedded. More information on creating acceptable PDF files is at <http://www.sendmysupport.com>. PDFs will be preflighted for errors. Some size and bleed errors can be corrected by repositioning right in SendMyAd instead of uploading a revision. All ads will require a final approval from you after preflighting.

Color Mode

Ads should be converted to CMYK prior to submission as color shifts may occur and PMS colors do not always convert accurately. Ads received in RGB, as well as any spot colors detected in the ad, will be converted to CMYK during preflight.

Photo Elements

For best results, photos used should be in 300 dpi, actual size and in CMYK color mode.

Text

All fonts should be embedded in the submitted PDF

Ad Size

Trim Size: 8" x 10"
Bleed Size: 8 1/4" x 10 1/4"
Live Area: 7" x 9"
Half Page: 7" x 4 1/2"

NOTE: RECon requires different ad sizes. Please consult with your Business Development Manager for those sizes.

Submitting Ads

1. Log in to SendMyAd at <https://icsc.sendmyad.com>
2. Select the ICSC event you are submitting your ad for and the ad size
3. Upload your PDF
4. Review and make any necessary adjustments
5. Approve

EVENT PROGRAM DIRECTORIES

Event goers turn to program directories for a full range of resources from exhibitor contact information to session schedules.

Conference	Conference Dates	Directory Deadline	Directory Materials Due	Full Page	1/2 Page
Whistler Conference	January 28 – 30	January 3	January 9	\$2,400	\$1,700
Carolinas Conference & Deal Making	March 5 – 6	February 2	February 9	\$1,900	\$1,500
Monterey Conference & Deal Making	March 7 – 8	February 5	February 12	\$1,900	\$1,500
Mid-Atlantic Conference & Deal Making	March 21 – 22	February 19	February 26	\$1,900	\$1,500
RECon	May 20 – 23	March 20	March 27	\$2,900	N/A
New England Conference & Deal Making	July 16 – 18	June 15	June 22	\$1,900	\$1,500
Florida Conference & Deal Making	August 26 – 28	July 27	August 3	\$2,400	\$1,700
PA/NJ/DE Conference & Deal Making	September 5 – 6	August 6	August 13	\$2,000	\$1,550
Canadian Convention	October 1 – 3	August 31	September 7	\$2,400	\$1,700
Western Conference & Deal Making	October 8 – 10	September 7	September 14	\$2,400	\$1,700
Chicago Deal Making	October 17 – 18	September 17	September 24	\$2,200	\$1,600
Southeast Conference & Deal Making	October 22 – 24	September 21	September 28	\$2,400	\$1,700
New York Deal Making	December 5 – 6	October 26	November 2	\$2,600	\$1,900



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