

Subject: ICSC 2024 Las Vegas Conference - Event Summary

Date: February 5, 2024

ICSC Las Vegas is an annual multi-day gathering of industry experts driving innovation and evolution in commercial real estate. Economic development staff attend as part of the City's outbound marketing strategy to promote our community to commercial real estate prospects. This year's event will take place May 19th – May 21st in Las Vegas, Nevada.

- Expected attendance at the event is approximately 25,000 industry professionals including developers, retailers and real estate brokers
- The City of Commerce City is partnering with Adams County Economic Development to share a booth where meetings can be scheduled and held
- A majority of the networking events are held in outdoor venues without air conditioning and take place the evening of May 19th
- The average temperature in Las Vegas in May is 90+ degrees
- The event takes place throughout three halls at the Las Vegas Convention Center that total over 1.2 million square feet
- Meetings with prospects at the event are scheduled for 15-30 minutes and traveling to meetings can also take 15-30 minutes depending on the location in the convention center
- Attendees are encouraged to plan for a significant amount of walking and to wear comfortable shoes
- Meeting days and times can change quickly and are sometimes cancelled with little notice
- Staff will be reaching out to coordinate meetings with prospects in March