

Press Release

Specialty Leasing Summit 2013 Announces New Educational Tracks

Hanover, Mass., January, 15th, 2013 – The third annual Specialty Leasing Summit (SPECIALTY LEASING SUMMIT) is proud to announce an exciting new addition to its educational platform. The Summit 2013 will now offer registered attendees two seminar tracks to choose from to best fit their needs. The Specialty Leasing Summit will take place April 15-16, 2013 as part of the Specialty Retail Entrepreneur Expo & Conference (SPREE). This year's event will be held at the Sands Expo Center at the Venetian in Las Vegas.

“The Specialty Leasing Summit has grown to become an invaluable industry resource for leasing executives,” says Patricia Norins, publisher of *Specialty Retail Report*. “Demand for continuing professional development in our industry has prompted us to expand the Specialty Leasing Summit this year with the creation of two distinct educational tracks.”

Track One is ideal for those individuals who are new to the industry or are working towards their Specialty Leasing Designation (SLD). These courses offer a broad range of topics for leasing professionals, and the Track One Summit courses also count for one-third of the required credits needed to complete the SLD. This track highlights fundamental topics such as developing a strategic merchandising plan, marketing specialty leasing opportunities and setting rental rates for your property.

Track Two, the Sales & Marketing Track, is a perfect choice for those who have already obtained their SLD or for those individuals that want to keep up with the latest industry trends and ideas to generate more revenue for their centers. This track will provide participants with specific actionable items and marketing strategies to help grow their sales and their specialty leasing program. The program will offer insights on topics that include “Event Marketing to Generate Sales” and “Maximize Your Holiday Program Revenue” among others.

“Both tracks provide a powerhouse lineup of speakers that include some of the specialty retail industry's preeminent leaders,” adds Norins. The Summit also provides a great opportunity to network with colleagues and learn more about industry best practices. In addition, participants in the Specialty Leasing Summit can enjoy the added benefit of attending SPREE 2013 immediately following the conclusion of the summit. SPREE is the world's largest trade show for carts, kiosks and temporary retail.

More details on the Specialty Leasing Summit program schedule, as well as online registration information, can be found at the Specialty Leasing Summit website:

<http://www.specialtyleasingsummit.com>

About SPREE

The Specialty Retail Entrepreneur Expo & Conference (SPREE) is the specialty retail leasing industry's largest event. The educational and networking conference has been growing every year since it was launched in 2005 with nearly 2,500 attendees at the 2012 SPREE. The free event brings cart and kiosk retailers together with wholesalers, property managers and service providers from around the country. Attendees typically include entrepreneurs exploring opportunities for their first location, as well as industry veterans looking for the latest hot products, retailing strategies and expansion locations.

Details include:

What: Specialty Leasing Summit at SPREE

Who: Produced by *Specialty Retail Report* magazine

Where: Sands Expo Center at the Venetian, Las Vegas, NV

When: April 15-16, 2013

Cost: Early bird discount price of \$499 expires on January 31, 2013. Standard price if \$599

For more information: call (800) 936-6297 x20 or go online to www.specialtyleasingsummit.com

Questions about SPREE or the Summit? Email dlahti@specialtyretail.com

Education questions about the SLD program? Email dweir@specialtyretail.com

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