

Finance Pavilion a first for NY show

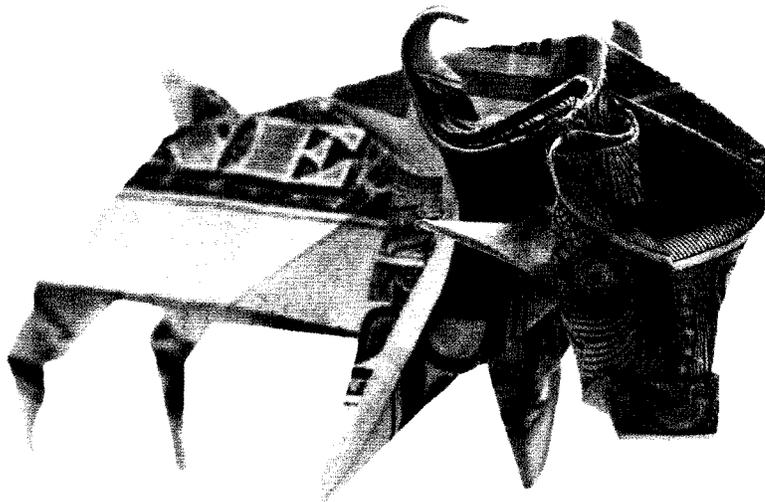
By Matt Hudgins

Where would a deal-making conference be without lenders, mortgage brokers and financial advisers to help carry things from the handshake stage through to closing? And so, to assist the conventioners to comparison shop for that perfect adviser, ICSC has gathered many of these service providers into a single, capital-intensive destination: the Finance Pavilion, just off Retailer Row, in the 1400 aisle.

The Finance Pavilion is already a mainstay of ICSC's largest trade show – RECon, held every year in Las Vegas. The New York meeting is the organization's second-largest event, and with this move to the Javits Center and the doubling of exhibit space to roughly 100,000 square feet, there is plenty of room to re-create several RECon innovations, says Eddie Emeric, ICSC's trade expositions director. "Due to the success we had at RECon, we decided to create a smaller version of the Finance Pavilion for the New York National Deal Making Conference," Emeric said. "We have about eight companies that are on the finance row."

At NES Financial's booth in the Pavilion, representatives from the San Jose, Calif.-based financial services firm are fielding questions about EB-5 escrow, fund administration, 1031 exchanges, work-flow automation, regulatory compliance and other complex topics. "We have successfully been exhibiting in the RECon Finance Pavilion for several years and hope to have the same success at the ICSC New York Finance Pavilion," said Laura Kelly, vice president of marketing at NES. "In the last couple of years, we have had a lot of interest from attendees in learning more about EB-5 funding."

Eitan Weinstock, managing director at AST Defeasance Consultants, and his team are here to educate conduit-



loan borrowers about strategies for exiting such debt early through defeasance. Defeasance replaces a mortgage in a commercial-mortgage-backed securities transaction with bonds that generate returns. "The peak of CMBS originations was 2005 to 2007, so with so many loans coming due between 2015 and 2017, many borrowers will be encountering defeasance issues over the next two years," Weinstock said.

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"The cost of defeasance is related to term left on the loan, so many borrowers who previously looked at the cost as prohibitive will no longer look at them as prohibitive, with just two or three years left on their loans."

Ronnie Levine is the senior managing director at Meridian Capital Group, a financial intermediary based in New York City and a longtime participant in the conference. Levine says the larger venue is a good fit and reflects its evolution into a national show. "You've got developers from around the country as well as major national retailers here," he said. "Obviously, it's got a New York-centric kind of flair, but it pulls from a national audience."

But not every financial exhibitor is in the Pavilion. A10 Capital had already reserved Booth 1219 and decided against relocating into the Pavilion. Still, the firm says, bringing all the exhibitors together under one roof is a great improvement over previous years, when the split venue at two hotel conference centers made it more difficult to reach walk-in visitors. "We probably missed a bunch of people because they didn't realize there was a separate expo space at the other hotel," said Laura Penney, marketing manager at the Boise, Idaho-based firm. "When they announced in January that they were going to do it at the Javits Center, I was really excited."

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