

Frequently Asked Questions?

What is The Retail Bus Tour?

The Retail Bus Tour is a unique and exciting marketing and networking event specifically designed for the shopping center industry. The Retail Bus Tour provides an innovative opportunity to network with other retail real estate professionals, market your properties, gather valuable information.....all in a relaxing and comfortable environment.

What Happens On The Retail Bus Tour?

During this all-day marketing event, Tour attendees visit and learn about shopping centers in their local market. Each bus has two "on-board" moderators who are recognized professionals in the industry, providing detailed information on each featured property along with valuable market information. The Retail Bus Tour informs all attendees about the opportunities within the market as well as a platform for attendees to introduce themselves and discuss their needs and wants.

Who Attends The Retail Bus Tour?

On each Retail Bus Tour, there are approximately 140 attendees comprised of retail brokers, retailers, owner/developers, tenant representatives and various product and service providers to the industry.

Why Should I Attend The Retail Bus Tour?

Tour attendees have the opportunity to network in a casual, fun atmosphere with over 140 industry professionals while gaining valuable information on the local retail industry.

Are Deals Being Sourced On The Retail Bus Tour?

Absolutely! We have numerous testimonials from brokers, owner/developers and retailers who have successfully completed transactions as a direct result of their participation on The Retail Bus Tour.

How Will Featuring Our Properties On the Tour Benefit My Company?

The on-board moderators and/or your property representatives will inform all attendees about your property as we drive through the property. Additionally, you will have approximately 140 retail and real estate professionals on-site at your property and the "Tourbook" provided to all attendees will include detailed information about your property along with your marketing flyer. The Retail Bus Tour provides property owners and brokers the most cost effective medium to promote retail properties and inform the local professionals of the opportunities and incentives being offered.

What Is The Tourbook?

All attendees of The Retail Bus Tour receive a comprehensive Tourbook consisting of detailed information on each shopping center featured on the Tour in addition to detailed market information provided by multiple sources in the marketplace. Additionally, in the Expanding Retailers section of the Tourbook, you will find contact information and site criteria for retailers expanding into the market .

What Is Included With My Bus Ticket?

All attendees will enjoy breakfast, lunch, mid-morning and mid-afternoon stops with refreshments and a networking/cocktail reception immediately following the Tour. The event also includes numerous door prizes and fun events throughout the day. Attendees also receive a Duffle Bag filled with great promotional items provided by our sponsors along with the Tourbook complete with market information, property data, brochures for all centers showcased on the Tour, Expanding Retailers in the market, and contact information for all attendees.



***Designed For The Retail
Real Estate Industry***

***Unique Marketing
Opportunity***

***All-Day Networking
Event***

Cost Effective

***Interesting, Informative
& Fun***

For more information visit us at

www.RetailBusTour.com

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Member