



- Lifestyle centers
- Enclosed malls
- Community centers
- Neighborhood centers
- Mixed-use projects
- Entertainment destinations
- Multi-family projects

Shopping Center & Real Estate Experience

John Bacon has provided marketing services to the following real estate projects and companies:

Shopping Centers:

- Village Pointe – Omaha, Nebraska**
 - 600,000 s.f. lifestyle center
- Shadow Lake Towne Center – Papillion, Nebraska**
 - 880,000 s.f. lifestyle/power center
- Regency Court – Omaha, Nebraska**
 - 170,000 s.f. mall redevelopment
- Woodbury Lakes – Woodbury, Minnesota**
 - 400,000 s.f. lifestyle center
- Greenway Station – Middleton, Wisconsin**
 - 325,000 s.f. lifestyle center
- The Legends at Village West – Kansas City, Kansas**
 - 1.1 million s.f. entertainment destination/lifestyle center
- Fulton Ranch Towne Center – Chandler, Arizona**
 - 350,000 s.f. community center
- The Promenade at Fulton Ranch – Chandler, Arizona**
 - 150,000 s.f. lifestyle center
- The Shops at Norterra – Phoenix, Arizona**
 - 350,000 s.f. lifestyle center
- Jefferson Pointe – Fort Wayne, Indiana**
 - 600,000 s.f. lifestyle center
- The Shoppes at North Village – St. Joseph, Missouri**
 - 750,000 s.f. community center
- Paseo Lindo – Chandler, Arizona (under development)**
 - 300,000 s.f. lifestyle center
- Rancho Mirage – Rancho Mirage, California (under development)**
 - 800,000 s.f. lifestyle center
- The Legends at Sparks Marina – Sparks, Nevada**
 - 1 million s.f. entertainment destination/lifestyle center

Mixed-Use:

- CityScope – Phoenix, Arizona (under development)**
 - 2.5 million s.f. mixed-use
- Prasada – Surprise, Arizona (under development)**
 - 2 million+ s.f. power centers/regional mall/auto mall

Developers:

- RED Development – Scottsdale, Arizona**
 - National developer of lifestyle & mixed-use projects
- Trinity Development Group – Atlanta, Georgia**
 - Regional developer of lifestyle & mixed-use projects
- David E. Slattery Companies – Omaha, Nebraska**
 - Regional developer/owner of hospitality projects
- Landmark Group**
 - Regional owner of multi-family and low-income housing
- The Lerner Company – Omaha, Nebraska**
 - Regional developer of retail projects
- Opus**
 - National developer of retail projects



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Shopping Center & Real Estate Experience

Industry Accomplishments:

- ICSC MAXI Award Judge – 2006 & 2007
- ICSC Fall/Marketing Conference Committee - 2007, 2008-09
- Roundtable Discussion Leader at Fall ICSC Conference - 2007
- MAXI Award finalist for Shopping Center Grand Opening - 2007
- MAXI Merit Award recipient for Public Relations - 2006
- MAXI Merit Award recipient for Integrated Marketing Program - 2005
- MAXI Merit Award recipient for Shopping Center Grand Opening - 2005

Shopping Center Grand Openings:

- The Shoppes at Arbor Lakes (2003)
- Regency Court (2003)
- Greenway Station (2003)
- Village Pointe (2005)
- Woodbury Lakes (2006)
- The Legends at Village West (2006)
- Fulton Ranch (2007/2008)
- Shadow Lake Towne Center (2007)
- The Shops at Norterra (2008)

Having been involved in the marketing of nearly 13 million square feet of retail and mixed-use projects, John Bacon and Converge Marketing can create a customized marketing program for your real estate project. Whether it's creating a targeted program to attract retailers to your project, driving traffic to the center through sales promotions or planning special events, Converge Marketing has the experience to help your retail project succeed.

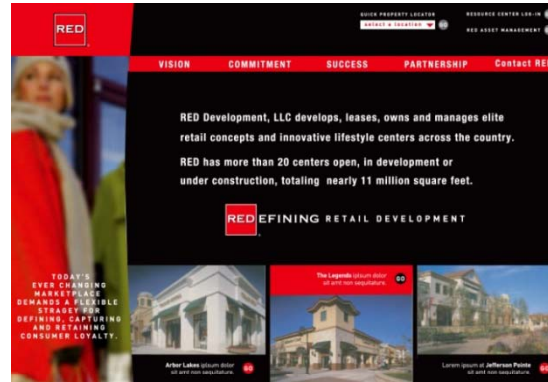
SOLUTIONS FOR ALL ORGANIZATIONS

Converge Marketing Group provides marketing, advertising, public relations, branding and web solutions. Whether it's a complete marketing program, an advertising campaign, a single project or something in between, Converge Marketing can make your business relevant. When it comes down to it, our philosophy isn't very fancy, but it works: Keep it simple. Be effective. Get it done.

Shopping Center & Real Estate Samples



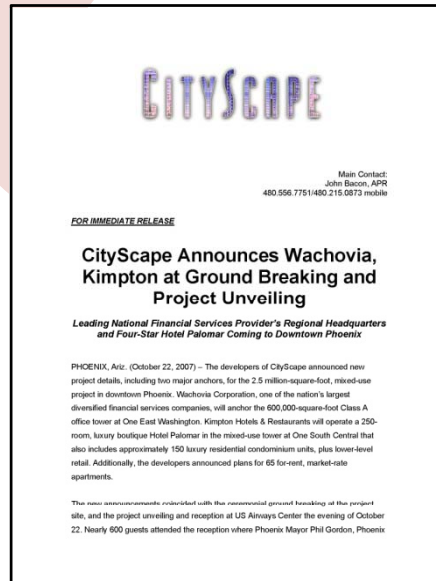
- Grand openings
- Public relations programs
- Community outreach
- Consumer promotions
- Advertising
- Web sites & email marketing
- Special events
- Identity packages
- Leasing materials
- Market research
- Tenant relations
- Sponsorships



Corporate Web Sites



Shopping Center Web Sites



Press Releases & Press Kits



Newsletters & Community Outreach

Shopping Center & Real Estate Samples



- Grand openings
- Public relations programs
- Community outreach
- Consumer promotions
- Advertising
- Web sites & email marketing
- Special events
- Identity packages
- Leasing materials
- Market research
- Tenant relations
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Leasing Brochures



Ribbon Cuttings & Ground Breakings



Concerts & Special Events



Advertisements