

Partying and excess remain fixtures of ICSC, even as some companies opt for modest events

By [David Jeans](#) | May 22, 2018 06:34PM

Looking out from a booth in the Wynn nightclub Intrigue, it was difficult to ignore a man on stilts dressed as a tree bounding between the aisles. From up there, the view certainly spelled excess: women dancing on podiums and a crowd of real estate folk bumping and bopping to a top 40 playlist. The party at the nightclub Sunday night set the tone of what was to come on the inevitable party circuit that accompanies the 2018 ICSC RECon convention in Las Vegas.

While some of the renowned parties thrown by the country's biggest commercial real estate firms remained a fixture on the social calendar, other firms stayed behind the bushes and abandoned their events all together. RKF opted not to host a party this year, and a company spokesperson said it would hold smaller client dinners instead. CBRE, Eastern Consolidated, Winick Realty Group and law firm Fried Frank also chose not to throw a large bash.

Over at the Wynn, however, Marcus and Millichap hosted a show at Intrigue. A woman pranced by at the club's entrance, wearing what equated to an Egyptian-themed headpiece and cloth that hung from her arms to finish the costume. Within the club, similarly costumed women danced on raised podiums amid the congested bustle of real estate folk gently elbowing their way to the bar. Jay-Z and Alicia Keys' "Empire State of Mind" was the closing song of the night, before, almost to the second of midnight, the lights flashed on, prompting attendees to scuttle for the exits.

While JLL's mega party was a tough act to follow, Blumenfeld Development Group opted for a smaller group and held their party at Intrigue after the Cushman & Wakefield crowd moved out. It was modestly attended by real estate folk and hired models, in comparison to the previous night's event by Marcus & Millichap.

"We had the same party last year and we thought it was comparable," said David Kaplan, the company's general counsel, adding that he believed there was a drop in attendance on the convention floor.

Read more: <https://therealdeal.com/2018/05/22/partying-and-excess-remain-fixtures-of-icsc-even-as-some-companies-opt-for-modest-events/>