Sponsorship & Advertising Opportunities

May 17 – 20, 2015
Las Vegas Convention Center
Las Vegas, NV
#RECon15
## Sponsorship Opportunities

### Why Sponsor?
An effective marketing campaign will shape your company’s image in a positive way, before, during and after RECon. Increase your market presence by utilizing RECon’s sponsorship opportunities. From the Opening Reception to the many advertising opportunities, RECon provides numerous opportunities to reach out to your clients through various media year-round.

### Key Benefits of Sponsorships:
- Promotion, recognition, networking and new business contact generation
- Integrated marketing promotion programs to new business prospects
- Targeted attendee marketing
- Stand out from the competition
- Brand and product/service awareness

### Who Should Sponsor?
Anyone interested in promoting their company or product to over 34,000 industry professionals including:
- Owners/Developers
- Product & Service Providers
- Brokers
- Retailers
- Financial Institutions
- Municipalities

## Back by Popular Demand
### Opening Reception
Deals and networking don’t just happen on the show floor, they happen after hours as well! The following packages provide the opportunity to showcase your company at this year’s Opening Reception taking place poolside at the Encore Beach Club. Consider renting a cabana or a bungalow to network with your clients. Whether you want to focus on a specific demographic or gain total exposure through the reception, there is a package that will meet your needs.

### Opening Reception
**Sunday, May 17, 2015 (Encore Beach Club)**

**Platinum Sponsor: $5,500 (Maximum 4)**
- Downstairs Bungalow
- (2) 4’x4’ Panels
- Logo on TV
- Planter Sign
- Logo on venue LED Wall
- Company logo on:
  - RECon website with link to company url
  - All RECon emails (minimum of 5)
  - Final program mailing (Deadline December 19, 2014)
  - RECon Directory (Deadline March 3, 2015)
- Full page ad in RECon News
- Sponsor ribbon for all registered RECon attendees

**Gold Level Sponsor: $3,500 (Maximum 4)**
- Upstairs Bungalow
- (2) 4’x4’ Panels
- Logo on TV
- Planter Sign
- Logo on venue LED Wall
- Company logo on:
  - RECon website with link to company url
  - All RECon emails (minimum of 5)
  - Final program mailing (Deadline December 19, 2014)
  - RECon Directory (Deadline March 3, 2015)
- Sponsor ribbon for all registered RECon attendees

**Silver Level Sponsor: $2,500**
- Upstairs or Downstairs Cabana
- Planter Sign
- Logo on venue LED Wall
- Sponsor ribbon for all registered RECon attendees

### Marketplace Mall Continental Breakfast
**Sponsorship: $6,000**
**Monday, May 18, 2015**
- Signage in the coffee reception space (Deadline March 3, 2015)
- Recognition as a coffee reception sponsor in the following marketing communications when appropriate: Preliminary program, Final program, RECon website, RECon Directory (print and online versions)
ADDITIONAL SPONSORSHIP OPPORTUNITIES

WI-FI HOT SPOTS: $15,000 EACH (MAXIMUM 5)
(South Hall, Central Hall, North Hall)
› Each hot spot will utilize 1 username and/or password
› Branded logo on page
› Redirect url of your choice
› Company logo on RECon signage
› Company logo in RECon Directory

LANYARDS: $15,000 (MAXIMUM 4)
Lanyards to RECon attendees, 2 logos on each lanyard

INTER-HALL GOLF CARTS: $5,000 EACH (MAXIMUM 4)
› Sign on golf cart (2 carts per sponsor)
› Company logo on RECon signage
› Company logo in RECon Directory

Sponsorship requests are filled on a first-come, first-served basis. The deadline to apply for sponsorship opportunities is March 3, 2015.

RECon News is distributed to every exhibitor and throughout the various convention halls. Ads in RECon News are $2,500 and the deadline is April 3, 2015 to purchase.

ADVERTISING OPPORTUNITIES

Make sure you stand out in the crowd! With over 34,000 shopping center professionals once again expected to pack the halls of the Las Vegas Convention Center, you will want to ensure that you optimize your ability to get your message out. ICSC has several advertising opportunities that can help you gain exposure before, during and after RECon.

BADGE MAILER INSERTS
Have a specific message that you want attendees to be aware of before they head out to Las Vegas? Badge Mailer Inserts are a great way to catch their attention. Your company’s message will be mailed out along with each badge to every person that is pre-registered for RECon. This opportunity is limited to 4 companies, so don’t delay! One Badge Mailer Insert campaign (one ad sent to every pre-registered attendee) costs $19,500 (maximum 4 advertisers). Badge stock no heavier than .8 oz. and must be approved by ICSC. The deadline to advertise is March 6, 2015.

LEASING MALL MAP
Put your company message in the hands of every single attendee. A map of the show floors is one of the first things that each attendee picks up when they walk in the Convention Center. For $22,000 you receive a full back cover advertisement on this integral guide (maximum 1 advertiser). The deadline to advertise is March 6, 2015.

RECON PROGRAM DIRECTORY
The RECon Program Directory will list all programs, sessions and exhibiting companies. The directory is another handy reference for attendees while on-site and is also used year-round as a reference guide, so placing an ad here will give you great exposure not only during RECon, but long after the show doors close as well. Directory ads are $2,900 and the deadline to purchase is March 3, 2015.

RECON NEWS (PUBLISHED BY SHOPPING CENTERS TODAY)
Great reach for a great price. RECon News will be published on Monday, May 18 and Tuesday, May 19 when every aspect of the show is open for business. RECon News is a RECon-centric version of SCT’s monthly magazine that has become very popular with attendees.

U.S. MAXI AWARDS
Sunday, May 17, 2015 (Wynn Hotel)
Sponsorships for these awards are available. Visit www.icsc.org/usmaxi for details.

DIVERSITY RECEPTION
Monday, May 18, 2015 (Wynn Hotel)
When you sponsor the Diversity Reception, you are becoming a critical part of the future of the retail real estate industry. 100% of your sponsorship dollars go to create diversity in real estate scholarships. Visit www.icscfoundation.org/diversityreception for details.

NEW IN 2015: SPREE!
SPREE the world’s largest event for the cart, kiosk and temporary retail industry is co-located with RECon. For sponsorship opportunities, contact Patricia Norins at +1 781 709 2411 or pnorins@icsc.org.

SHUTTLE BUSES
Get your very own mobile billboard! These rolling ads for your company will travel up and down the Vegas strip on 12 different routes that encompass over 30 hotels and all end up at the Las Vegas Convention Center. This is a unique opportunity to gain exposure both inside and outside of the RECon sphere. The shuttle buses make multiple trips per day, constantly marketing your company around Vegas so you can focus on making deals while you’re in Vegas! Shuttle buses are $50,000 (maximum 4 advertisers) and the deadline to purchase is March 12, 2015.

ADDITIONAL ADVERTISING OPPORTUNITIES
› “You Are Here” Locator Billboards throughout Convention Center: $35,000 (maximum 4 advertisers)
› Digital Ads in LVCC: $5,000 per 8 second spot
› Headrests: $1,200 per bus (maximum 4 advertisers)
› Learning Journal is distributed to attendees participating in the Sunday, May 17 Professional Development Day: $2,000 for full page ad (maximum 2 advertisers) and $1,000 for logos on bottom of each page (maximum 3 advertisers); Deadline to purchase is March 6, 2015.

Sponsorship and advertising requests are filled on a first-come, first-served basis. Let ICSC help you market your company or product at the industry’s premier event! Contact Rita Malek for more details at +1 646 728 3539 or rmalek@icsc.org.
Please select below and provide payment information.

### Opening Reception Sponsorships
- Platinum Sponsor: $5,500
- Gold Sponsor: $3,500
- Silver Sponsor: $2,500

### Marketplace Mall Continental Breakfast Sponsorship
- Continental Breakfast Sponsor: $6,000

### Additional Sponsorships
- Wi-Fi Hot Spots: $15,000
- Lanyards: $15,000
- Inter-Hall Golf Carts: $5,000

### Advertising Opportunities
- Shuttle Buses: $50,000
- “You Are Here” Locators: $35,000
- Leasing Mall Map: $22,000
- Badge Mailer Inserts: $19,500
- Digital Ads LVCC: $5,000 per spot
- RECon Program Directory: $2,900
- RECon News: $2,500
- Headrests: $1,200 per bus

### Learning Journal:
- Full page: $2,000
- Logos on each note page: $1,000

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**Payment Information:**
- Check enclosed (payable to ICSC)
- Credit Card: □ Mastercard □ Visa □ Amex □ Discover

**Total**

**Credit Card Number** (include all digits)

**Expiration Date** (month/year)

**Name** (as it appears on credit card)

**Signature**