



Sponsorship & Advertising Opportunities

Florida Conference & Deal Making

Orange County Convention Center
Orlando, FL
August 25 – 27, 2019 | #ICSC



2019 SPONSORSHIP OPPORTUNITIES

Platinum Sponsor | \$7,500 (Maximum 4 Sponsors)

Recognition on the following event related communications:

- Company logo on lanyards
- One full page ad in printed event directory*
- Two SCT Week insertions (pre-show Issue and week of event)
- Company logo prominently placed on on-site event signage
- Company logo prominently placed on final program mailer*
- Company logo prominently placed on "Thank You" page of event directory*
- Company logo and URL on event web page
- Company logo and URL on event emails
- Company logo to loop on digital screens at select event functions
- Platinum Sponsor ribbon for all registered company attendees

Gold Sponsor | \$5,500

Recognition on the following event related communications:

- One full page ad in printed event directory*
- One SCT Week banner ad (pre-show issue)
- Company logo prominently placed on on-site event signage
- Company logo prominently placed on final program mailer*
- Company logo prominently placed on "Thank You" page of event directory*
- Company logo and URL on event web page
- Company logo and URL on event emails
- Company logo to loop on digital screens at select event functions
- Gold Sponsor ribbon for all registered company attendees

Silver Sponsor | \$3,500

Recognition on the following event related communications:

- One half page ad in printed event directory*
- Company logo prominently placed on on-site event signage
- Company logo prominently placed on final program mailer*
- Company logo prominently placed on "Thank You" page of event directory*
- Company logo and URL on event web page
- Company logo and URL on event emails
- Company logo to loop on digital screens at select event functions
- Silver Sponsor ribbon for all registered company attendees

Member-Hosted Reception Sponsor | \$750

Recognition on the following event related communications:

- Company name on "Thank You" page in event directory*
- Company logo to loop on digital screens at Member-Hosted Reception
- Company logo on event signage at entrance of Member-Hosted Reception
- Sponsor ribbon for all registered company attendees

* **Deadline: July 26, 2019** unless otherwise specified

Digital Advertising

Digital screens strategically positioned throughout the Orange County Convention Center. The digital signage network presents an exciting opportunity to display multimedia messaging for any event.

South A and South B Projectors



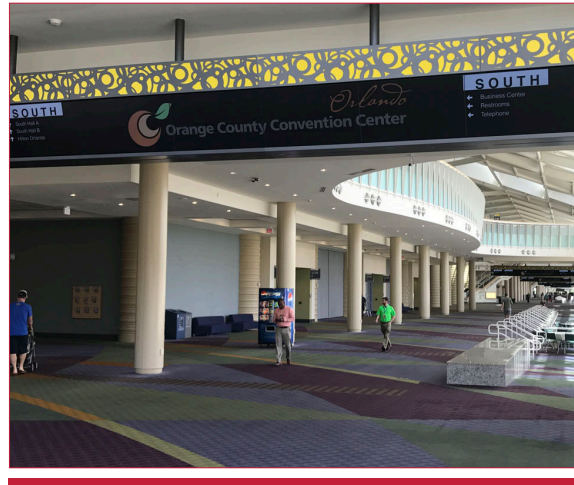
Resolution: 1920 x 1080

File Types: jpg (JPEG) .mov (H.264)

File Size: 20MB per 12 Seconds

Cost: \$2,550 per advertiser

South 1 - South 12



Resolution: 3840 x 540

File Types: jpg (JPEG) .mov (H.264)

File Size: 20MB per 8 Seconds

Cost: \$1,750 per advertiser

GO BIG or GO HOME!

Designs should be simple, clear and easy to read. Always use **Large, Bold Type**. Displays should be legible from 20 feet away. Being subtle does not work. Forget about empty space.

STICK TO ONE MESSAGE OR IDEA (Short and Sweet)

Simplify everything. Don't present a complex message or numerous images. Have one thing that you want your audience to do or to recognize. Use no more than six to eight words total on the entire display – and that includes the logo/product tag-line. Keep words short for faster comprehension.

USE BRIGHT, BOLD COLORS

Contrasting color combinations work best for viewing designs at a distance.

PICK YOUR IMAGE WISELY

Take a small object and make it large (like a watch) rather than a large object small (like a building). Avoid using landscapes or complex scenes. We recommend three visual elements or less. For example; one image, one logo and one headline.

TEST YOUR AREA

A good test is to show the design to someone from a distance for only 5 seconds and then ask them about it. Did they understand it? Who was the advertiser? What do they think the advertiser wants them to do?

FOR PROJECTION: USE ALL WHITE BACKGROUND

The 50'X30' projection digital entrances are in full site of the sun. These areas do best with **ALL WHITE BACKGROUNDS, BOLD, BRIGHT, CONTRASTING TYPE.**

Escalator Handrails I \$10,000 (2 Handrails) per escalator

Florida Conference attendees won't want to let your business go! Escalator handrails are located in high-traffic passageways and are one of the most effective ways to reach your audience. Handrail ads repeat continuously across the length of both escalator handrails (about 140 feet each) and are separated by a five inch Florida Conference logo. The rate includes media and production costs.

Note: Escalator handrails are sold on a first come basis.

Artwork deadline **August 2, 2019**

AD REQUIREMENTS: Accepted file formats: eps., ai., pdf. (hi-res) or tiff.

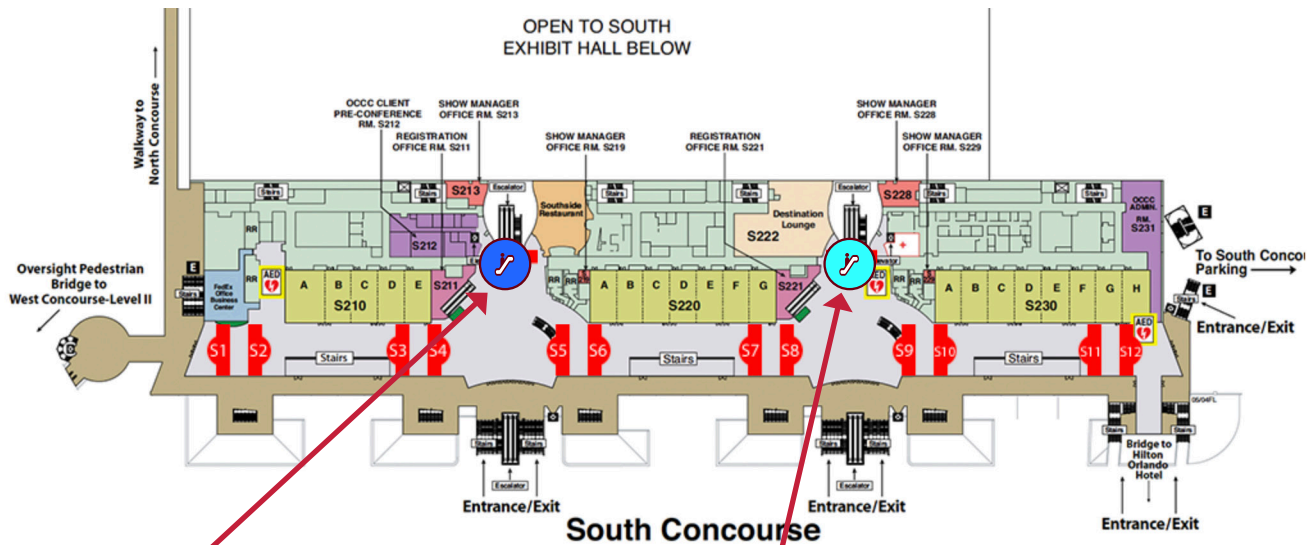
BLEED: No bleed required.

FONTS: Embed and convert all fonts to outlines or curves.

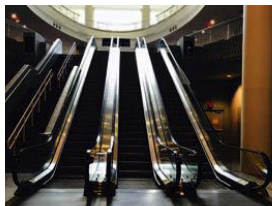
LINKED IMAGES: Embed all images and convert to CMYK. All images must be supplied at a minimum resolution of 300 dpi.

ARTWORK: We recommend using bright color backgrounds to make handrails stand out and for maximum visibility.

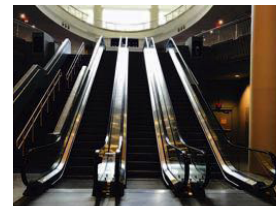
Orange County Convention Center - Escalators Available



3 Escalators
 Unit# A1 down
 Unit# A2 up
 Unit# A3 up



3 Escalators
 Unit# 11 down
 Unit# 12 up
 Unit# 13 up





For questions contact your local Business Development Manager:

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SPONSORSHIP

- Platinum | \$7,500 (Maximum 4 spots) Gold | \$ 5,500 Silver | \$ 3,500 Reception | \$750
- Digital Signage South Hall A and B Projectors | \$2,550 per 12 seconds spots
Location of screen(s): _____ (see previous page for screen locations)
- Digital Signage South 1-12 | \$1,750 per 8 seconds spots
Location of screen(s): _____ (see previous page for screen locations)
- Escalator Handrails | \$10,000 (2 Handrails) per escalator

Terms, Conditions and Rules

This sponsorship application is subject to the Terms and Conditions for ICSC Sponsorship/Advertising Opportunities available at www.icsc.org/event-terms-and-conditions, which are hereby incorporated by reference.

Return application to:

Fax: +1 732 694 1748 Mail: International Council of Shopping Centers, P.O. Box 419822, Boston, MA 02241-9822
Please forward an .eps and .jpg version of your company logo with your payment information to **Esther Boyce: eboyce@icsc.org**.

Contact _____ Title _____

Company _____ Company Membership I.D. # _____

Address _____

City _____ State _____ Country _____ Zip/Postal Code _____

Phone _____ Fax _____ Email _____ (2019FL-S)

REQUIRED FOR NON-U.S. APPLICANTS

_____ Date of Birth _____ Country of Citizenship

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 _____

SPONSORSHIP APPLICATION