



Sponsorship & Advertising Opportunities

# New England Conference & Deal Making

Boston Convention & Exhibition Center

Boston, MA

July 16 – 17, 2019 | #ICSC



# 2019 SPONSORSHIP OPPORTUNITIES

## Platinum Sponsor | \$7,000

(maximum 4 sponsors)

Recognition on the following event related communications:

One full page ad in printed event directory\*  
Two SCT Week insertions (pre-show Issue and week of event)

Company logo on the following:

- Event lanyard\*\*
- Prominently placed on on-site event signage
- Prominently placed on final program mailer\*
- Prominently placed on "Thank You" page of event directory\*
- And URL on event web page
- And URL on event emails
- Looping on digital screens at select event functions
- Sponsor ribbon for all registered company attendees

## Silver Sponsor | \$3,000

Recognition on the following event related communications:

One half page ad in printed event directory\*

Company logo on the following:

- Prominently placed on on-site event signage
- Prominently placed on final program mailer\*
- Prominently placed on "Thank You" page of event directory\*
- And URL on event web page
- And URL on event emails
- Looping on digital screens at select event functions
- Sponsor ribbon for all registered company attendees

## Gold Sponsor | \$5,000

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 on the following:

- Prominently placed on on-site event signage
- Prominently placed on final program mailer\*
- Prominently placed on "Thank You" page of event directory\*
- And URL on event web page
- And URL on event emails
- Looping on digital screens at select event functions
- Sponsor ribbon for all registered company attendees

## Bronze Sponsor | \$1,500

Recognition on the following event related communications:

Company logo on the following:

- Prominently placed on on-site event signage
- Prominently placed on final program mailer\*
- Prominently placed on "Thank You" page of event directory\*
- And URL on event web page
- Looping on digital screens at select event functions
- Sponsor ribbon for all registered company attendees

## Member-Hosted Reception Sponsor | \$500

Recognition on the following event related communications:

Company logo on the following:

- Company name on "Thank You" page in event directory\*
- Company logo on on-site signage at Member-Hosted Reception
- Bronze sponsor ribbon for all registered company attendees

\* **Deadline: June 19, 2019** unless otherwise specified

\*\* Will include ICSC logo

# PRINT & DIGITAL ADVERTISING OPPORTUNITIES

## Conference Directory

Full page \$1,900  
Half page \$1,500

**Ad Reservation Deadline: June 3, 2019**  
**Ad Materials Due: June 10, 2019**

## June SCT

Full page \$5280  
Half page \$3,880

**Ad Reservation Deadline: April 19, 2019**  
**Ad Materials Due: April 26, 2019**

## SCT Week

(4 weeks total) \$1,800



## DIGITAL ADVERTISING

### Location and Specifications

#### Digital Signage Network

- 15 Seconds | \$500 per Advertiser (maximum 3 advertisers)
- 30 Seconds | \$600 per Advertiser (maximum 3 advertisers)

These (31) digital screens are strategically positioned throughout the Boston Convention Center. The Digital Signage Network presents an exciting opportunity to display your company's message to all attendees and audiences across the facility. The sponsorship package includes:

- Each sponsor will receive a total of 5 minutes per hour from 6am – 11pm daily
- You can choose to run a 15 second spot or a 30 second spot
  - 15 second spots will repeat 20 times an hour  
340 exposures per day
  - 30 second spots will repeat 10 times an hour  
170 exposure per day
- You can run a different spot/piece of content from day-to-day



#### Light Box | \$3,000 per box (maximum 6 advertisers)

See your company's brand in lights! These double-sided free standing light boxes are a great way for your company to get the recognition it deserves. Six (6) light boxes available. Light boxes will be displayed outside, surrounding the exhibit hall area.

- One sponsor per light box
- Dimension: 76-15/16" H X 34-15/16"W





For questions contact your local Business Development Manager:

**Michael Belli | Western USA and Canada**  
Tel: +1 714 313 1942  
mbelli@icsc.org

**Brian Schiff | Western USA**  
Tel: +1 646 728 3464  
bschiff@ICSC.org

**Amie Leibovitz | Southern USA, Texas and Puerto Rico**  
Tel: +1 773 360 1179  
aleibovitz@icsc.org

**Terri Sobol | Canada**  
Tel: 646 728 3609  
tsobol@icsc.org

**Rita Malek | Northeast & Mid-Atlantic USA**  
Tel: +1 646 728 3539  
rmalek@icsc.org

**Sally Stephenson**  
Tel: +1 847 835 1617  
sstephenson@icsc.org

SPONSORSHIP AND ADVERTISING

- Platinum | \$7,000 (Maximum 4 spots)    Gold | \$ 5,000    Silver | \$ 3,000    Bronze | \$ 1,500    Reception | \$500
- Full-Page Directory Ad | \$1,900    Half-Page Directory Ad | \$1,500
- Full-Page SCT Ad | \$ 5,280    Half-Page SCT Ad | \$ 3,880    SCT Week (4 weeks total) | \$1,800
- Digital Signage | \$ 500 (15 seconds)    Digital Signage | \$ 600 (30 seconds)    Light Box | \$ 3,000

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](http://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 \_\_\_\_\_ (2019NE-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