



New York Deal Making

Javits Convention Center | New York City | December 10 – 12, 2019

Sponsorship & Advertising Opportunities



2019 SPONSORSHIP OPPORTUNITIES

Presenting Sponsors | \$50,000 (maximum 2 sponsors)

Recognition on the following event related communications:

- Six (6) full conference passes
- One (1) full page ad in New York Deal Making directory*
- Sixteen (16) *Shopping Center Today Week* ads
- One (1) full page ad in November and December *Shopping Centers Today*

Company logo on the following benefits:

- On-site event signage
- Door Clings (18 double sided doors) in the Crystal Palace and on the Concourse level
- One (1) reserved table at Keynote session
- URL on event emails (max 5)
- Presenting sponsor ribbon for all registered company attendees

Gold Sponsor | \$30,000 (maximum 4 sponsors)

Recognition on the following event related communications:

- Four (4) full conference passes
- One (1) full page ad in New York Deal Making directory*
- One (1) full page ad in November issue of *Shopping Centers Today* (New York Deal Making Preview)
- Eight (8) *Shopping Centers Today Week* ads
- Mobile App ad on New York Deal Making event site (1 month)

Company logo on the following benefits:

- Event lanyards
- On-site event signage
- URL on event web page
- URL on event emails
- "Thank You" page in New York Deal Making directory†
- Looping on digital screens during select event functions
- Sponsor designation sign outside booth on trade show floor**
- "Show Highlights" Map Your Show listing**
- Reserved seating for four (4)* at Keynote Lunch
- Gold sponsor ribbon for all registered company attendees

Silver Sponsor | \$15,000 (maximum 4 sponsors)

Recognition on the following event related communications:

- Two (2) full conference passes
- One (1) ½ page ad in November issue of *Shopping Centers Today* (New York Deal Making Preview)
- One (1) ½ page ad in New York Deal Making directory*
- Four (4) *Shopping Centers Today Week* ads

Company logo on the following benefits:

- On-site event signage
- URL on event page
- URL on event emails
- "Thank You" page in New York Deal Making directory†
- Looping on digital screen during select event functions
- Reserved Seating for (2)* at Keynote Lunch
- "Diamond Package" Map Your Show listing**
- Silver sponsor ribbon for all registered company attendees

Bronze Sponsor | \$10,000 (maximum 2 sponsors)

Recognition on the following event related communications:

- One (1) full conference pass
- One (1) ½ page ad in New York Deal Making directory*
- One (1) ½ page ad in November issue of *Shopping Centers Today* (New York Deal Making Preview)

Company logo on the following benefits:

- On-site event signage
- URL on event web page
- "Thank You" page in New York Deal Making directory†
- Looping on digital screens during select event functions
- "Gold Package" Map Your Show listing**
- Bronze sponsor ribbon for all registered company attendees

Reception Sponsor | \$850

Company logo on the following benefits:

- On-site reception signage
- Looping on digital screens during Member-Hosted Reception
- "Thank You" page in New York Deal Making directory†
- Sponsor ribbon for all registered company attendees

* Full conference passes are required for entry

** pending separate purchase of New York Deal Making booth space

† pending production deadline of November 1, 2019

2019 SPONSORSHIP OPPORTUNITIES

Charging Lounge | \$ 20,000 (maximum 1 sponsor)

Company logo on the following benefits:

- New York Deal Making event web page
- URL on event emails (max 5)
- "Thank You" page in New York Deal Making directory†
- On-site signage
- On-site charging station signage

Architectural Models | \$ 12,500 each (maximum of 2 sponsors)

- Includes: 20' x 20' space, 12'H (maximum)
- No hanging banners
- Please ask your Business Development Manager for more details.

Continental Breakfast | \$ 10,000 each (maximum 2 sponsors)

Company logo on the following benefits:

- Printed New York Deal Making Preliminary and Final Programs*
- "Thank You" page in New York Deal Making directory†
- New York Deal Making emails promoting the breakfast
- On-site signage at breakfast

Keynote Lunch | \$ 25,000 each (maximum 2 sponsors)

Company logo on the following benefits:

- Event web page
- URL on event emails
- "Thank You" page in New York Deal Making directory†
- Printed event material
- On-site signage at lunch
- Looping on digital screens at lunch
- Reserved seating for three (3) at Sponsor table during keynote lunch**
- Verbal recognition from podium

Wi-Fi Buy Out | \$ 60,000 (maximum 1 sponsor)

Customized Wi-Fi landing page

Company logo on the following benefits:

- New York Deal Making emails (max 5)
- "Thank You" page in directory†
- On-site event signage
- Event web page
- Printed event material

† pending production deadline of November 1, 2019

** Full conference passes are required for entry

2019 ADVERTISING OPPORTUNITIES

Print & Digital Advertising

New York Deal Making Directory

Full page \$ 2,600

1/2 page \$ 1,900

Ad Reservation Deadline: October 25, 2019
Ad Materials Due: November 1, 2019

New York Deal Making Preview (November issue) \$ 5,280

Includes full page ad and full page editorial.

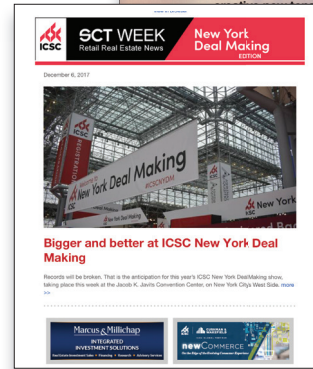
December SCT

Full page \$ 5,280

1/2 page \$ 3,880

Ad Reservation Deadline: October 25, 2019
Ad Materials Due: November 1, 2019

SCT Week (4 weeks total) \$ 1,800



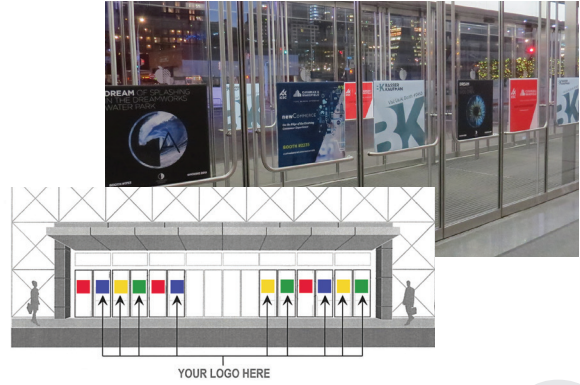
ADVERTISING

2019 SPONSORSHIP OPPORTUNITIES

BANNERS & SIGNAGE

Door Clings | \$ 15,000 per sponsor, max 2 sponsors

Includes: Crystal Palace and Concourse Doors 18 double sided door clings
Please contact your Business Development manager for more details.



JAVITS ADVERTISING

Outdoor Marquee | \$ 3,000 per 8 seconds

The Javits Center’s double-sided, full-color, full-motion LED Marquee is located on 11th Avenue and 36th Street just before the entrance to the Lincoln Tunnel. Throughout the show, advertisers have exclusive 24/7 access to over 65,000 daily impressions.

- 30’ wide x 20’ high double-sided LED screen
- Graphic information: 640x480 JPEG @ 72dpi set to 8 second duration
- Advertising deadline: November 1, 2019**



Indoor Marquee | \$ 3,000 per 8 seconds

The JCTV (indoor video advertising system) consists of a 600 sq. ft. LED JumboTron situated at the center of the Crystal Palace and 70 plasma TVs with audio and video located throughout 4 levels of the Javits Center.

- The same content will be displayed on the JumboTron and TVs.
- Advertising deadline: November 1, 2019**

Shuttle Buses (maximum 2 sponsors)

Please ask your Business Development Manager for more details.

SPONSORSHIP

2019 SPONSORSHIP OPPORTUNITIES

Key Cards | \$ 20,000 each (maximum 2 sponsors)

Hotel key cards are in attendees' hands every day during New York Deal Making, so make sure it's your custom-designed key card they're using. Sponsor-provided key cards are distributed to New York Deal Making attendees upon check-in at the following hotels: Courtyard by Marriott Times Square West, Courtyard New York Manhattan Midtown West, DoubleTree by Hilton Hotel New York Times Square West, Element New York Times Square West, EVEN Hotels New York - Times Square South, Hilton Garden Inn New York Times Square South, Holiday Inn Times Square, Homewood Suites Times Square South, InterContinental New York Times Square, New York Marriott Marquis, Sheraton New York Times Square Hotel, Staybridge Suites Time Square, Wyndham New Yorker, Crowne Plaza HY36 Midtown Manhattan, and Four Points by Sheraton Manhattan Midtown West

Note: Key cards will include ICSC New York Deal Making event logo and each sponsor's logo. Pricing is for all hotels and includes the hotel distribution charge.

NEW RESTROOM SPONSORSHIP

How about an atypical sponsorship that will capture attendees' attention?

Restroom Stall Door Clings | \$15,000 (maximum 4 sponsors)

Includes:

- Four (4) Men and Four (4) Women restrooms available inside the Exhibit Hall
- Company branding on 2' x 2' decals placed on twenty-eight (28) men stall doors and thirty-four (34) women stall doors
- Decals will remain throughout the duration of the show
- Production rates are all inclusive: printing, installation and removal



Restroom Mirror Clings | \$5,000 (maximum 4 sponsors)

Includes:

- Company branding on 2' x 2' decals placed on ten (10) select men and women restroom mirrors
- Decals will remain throughout the duration of the show
- Production rates are all inclusive: printing, installation and removal

2019 SPONSORSHIP OPPORTUNITIES

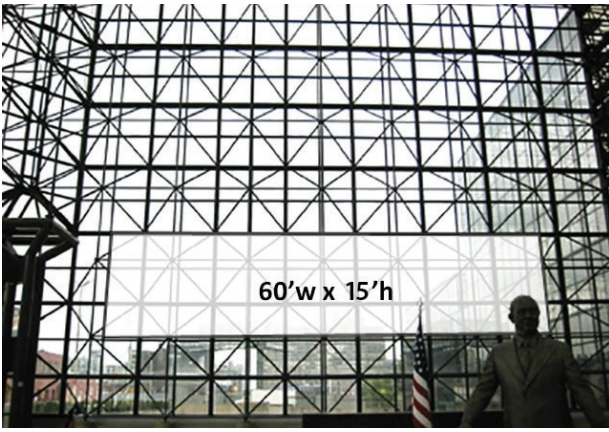
INTERIOR CRYSTAL PALACE BANNERS

DEADLINE FOR SIGNAGE: November 1, 2019

Banner Type	Placement	Size	Price
B4.01	Crystal Palace South Wall	60' x 15'	\$ 25,000
B4.03	Crystal palace North Wall	60' x 15'	\$ 25,000
CP25	Crystal Palace Interior Wall	10' x 20'	\$ 15,000
3B Column	Located in Crystal Palace adjacent to Hall 3B	Two 10' x 30' banners	\$ 20,000
Champagne Column A	Crystal Palace, 4-sided Champagne Column	One 10' x 20' banner Three 10' x 30' banners	\$ 40,000
Champagne Column B	Crystal Palace, 4-sided Champagne Column	One 10' x 20' banner Three 10' x 30' banners	\$ 40,000
Champagne Column C	Crystal Palace, 4-sided Champagne Column	One 10' x 20' banner Three 10' x 30' banners	\$ 35,000
Champagne Column D	Crystal Palace, 4-sided Champagne Column	One 10' x 20' banner Three 10' x 30' banners	\$ 35,000
Escalator Glass	Concourse to 3A/3B	23" high x 30' long	1 banner \$ 7,500 2 banners \$ 15,000
Escalator Glass	Level 1 to Concourse	23" high x 37' long	1 banner \$ 7,500 2 banners \$ 15,000
Concourse Stairs	North Concourse stairs to Crystal Palace (contains 2 sets of stairs)	56 steps to top, 28 stairs on each side: 6 1/2" high x 13' wide	\$ 20,000
Concourse Escalator Banner	Concourse to 3A/3B	189" wide x 144" high	1 banner \$10,000 2 banners \$20,000

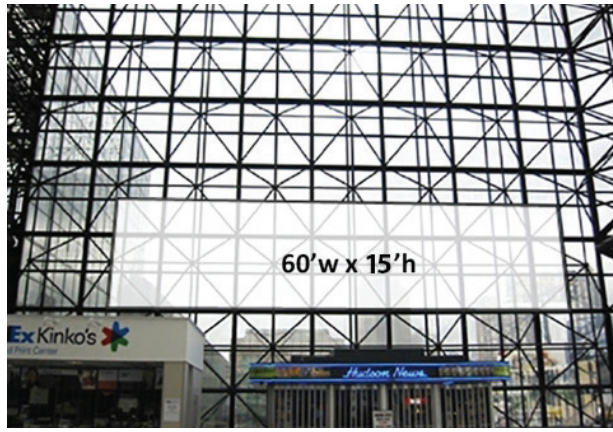
Receive a 10% Early Bird discount by confirming your sponsorship by June 7, 2019

2019 SPONSORSHIP OPPORTUNITIES



B4.01

- 60' wide x 15' high
- Hangs over glass windows
- Mounted from the Javits banner system
- Must not be lower than the top of Champagne Column
- Crystal Palace South Wall



B4.03

- 60' wide x 15' high
- Hangs over glass windows
- Mounted from the Javits banner system
- Must not be lower than the top of Champagne Column
- Crystal Palace North Wall



CP25

- 10' wide x 20' high
- Mounted from interior hang points
- Located in Crystal Palace



3B Column

- Two 10' wide x 30' high banners
- Mounted from interior hang points
- Located in Crystal Palace adjacent to hall 3B

2019 SPONSORSHIP OPPORTUNITIES



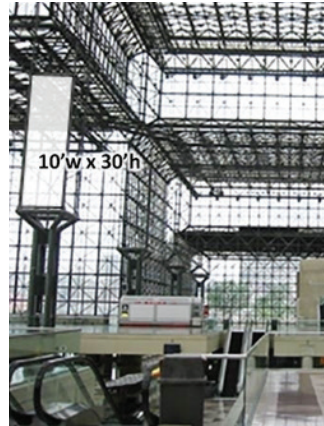
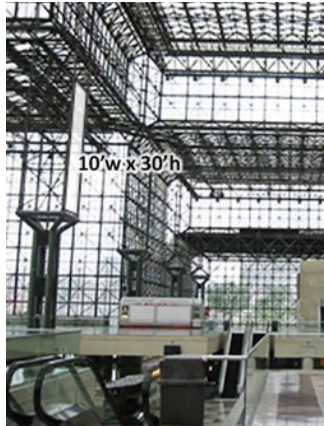
View of Crystal Palace from Level 3 entrance

Champagne Column A and B

These front and center Champagne Columns aren't just the focal point for all registering attendees—they're also visible from outside of the Javits Center.

Champagne Column C and D

Leave a lingering impression as the last New York Deal Making visual with these trade show floor exit-view Champagne Columns.

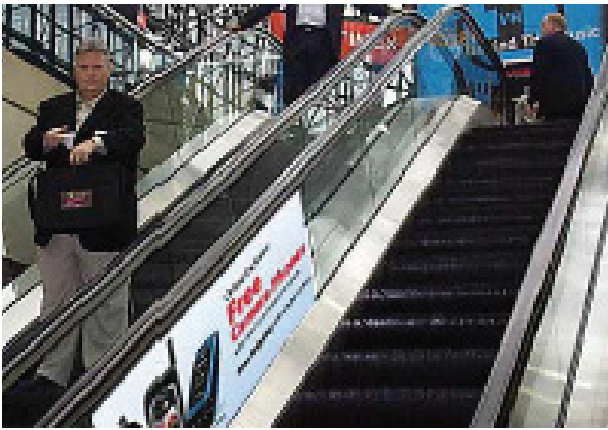


- 10' wide x 20' high
- Mounted from interior hang points
- Located in Crystal Palace (Champagne Column)

Receive a 10% Early Bird discount by confirming your sponsorship by June 7, 2019

SPONSORSHIP

2019 SPONSORSHIP OPPORTUNITIES



Escalator Glass (MAXIMUM 2 SPONSORS)

Brand the Javits center escalators with your unique advertisement.

2 locations:

Concourse 3A/3B, 23" high x 30' long
Level 1 to Concourse, 23" high x 37' long

- 1 sign (Signage on both sides of 1 glass pane on either up or down escalator, 2 signs total)
- 2 signs (Signage on both sides of outermost glass panes on up and down escalator, 4 signs total)

Advertising deadline: November 1, 2019



Concourse Stairs (MAXIMUM 1 SPONSOR)

Let attendees climb your brand! The concourse staircase is the very first thing that New York Deal Making attendees see as they leave the shuttle bus and head to registration.

- North & South Concourse staircases connect Levels 2 & 3
- 56 steps to the top (each staircase)
- 28 steps on each side divided by a glass railing
- Measurements 6 1/2" high x 13' wide



Concourse Escalator Banner (MAXIMUM 2 SPONSORS)

Concourse 3A/3B, 189" wide x 144" high

Advertising deadline: November 1, 2019

2019 SPONSORSHIP OPPORTUNITIES

Contact us to discuss how we can customize a sponsorship for you.

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

Casey Burwell – Account Manager
Tel: +1 646 728 3536; cburwell@icsc.org

Abigail Joubert – Europe, Sub-Saharan Africa, India
Tel: +44 20 7976 3120; aajoubert@icsc.org

Amie Leibovitz – Southern and Midwest USA , Texas and Puerto Rico
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Rita Malek – Northeast and Mid-Atlantic USA
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Brian Schiff – Western, USA
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Terri Sobol – Canada, Northeast and Mid-Atlantic USA
Tel: +1 646 728 3523; tsobol@icsc.org

Sally Stephenson – National Accounts, Outlets and Specialty Leasing, Products & Services
Tel: +1 847 835 1617; sstephenson@icsc.org

QUESTIONS

SPONSORSHIP APPLICATION

***Deadline: November 1, 2019** unless otherwise specified

SPONSORSHIP

- Presenting Sponsor | \$50,000 each
 Gold | \$ 30,000 each
 Silver | \$ 15,000 each
 Bronze | \$ 10,000 each
 Reception | \$ 850
 Charging Lounge | \$ 20,000
 Architectural Models | \$ 12,500
 Continental Breakfast | \$ 10,000
 Keynote Lunch | \$ 25,000 each
 Wi-Fi Buy Out | \$ 60,000

ADVERTISING

- New York Deal Making Directory
 Full Page | \$ 2,600
 1/2 page | \$ 1,900
 New York Deal Making Preview (November issue) Full Page | \$ 5,280
 December SCT
 Full Page | \$ 5,280
 1/2 page | \$ 3,880
 SCT Week | \$ 1,800

BANNERS & SIGNAGE SPONSORSHIP

- Door Graphics | \$ 15,000
 Outdoor Marquee | \$ 3,000
 Indoor Marquee | \$ 3,000
 Indoor and Outdoor Package | \$ 6,000
 Keycards | \$ 20,000 each
 B4.01 | \$ 25,000
 B4.03 | \$ 25,000
 CP25 | \$ 15,000
 3B Column | \$ 20,000
 Champagne Column A | \$ 40,000
 Champagne Column B | \$ 40,000
 Champagne Column C | \$ 35,000
 Champagne Column D | \$ 35,000
 Escalator Glass Concourse 3A/3B
 1 Side | \$ 7,500
 2 Sides | \$ 15,000
 Escalator Glass Level 1 Concourse
 1 Side | \$ 7,500
 2 Sides | \$ 15,000
 Concourse Stairs | \$ 20,000
 Concourse 3A/3B Escalator Banner
 1 Banner | \$ 10,000
 2 Banners | \$ 20,000
 Restroom Stall Door Clings | \$15,000
 Restroom Mirror Clings | \$5,000

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, 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.

Contact _____ Title _____

Company _____ Company Membership I.D. # _____

Address _____

City _____ State _____ Country _____ Zip/Postal Code _____

Phone _____ Fax _____ Email _____

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 _____