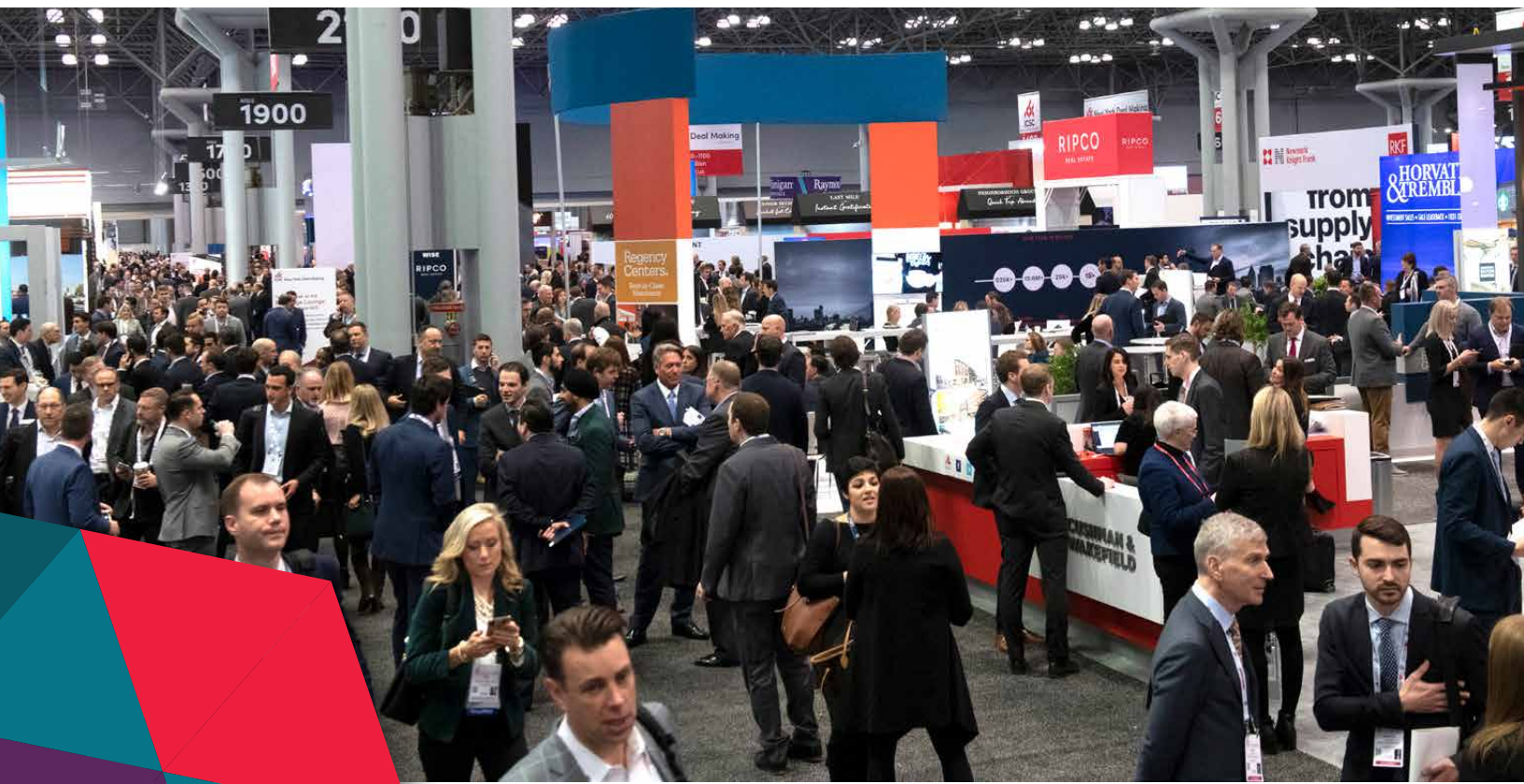




New York Deal Making

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

Sponsorship & Advertising Opportunities



2019 SPONSORSHIP OPPORTUNITIES

Platinum Sponsor | \$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* banner ads
- One (1) full page ad in November and December issues of *Shopping Centers Today*

Company logo on the following benefits:

- On-site event signage
- One hanging banner above entrance, Hall 3B or Hall 3E
- One (1) reserved table at Keynote session
- URL on event emails (max 5)
- Platinum 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
- Escalators 3A/3B glass panels, leading from concourse up to the trade show floor
- 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* banner ads
- Mobile App ad on New York Deal Making event site (1 month)

Company logo on the following benefits:

- 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) half page ad in November issue of *Shopping Centers Today* (New York Deal Making Preview)
- One (1) half page ad in New York Deal Making directory*
- Four (4) *Shopping Centers Today* banner 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

Recognition on the following event related communications:

- One (1) full conference pass
- One (1) half page ad in New York Deal Making directory*
- One (1) half 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

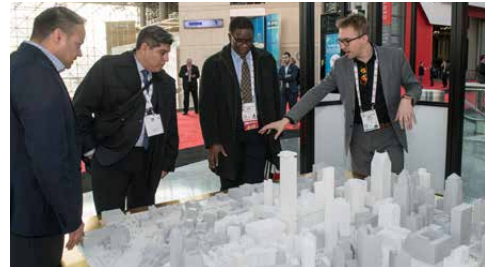
** pending separate purchase of New York Deal Making booth space

† pending production deadline of November 1, 2019

2019 SPONSORSHIP OPPORTUNITIES

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 advertorial.

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 28 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.

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:

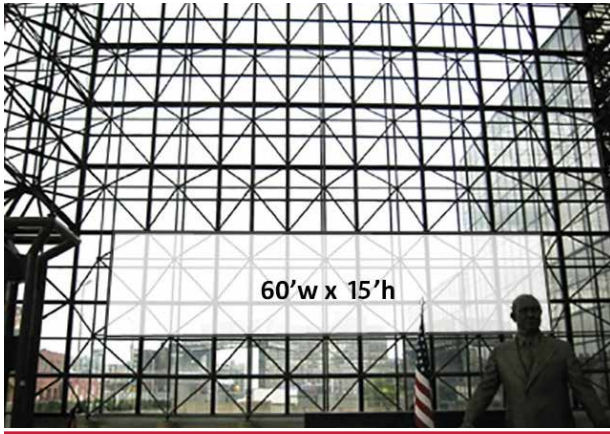
- Company branding on 2' x 2' decals placed on ten (10) select men and women restroom mirrors
- Decals will remain throughout the duration of the show
- Production rates are all inclusive: printing, installation and removal

SPONSORSHIP

2019 SPONSORSHIP OPPORTUNITIES

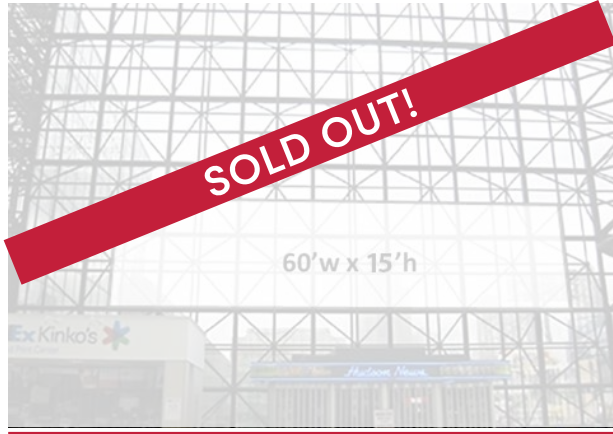
INTERIOR CRYSTAL PALACE BANNERS

DEADLINE FOR SIGNAGE: November 1, 2019



B4.01

- 60' wide x 15' high
- Hangs over glass windows
- Crystal Palace South Wall



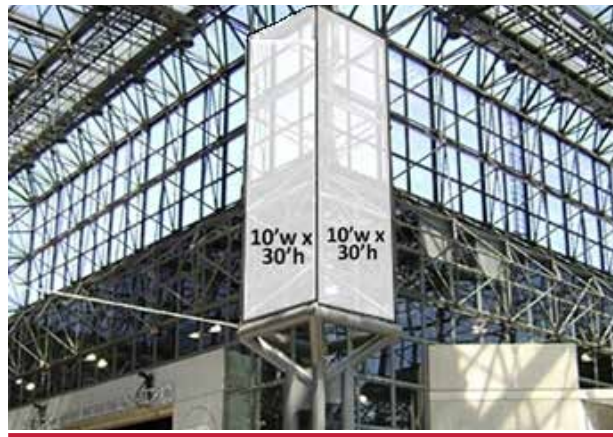
B4.03

- 60' wide x 15' high
- Hangs over glass windows
- Mounted from the Javits banner system
- Crystal Palace North Wall



CP25

- 10' wide x 20' high
- Located in Crystal Palace



3B Column

- Two 10' wide x 30' high banners
- Located in Crystal Palace adjacent to hall 3B

Note: Banners may be partially blocked from some viewing angles

SPONSORSHIP

2019 SPONSORSHIP OPPORTUNITIES

INTERIOR CRYSTAL PALACE BANNERS

DEADLINE FOR SIGNAGE: November 1, 2019



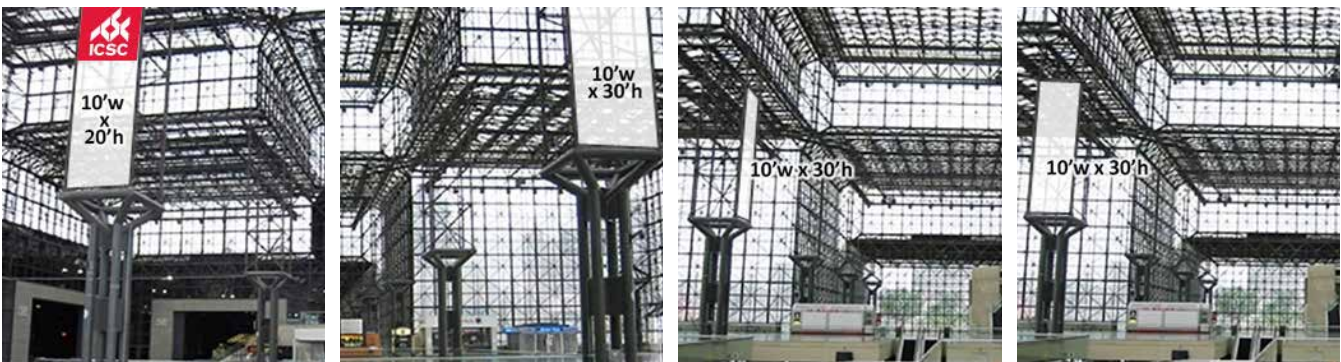
View of Crystal Palace from Level 3 entrance

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
- Located in Crystal Palace (Champagne Column)

Note: Banners may be partially blocked from some viewing angles

SPONSORSHIP

2019 SPONSORSHIP OPPORTUNITIES

INTERIOR CRYSTAL PALACE BANNERS

DEADLINE FOR SIGNAGE: November 1, 2019



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)

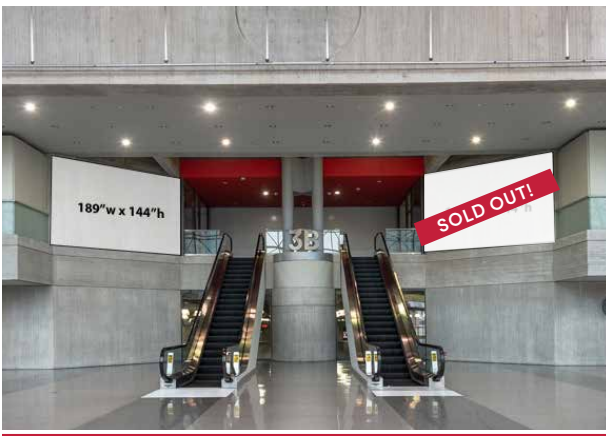
Advertising deadline: November 1, 2019



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)

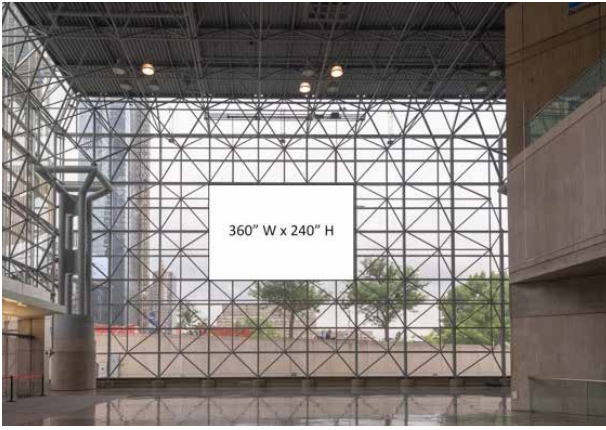
Concourse 3A, 189" wide x 144" high
~~Concourse 3B, 189" wide x 144" high~~ **SOLD OUT**

Advertising deadline: November 1, 2019

Note: Banners may be partially blocked from some viewing angles

SPONSORSHIP

2019 SPONSORSHIP OPPORTUNITIES



B1.01

- 360" wide x 240" high (recommended)
- South Concourse Glass Wall



B1.02

- 180" wide x 360" high (recommended)
- Hall 1E Streamer



B1.03

- 180" wide x 360" high (recommended)
- Minimum 10' clearance from floor to bottom of banner
- North Concourse 1C Streamer

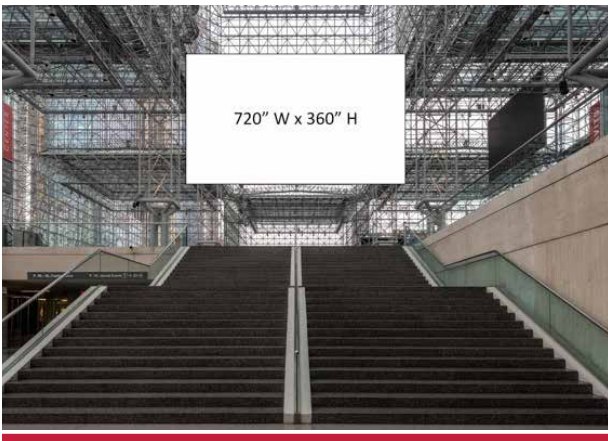


B1.09

- 720" wide x 360" high (recommended)
- Option of one banner or two streamers over stairs
- Streamer recommended size 180" wide x 360" high
- South Concourse Stairs

Note: Banners may be partially blocked from some viewing angles

2019 SPONSORSHIP OPPORTUNITIES



B1.10

- 720" wide x 360" high (recommended)
- Option of one banner or two streamers over stairs
- Streamer recommended size 180" wide x 360" high
- North Concourse Stairs



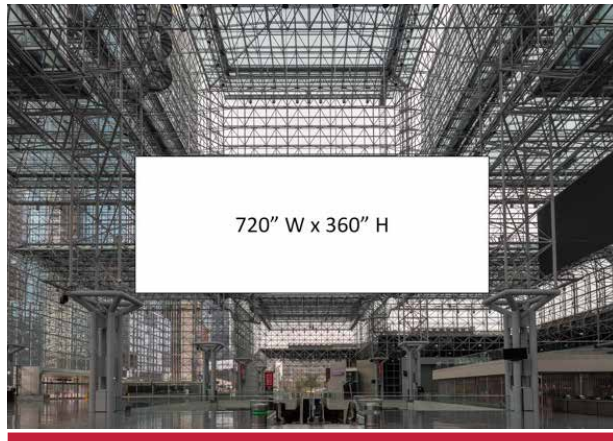
B2.10

- 180" wide x 300" high
- Located between 3B roll up doors



B2.11

- 180" wide x 300" high
- Located between 3E roll up doors



B3.03

- 720" wide x 360" high (recommended)
- Option of one banner or two streamers over stairs
- Streamer recommended size 180" wide x 360" high
- Crystal Palace North Escalator



B3.06

- 720" wide x 360" high (recommended)
- Crystal Palace South East

Note: Banners may be partially blocked from some viewing angles

SPONSORSHIP

2019 SPONSORSHIP OPPORTUNITIES



B3.07

- 720" wide x 360" high (recommended)
- Crystal Palace North East



B3.08

- 720" wide x 360" high (recommended)
- Crystal Palace South West



B4.04

- 720" wide x 180" high (recommended)
- Crystal Palace South Entrance



B4.05

- 720" wide x 180" high (recommended)
- Crystal Palace North Entrance

Note: Banners may be partially blocked from some viewing angles

SPONSORSHIP

2019 SPONSORSHIP OPPORTUNITIES



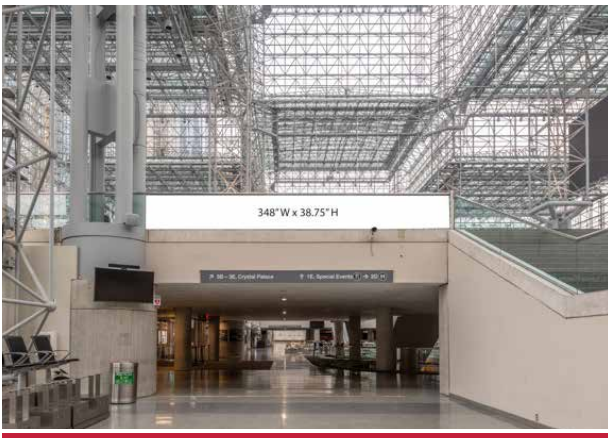
B6.10

- 144" wide x 288" high
- Column in between Escalator to 3B hall



B7.01

- 158" wide x 270" high
- 1E Entrance Column



E1.01

- 348" wide x 38.75" high
- Crystal Palace Glass Railing North

Note: Banners may be partially blocked from some viewing angles

SPONSORSHIP

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
B4.02 SOLD OUT	Crystal Palace North Wall	60' x 15'	\$ 25,000
CR25 SOLD OUT	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 SOLD OUT	Crystal Palace, 4-sided Champagne Column	One 10' x 20' banner Three 10' x 30' banners	\$ 40,000
Champagne Column B SOLD OUT	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" h x 30' l	1 banner \$ 7,500 2 banners \$ 15,000
Escalator Glass	Level 1 to Concourse	23" h x 37' l	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" h x 13' wide	\$ 20,000
Concourse Escalator Banner	Concourse to 3A Concourse to 3B SOLD OUT	189" wide x 144" h	1 banner \$ 10,000 2 banners \$ 20,000
B1.01	South Concourse Glass Wall	360" w x 240" h	\$ 17,500
B1.02	Hall 1E Streamer	180" w x 360" h	\$ 15,000
B1.03	North Concourse 1C Streamer	180" w x 360" h	\$ 15,000
B1.09	South Concourse Stairs	One banner 720" w x 360" h Streamers 180" w x 360" h	\$ 50,000 for banner \$ 25,000 per streamer
B1.10	North Concourse Stairs	One banner 720" w x 360" h Streamers 180" w x 360" h	\$ 50,000 for banner \$ 25,000 per streamer
B2.10	Located between 3B roll up doors	180" w x 300" h	\$ 25,000
B2.11	Located between 3E roll up doors	180" w x 300" h	\$ 25,000
B3.03	Crystal Palace North Escalator	One banner 720" w x 360" h Streamers 180" w x 360" h	\$ 50,000 for banner \$ 25,000 per streamer
B3.06	Crystal Palace South East	720" w x 360" h	\$ 50,000
B3.07	Crystal Palace North West	720" w x 360" h	\$ 50,000
B3.08	Crystal Palace South West	720" w x 360" h	\$ 50,000
B4.04	Crystal Palace South Entrance	720" w x 180" h	\$ 25,000
B4.05	Crystal Palace North Entrance	720" w x 180" h	\$ 50,000
B6.10	Column in between Escalator to 3B hall	144" w x 288" h	\$ 15,000
B7.01	1E Entrance Column	158" w x 270" h	\$ 15,000
E1.01 Glass Cling	Crystal Palace Glass Railing North	348" w x 38.75" h	\$ 12,000

SPECIFICATIONS/PRICING

Contact us to discuss how we can customize a sponsorship for you: sales@icsc.org

SPONSORSHIP APPLICATION

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

SPONSORSHIP

- Platinum Gold Silver Bronze Reception
- Charging Lounge Architectural Models Continental Breakfast Keynote Lunch Wi-Fi Buy Out

ADVERTISING

- New York Deal Making Directory Full Page Half Page New York Deal Making Preview (Nov. issue) Full Page
- December SCT Full Page Half Page SCT Week

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 Restroom Stall Door Clings | \$15,000 Restroom Mirror Clings | \$5,000
- B4.01 | \$ 25,000 B4.03 | \$ 25,000 CP25 | \$ 15,000 **SOLD OUT** 3B Column | \$ 20,000 **SOLD OUT**
- Champagne Column: A | \$ 40,000 **SOLD OUT** B | \$ 40,000 **SOLD OUT** C | \$ 35,000 D | \$ 35,000
- Escalator Glass: Concourse 3A/3B 1 Side | \$ 7,500 2 Sides | \$ 15,000 Level 1 Concourse 1 Side | \$ 7,500 2 Sides | \$ 15,000
- Concourse Stairs | \$ 20,000 Escalator Banner: Concourse 3A | \$ 10,000 Concourse 3B | \$ 10,000 **SOLD OUT**
- B1.01 | \$ 17,500 B1.02 | \$ 15,000 B1.03 | \$ 15,000 B1.09 banner | \$ 50,000 B1.09 streamer | \$ 25,000
- B1.10 banner | \$ 50,000 B1.10 streamer | \$ 25,000 B2.10 | \$ 25,000 B2.11 | \$ 25,000
- B3.03 banner | \$ 50,000 B3.03 streamer | \$ 25,000 B3.06 | \$ 50,000 B3.07 | \$ 50,000 B3.08 | \$ 50,000
- B4.04 | \$ 25,000 B4.05 | \$ 25,000 B6.10 | \$ 15,000 B7.01 | \$ 15,000 B1.01 Glass Cling | \$ 12,000

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 _____ 2019EDMS _____

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 _____