ICSC

RECON

SPONSORSHIP OPPORTUNITIES

Las Vegas Convention Center

May 17 – 19, 2020 | Las Vegas, NV

www.icscrecon.com

WHY SPONSOR?

Connect with over 30,000 high level professionals and key decision makers. Increase your brand's visibility, introduce new projects, products or services through a variety of customizable sponsorship opportunities before, during and after RECon.

Sponsorships are effective and powerful ways to increase your company's brand recognition beyond booth space. Pricing ranges from $2,500 – $60,000.

Choose from a variety of sponsorship opportunities or take advantage of a custom sponsorship opportunity designed to align directly with your marketing objectives.

WHY PARTICIPATE?

RECon is the world's largest retail real estate conference featuring:

- Three days of deal making
- Perspectives from industry experts and visionary keynotes
- Live programming and interviews on the show floor
- Professional development and career-building opportunities
- Curated destinations showcasing emerging brands, food-and-beverage companies, health-and-wellness providers, outlet centers and mall owners and developers

ICSC serves the global retail real estate industry. We provide our 70,000-plus member network in over 100 countries with invaluable resources, connections and industry insights, and we actively work together to shape public policy. For more about ICSC, visit www.icsc.com.

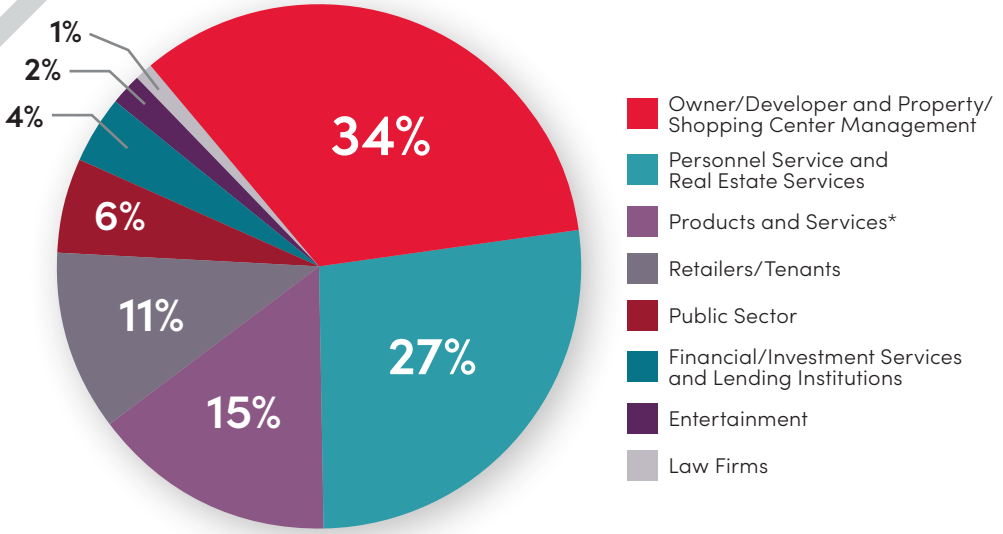
RECON ATTENDEE PROFILE

30,000+ attendees

810,646 square feet

1,067 exhibitors

3,400+ retailers



*Includes: computer software/hardware, construction, maintenance, parking and traffic, consumer market research, utilities, personnel and telecommunications

Contact us to customize a sponsorship program. For more information, contact sales@icsc.com or visit www.icscrecon.com.

NEW SPONSORSHIP OPPORTUNITIES

Customized sponsorship packages can be developed to align with your marketing objectives and strategies. EXCLUSIVE opportunities are available to support your marketing programs. These include Destination area sponsorships that may include a thought leadership role.

All Sponsors receive high visibility branding both before and during RECon, including print, digital, and onsite signage and logo branding throughout the Las Vegas Convention Center.

BENEFITS

Sponsors may choose from one of the following branding opportunities based upon availability:	Platinum $45,000	Gold $25,000	Silver $15,000
Branded Lanyards (7,000 out of 31,500 total sponsored lanyards)	●		
Decals on LVCC Central Hall Main Door or South Hall 1 Door clings (22-24 single-sided doors depending on location)	●		
Digital Ads throughout Las Vegas Convention Center: one 8-second spot will rotate between 15-21 times per hour on all show days	●	●	●
Supporting Sponsor Opening Reception Sponsor Benefits	●		
Bus banners	●		
Associate Sponsor Opening Reception benefits		●	
Bus aisle wrap		●	●
Bus headrest		●	●
All Sponsors will receive logo branding on:			
RECon event emails along with choice of URL (minimum 5 emails) *	●		
Badge mailer envelope	●		
Bus route signage placed at hotels	●	●	●
Looping on digital screen at select event functions	●	●	●
On-site signage	●	●	●
"Thank You" advertisement on Las Vegas Convention LED screens	●	●	●
Map Your Show Highlights (available for exhibitors only)	●	●	●
One inter-hall golf cart	●	●	
All Platinum Sponsors will receive:			
Brand recognition in marketing materials as a platinum sponsor	●		
One full page 4C advertisement in the Event Directory and the April issue of *SCT*	●		
Eight *SCT* Week Banner ads	●		
Two Full Conference passes	●		
Two reserved seats at Keynote session	●		
All Gold Sponsors will receive:			
Brand recognition in marketing materials as a gold sponsor		●	
Half page 4C advertisement in the April and May issues of *SCT*		●	
Four *SCT* Week banner ads		●	
One Full Conference pass		●	
One reserved seat at Keynote session		●	
All Silver Sponsors will receive:			
Brand recognition in marketing materials as a silver sponsor			●
Two *SCT* Week Banner Ads			●
One Full conference pass			●

*Pending production deadlines. | Note: Logo inclusion and ads in printed and digital communications pending production deadlines.

OPENING RECEPTION SPONSORSHIP

The RECon Opening Reception takes place on Sunday, May 17, at XS Night Club. Sponsors receive their own cabana to host up to 15 of their clients and guests* during the opening reception.

SPONSORSHIP BENEFITS

All sponsorship packages include the following benefits:

- Logo and URL link featured on the RECon event web page and in a minimum of five (5) emails
- Logo on "Thank You" page in final event mailer and event directory, event signage, "Thank You" advertisement in *RECon News,* Main XS LED screens and LED screens in pool area, Las Vegas Convention Center LED screens
- One full-page advertisement in the Event Directory
- Cabana with company logo on cabana entry sign, mirror cling and one (1) inside table
- Sponsor ribbon for all registered company attendees

SUPPORTING SPONSOR | MAXIMUM 4 | $10,500

- Premium downstairs cabana location
- Four *SCT Week* banner advertisements

ASSOCIATE SPONSOR | MAXIMUM 4 | $8,000

- Upstairs cabana

Cabana

Mirror and table clings

*All reception attendees must be registered as paid RECon exhibitors or attendees.

Note: Logo inclusion and ads in printed and digital communications pending production deadlines.

RECON DESTINATIONS PRESENTING SPONSOR

TECH CONNECT | RETAIL IN FOCUS | HEALTH & WELLNESS CENTER | FOOD & FUN | CANNABIS

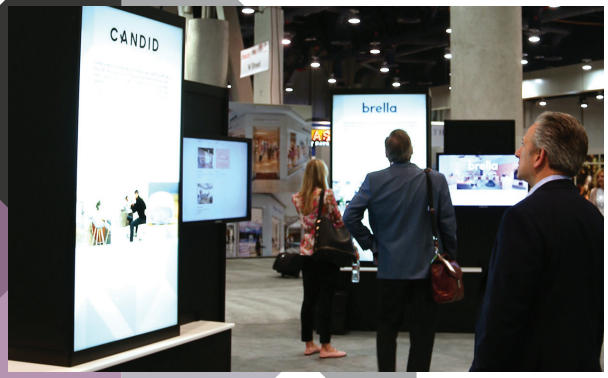
SPONSORSHIP | $25,000

Showcase your brand as the market leader by sponsoring one of the new tenant class destinations at RECon. These show floor destinations feature companies and industry visionaries as well as curated content on how to incorporate these market segments into your growth strategy.

Exclusive opportunities are available to support your marketing programs. Destination area sponsorships may include thought leadership opportunities.*

This EXCLUSIVE presenting sponsorship package includes:

- Brand Promotion | Gain exposure to a member network of 70,000 and over 30,000 RECon attendees via pre-show and on-site promotion activities.
- Destination Stage Speaking Opportunity | Align your brand with experts and thought leaders by participating in a sponsored-content panel or presenting a case study with a customer.*
- Full page ad in April issue of *SCT*
- Full page ad in event directory
- Inclusion in Map Your Show highlights



*Presentations must follow ICSC guidelines.

Note: Logo inclusion and ads in printed and digital communications pending production deadlines.

ICSC GLOBAL AWARDS CEREMONY SPONSORSHIP

A celebratory evening to honor and recognize the ongoing efforts, creativity, innovation and excellence in the retail real estate industry. During the ceremony recipients of the ICSC Researcher Awards and the Next Generation 4 under 40 Awards will be revealed. Also celebrated are this year's winners of the VIVA Best-of-the-Best Awards, Visual Victories Awards and MAXI Awards. The ICSC Global Awards Ceremony takes place on Sunday, May 17, 6:00 – 7:30 pm.

GLOBAL AWARDS SPONSORSHIP BENEFITS

All sponsorship packages include the following benefits:

- Logo and URL on event web page and awards show emails
- Logo on awards show on-site signage
- Looping on digital screens during awards presentation, winner's program and awards show program
- Verbal recognition from podium

SPONSORSHIP LEVELS

GOLD | $6,000

One full-page, 4C advertisement in winner's program and awards show program

SILVER | $3,500

One half-page, 4C advertisement in winner's program and awards show program

CATEGORY | $1,250

Logo looping on digital screens at start of category awards during awards show presentation. Logo in winner's program and the headline of the awards show program

Note: Logo inclusion and ads in printed and digital communications pending production deadlines.

BRANDING & SIGNAGE

INTERIOR AND EXTERIOR

Price range: $10,000 – $60,000

ICSC offers a wide variety of branding and signage opportunities throughout the interior and exterior of the Las Vegas Convention Center to engage attendees and promote your company's brand.

Building Signs

Column Wraps

Door Decals and Window Decals

Hanging Banners

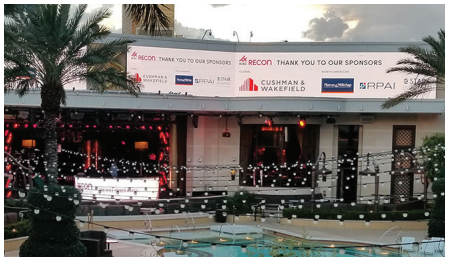
Attract attendees to your booth by having your banner hung in the South Hall connector. This is a great opportunity to promote a new product, service or technology.

DIGITAL SIGNAGE

Prices start at $5,500 for an 8-second ad.

Receive maximum visibility with a stunning video advertisement that will run and rotate through the duration of the event.

Logo branding on 14 digital screens throughout the LVCC



Logo branding displayed on over 20 LED screens inside and outside of the XS Night Club

ADVERTISING OPPORTUNITIES

ICSC's premier media group provides RECon exhibitors and attendee professionals with critical business insights, industry news and the tools needed to thrive into the future. Our unique blend of print, digital and live event platforms provide multidimensional opportunities for you to connect with the retail real estate industry at large.

BADGE MAILER INSERTS | Maximum 4 advertisers | $19,500
Your company's message will be mailed out with each badge sent to all pre-registered RECon attendees.

RECON MAP | Maximum 1 advertiser in each position
Inside Front Cover: $20,500 | Inside Back Cover: $19,500 | Back Cover: $22,000
Put your company message in the hands of every single attendee. A map of the show floor is one of the first things that attendees pick up when they walk into the Convention Center.

MAGAZINE BIN DISTRIBUTION | 1 publication per slot | $9,000
Magazine bins are located near registration and on the trade show floor, and include a sign with the publication name. Publications will be replenished throughout the event. Drayage is included (publications will be delivered to each bin location).

***RECON NEWS* | $2,500**
RECon News (digital newsletter) will be published on Monday, May 18 and is emailed to all members in North America.

RECON PROGRAM DIRECTORY | $2,900
The RECon Directory is an accessible reference guide listing all programs, sessions and exhibiting companies. The directory is used by attendees while on-site and year-round, so placing an ad provides you great exposure not only during RECon, but long after the show doors close.

***SCT* RECON PREVIEW | April Issue: $5,280**
Includes full page ad and full page advertorial

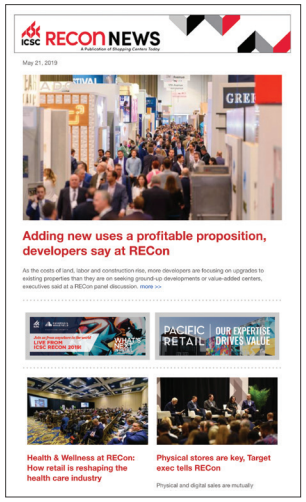
***MAY SCT* | Full page: $5,280 | Half page: $3,880**
Ad Reservation Deadline: March 20, 2020 | Ad Materials Due: March 27, 2020

***SCT WEEK* | 4 weeks total: $1,800**

SPONSORED CONTENT
News feature on ICSC Exchange $2,750 | New Brief on ICSC Exchange $1,575

VRN DIGITAL ENEWSLETTER | Weekly: $350-$400

Publication Bins



RECon News

OTHER SPONSOR & ADVERTISING OPPORTUNITIES

There are plenty of additional opportunities throughout RECon to amplify your brand and ensure that all eyes are on you.

Price range: $3,000 – $40,000

REAL ESTATE DEVELOPMENT MODEL EXHIBIT BOOTH SPACE | MAXIMUM 2 EXHIBITS

MARKETPLACE MALL AISLE SIGNS | MAXIMUM 3 SPONSORS

WELCOME BAG SPONSOR | MAXIMUM 2 SPONSORS

OUTSIDE DOOR CLINGS | 1 SPONSOR PER HALL

CHARGING LOUNGE | MAXIMUM 2 SPONSORS

DIGITAL ADS IN LVCC | 8-SECOND SPOT

"YOU ARE HERE" BOOTH LOCATORS

RESTROOM SPONSORSHIP

WIFI SPONSOR

Development Model Exhibit

Marketplace Mall Aisle Sign

Exterior Door Clings

Restroom Sponsorship

Call your ICSC sales representative to learn more.

Contact us to customize a sponsorship program. For more information, contact sales@icsc.com or visit www.icscrecon.com.

TRANSPORTATION SPONSORSHIP

78 BUSES covering **11 ROUTES** encompassing **30+ HOTELS** that drop-off at **THE LVCC**

Get your very own mobile billboard. See your company's ad travel up and down the Las Vegas Strip! These shuttle buses make multiple trips per day, continually promoting your brand around Las Vegas while you focus on making deals!

BUS WRAPS | MAXIMUM 1 SPONSOR PER ROUTE | $25,000 PER WRAP, PER BUS

Full wrap covers both sides of the bus and includes: printing, installation and removal.

BUS BANNER | MAXIMUM 2 SPONSORS PER BUS | $2,500 PER BANNER, PER EACH SIDE OF BUS

Included in price is: 2' x 35' banner, printing, installation and removal.

Bus Banner

BUS INTERIOR WRAPS

STEP WRAP | $1,300/PER BUS (5-6 STEPS) (PER ROUTE)

AISLE WRAP | $1,500/PER BUS (PER ROUTE)

WINDOW BANNERS | $1,500/6 WINDOWS | $2,500/12 WINDOWS (INSIDE WINDOWS ONLY)

Your company's brand will be the first thing riders see as they step on the bus. Aisle wraps and interior window banners are also a great way reinforce your brand presence.

HEADRESTS | MAXIMUM 1 SPONSOR PER BUS | $1,000 PER BUS, DOUBLE-SIDED

Graphic ads with logo and/or message are displayed on both sides of fabric headrests and placed on each seat of a shuttle bus.

OUTSIDE GOLF CARTS | MAXIMUM 2 ADVERTISERS | $10,000 INCL. 2 CARTS

Brand your company message on RECon's complimentary shuttle service that will transport attendees between halls outside the Las Vegas Convention Center.

Company logo included on: Rooftop | Seat backs | Exterior visor area of windshield

Step Wrap

Aisle Wrap

Window Banner

Headrests

Outside Golf Carts