



ICSC
2022
LAS VEGAS

**SPONSORSHIP
& ADVERTISING
OPPORTUNITIES**

MAY 22 – 24, 2022
Las Vegas Convention Center
[ICSC.com](https://www.icsc.com)

WHY SPONSOR?

Connect with 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 ICSC 2022 LAS VEGAS.

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

ICSC 2022 LAS VEGAS is the largest marketplaces industry show floor featuring:

- Two days of dealmaking
- Perspectives from industry experts and visionary keynotes
- Live programming and interviews on the show floor
- Professional development and career-building opportunities

The member organization for industry advancement, ICSC promotes and elevates the marketplaces and spaces where people shop, dine, work, play and gather as foundational and vital ingredients of communities and economies. ICSC produces experiences that create connections and catalyze deals; aggressively advocates to shape public policy; develops high-impact marketing and public relations that influence opinions; provides an enduring platform for professional success; and creates forward-thinking content with actionable insights – all of which drive industry innovation and growth. For more information, please visit www.ICSC.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.

All Sponsors receive high visibility branding both before and during ICSC 2022 LAS VEGAS, including digital platforms, on-site signage and logo branding throughout the Las Vegas Convention Center (LVCC).

*Based on sponsor enrollment.

**Ad placement availability on a first-come, first-served basis. Some ads will run post event.

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

BENEFITS

Sponsors may choose from one of the following branding opportunities based upon availability:

	Platinum \$45,000 max 4 sponsors	Gold \$25,000 max 4 sponsors	Silver \$15,000 max 4 sponsors
Branded Lanyards (7,000 out of 31,500 total sponsored lanyards)	•		
Company logo on event sponsor recognition at event's main door entrance	•		
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:

ICSC 2022 LAS VEGAS event emails along with choice of URL (minimum 5 emails*)	•		
Bus route signage placed at hotels	•	•	•
Looping on digital screen at select event functions	•	•	•
On-site signage	•	•	•
"Thank You" advertisement on LVCC LED screens	•	•	•
Map Your Show Highlights (available for exhibitors only)	•	•	•
One outside inter-hall golf cart	•	•	

All Platinum Sponsors will receive:

Brand recognition in marketing materials as a Platinum Sponsor	•		
Eight C+CT email header 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		•	
Four C+CT email header 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 C+CT email header ads**			•
One Full conference pass			•

OPENING RECEPTION SPONSORSHIP

Connect with new industry players and build your network at the ICSC 2022 LAS VEGAS Opening Reception on Sunday, May 22 at the Wynn Event Pavilion and Garden.

SUPPORTING and **ASSOCIATE** sponsorship levels available. For more information on benefits and pricing contact Michael McGrath at mmcgrath@ICSC.com.



ICSC GLOBAL AWARDS CEREMONY SPONSORSHIP

A celebratory evening to honor and recognize the ongoing efforts, creativity, innovation and excellence in the marketplaces industry.

The ICSC Global Awards Ceremony takes place on Monday, May 23 from 6:00 – 7:30 pm. During the ceremony winners will be celebrated for the Global Research, MAXI and Visual Victories awards.

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*
- Logo 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*



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

For more information, contact sales@ICSC.com.

ICSC 2022 LAS VEGAS • 4

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



Overhead Hanging Booth Banner

DIGITAL SIGNAGE

Prices start at \$10,000 for an 8-second ad.

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



Logo branding on 14 digital screens throughout the LVCC

TRANSPORTATION SPONSORSHIP

30 BUSES covering 12 ROUTES encompassing 34 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 event 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 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 to 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 headrest cover present on all seats of a shuttle bus.

OUTSIDE INTER-HALL GOLF CARTS • MAXIMUM 2 ADVERTISERS • \$10,000 INCL. 2 CARTS

Brand your company message on ICSC 2022 LAS VEGAS complimentary shuttle service that will transport attendees between halls outside the Las Vegas Convention Center. Company logo included on rooftop, seat backs and exterior visor area of windshield.



Bus Banner



Aisle Wrap



Window Banner



Headrests



Outside Golf Carts

OTHER SPONSOR & ADVERTISING OPPORTUNITIES

ON-SITE

Price range: \$3,000 – \$40,000

There are plenty of additional opportunities throughout ICSC 2022 LAS VEGAS to amplify your brand and ensure that all eyes are on you.

"YOU ARE HERE" BOOTH LOCATORS

APPROX. 20 UNITS • 1 SPONSOR

CHARGING LOUNGE

MAX 2 SPONSORS

RESTROOM STALL CLINGS

WI-FI SPONSORSHIP

FLOOR DECALS

HOTEL ROOM KEYS

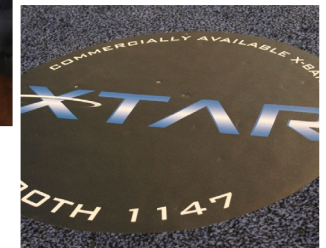
SHOE SHINE SPONSORSHIP

HAND SANITIZER STATIONS

PROFESSIONAL HEADSHOT SPONSORSHIP

DJ BOOTH SPONSORSHIP

ICSC MOBILE APP



ICSC COMMERCE + COMMUNITIES TODAY OPPORTUNITIES

C+CT NEWSLETTER AD • 4 weeks total: \$1,800

ICSC's C+CT email newsletter, delivered to nearly 60,000 subscribers, features breaking news, industry insights and trends. Don't miss an opportunity to be top-of-mind to key industry decision makers.

SPONSORED CONTENT • News Feature on C+CT website \$2,750 • News Brief on C+CT website \$1,575

Showcase your brand by promoting your company's expertise amongst ICSC's vast network of marketplaces industry professionals. ICSC sponsored content opportunities enable customers and prospects to engage with your brand and benefit from expert knowledge while they are actively looking for information. Generate awareness, gain qualified leads, and influence brand perception through a multichannel approach via ICSC's website, digital newsletter, and social media channels. Take advantage of two sponsored content options: News Brief (500 words or less) or News Feature (1,500 words or less).



OTHER OPPORTUNITIES