

# ICSC+U.S. LAW SPONSORSHIP PACKAGES



**OCTOBER 25 – 27, 2023**

Benefits	Platinum \$12,000	Gold \$6,000	Silver \$3,000
Complimentary full event registration(s) and 1 year ICSC membership (Must be employed by company).	3	2	1
Company logo and URL on ICSC+U.S. LAW event webpage.	■	■	■
Company logo and URL on ICSC+U.S. LAW email blasts.	■	■	■
Company logo on event signage at Welcome Reception. Signage placed in prominent locations for maximum exposure.	■	■	■
Company logo on entrance doors leading to Welcome Reception.	■		
Custom created double-sided meter boards. Sponsor to provide artwork. Pending production deadlines and ICSC approval.	2	1	
Reserved table at Keynote Lunch.	1		
One full page ad in on-site event at-a-glance.*	■	■	
Sponsored Webinar (valued at \$7,000). Please refer to page 2 for additional details.	■		
Exclusive sponsor branded bar. Logo branding to include signage, cups, napkins, and coasters.	■		
Opportunity for sponsor to provide branded giveaways at Registration. Giveaways must be approved by ICSC.	■		
Welcome Reception attendee list to be provided post-event.	■		

## ICSC Contact

For more information and to become a sponsor, contact  
**Mike McGrath**  
 Email: [mmcgrath@ICSC.com](mailto:mmcgrath@ICSC.com)

## Company Logo

Email your company logo (.jpeg and .eps format) to [mmcgrath@ICSC.com](mailto:mmcgrath@ICSC.com).

## Deadline

Sponsorship must be received by **September 28, 2023** to be recognized at the event.

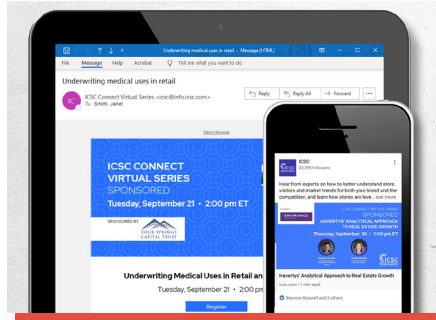
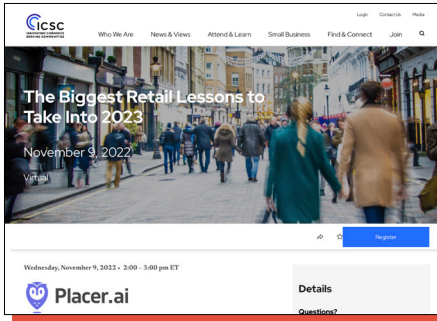
## Terms, Conditions and Rules

This sponsorship application is subject to the Terms and Conditions for ICSC Sponsorship Opportunities available at [www.icsc.com/event-terms-and-conditions](http://www.icsc.com/event-terms-and-conditions), which are hereby incorporated by reference.

\*Pending production deadline dates.

# SPONSORED WEBINAR

ICSC Connect Sponsored Webinars offer the opportunity to build your brand by sharing your content with our vast network of retail and real estate professionals. Generate awareness and gain qualified leads through multi-channel promotional activities and audience engagement. Convene your own panel of experts in any area - finance, legal, construction, or design - to share their knowledge and answer questions or present a case study with your customer via ICSC's webinar platform.



## BRANDING

- Sponsor logo branded throughout presentation
- Sponsor acknowledged on all promotional material distributed
- Sponsor branding on ICSC event page at ICSC.com

## MARKETING

- Sponsored webinars marketed to all ICSC North American members
- Sponsor will receive templated marketing HTML to push out to their customers and prospects
- Sponsored webinars promoted via ICSC email (3), social channels (2 posts) and Commerce + Communities Today (C+CT) News Feature

## ANALYTICS

- Post event reporting delivered one week after live event includes:
  - Full attendee list broken down by registrants/live attendees, plus email address for registrants who have not opted out of 3rd party emails
  - Time each viewer spent on webinar (line items, not average)
  - Chat history (no names)

Sponsorship agreement must be signed and sponsor logo and URL received at least 4 weeks in advance of designated Sponsored webinar live event.

ICSC reserves the right to review presentations and request changes in the event language does not align with membership needs. Additional guidelines to be shared prior to signing sponsorship agreement.

Sponsored webinars are free for ICSC members, \$25 for non-members. Only ICSC members will have access to post-webinar recordings.