WHY SPONSOR?

Connect with high-level professionals and key decisionmakers. Increase your brand’s visibility, introduce new projects, products or services through a variety of customizable sponsorship opportunities before, during and after ICSC NEW YORK.

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 NEW YORK 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.
## SPONSORSHIP OPPORTUNITIES

### BENEFITS

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
</tr>
</thead>
<tbody>
<tr>
<td>ICSC NEW YORK full conference passes</td>
<td>6</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>Branded lanyards</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>One (1) full page ad in print edition of C+CT for on-site distribution*</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bus banner*</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Banner ad in event mobile app.*</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Javits TV Network Digital Signage</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Double-sided escalator glass signage*</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Company logo on the following:

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
</tr>
</thead>
<tbody>
<tr>
<td>Two hanging banners above entrance of show floor</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bus route signage placed at hotels</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>On-site event signage</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Looping on digital screens at select event functions</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Event emails along with choice of URL (minimum 5 emails**)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Event webpage with URL</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Artwork provided by sponsor

**Based on sponsor enrollment
BRANDING & SIGNAGE

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

DOOR CLINGS
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
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 access to over 65,000 daily impressions.

INDOOR MARQUEE
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.
Sponsors content will be displayed on the jumbotron and TVs.

SHUTTLE BUSES
MAX 2 SPONSORS
Please ask your Business Development Manager for more details.

For more information about sponsorship, contact sales@ICSC.com.
BRANDING & SIGNAGE

ESCALATOR GLASS
MAX 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 side of escalator: Signage on both sides of 1 glass pane on either up or down escalator, 2 signs total
• 2 sides of escalator: Signage on both sides of outermost glass panes on up and down escalator, 4 signs total

CONCOURSE STAIRS
MAX 2 SPONSORS
Let attendees climb your brand! The concourse staircase is the very first thing that ICSC NEW YORK 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 6.5” high x 13’ wide

For more information about sponsorship, contact sales@ICSC.com.
Branding & Signage

Interior Hanging Banners

Champagne Columns located in the Javits Center Crystal Palace

**Champagne Columns C and D**

Leave a lasting impression with the final ICSC NEW YORK visual on these trade show floor exit-view Champagne Columns.
BRANDING & SIGNAGE

INTERIOR HANGING BANNERS

B4.01
360” wide x 120” high
Hangs over glass windows
Crystal Palace South Wall

B4.03
360” wide x 120” high
Hangs over glass windows
Mounted from the Javits banner system
Crystal Palace North Wall

B4.04
360” wide x 120” high
Crystal Palace South Entrance

B4.05
360” wide x 120” high
Crystal Palace North Entrance

B1.01
360” wide x 240” high
South Concourse Glass Wall

B1.02
180” wide x 360” high
Hall 1E Streamer

Note: Banners may be partially blocked from some viewing angles

For more information about sponsorship, contact sales@ICSC.com.
BRANDING & SIGNAGE

INTERIOR HANGING BANNERS

B3.02
180” wide x 360” high
Option of one banner or two streamers over escalator
South Concourse Escalator

B3.03
180” wide x 360” high
Option of one banner or two streamers over escalator
Crystal Palace North Escalator

B3.06
180” wide x 360” high
Crystal Palace South East

B3.07
180” wide x 360” high
Crystal Palace North East

B3.08
180” wide x 360” high
Crystal Palace South West

3B Column
Two 120” wide x 180” high banners
Located in Crystal Palace adjacent to hall 3B

Note: Banners may be partially blocked from some viewing angles

For more information about sponsorship, contact sales@ICSC.com.
BRANDING & SIGNAGE

INTERIOR HANGING BANNERS

CP25
10’ wide x 20’ high
Located in Crystal Palace

E1.01
348” wide x 38.75” high
Crystal Palace Glass Railing North

B7.01
158” wide x 270” high
1E Entrance Column

B6.10
114” wide x 288” high
Column in between Escalator to 3B hall

Concourse Escalator Banner
MAX 2 SPONSORS
Concourse 3A, 189” wide x 144” high
Concourse 3B, 189” wide x 144” high

Note: Banners may be partially blocked from some viewing angles

For more information about sponsorship, contact sales@ICSC.com.
BRANDING & SIGNAGE

Engage attendees on the show floor and promote your company’s brand from a distance with overhead booth banners.

Rectangular Booth Banner
$16,500

Circular Booth Banner
$16,500

4’x10’ Booth Banner
$8,000

15’x5’ Booth Banner
$10,000

For more information about sponsorship, contact sales@ICSC.com.
OTHER SPONSOR & ADVERTISING OPPORTUNITIES

ON-SITE
Price range: $3,000 – $40,000

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

FOOD TRUCKS
“YOU ARE HERE” BOOTH LOCATORS
APPROX. 20 UNITS • 1 SPONSOR

CONTINENTAL BREAKFAST
MAXIMUM OF 2 SPONSORS

CHARGING LOUNGE
MAX 2 SPONSORS

MASSAGE RELAXATION LOUNGE

WI-FI SPONSORSHIP

ICSC MOBILE APP

MOBILE CHARGING LOCKER
FLOOR DECALS
RESTROOM STALL CLINGS
HOTEL ROOM KEYS
SHOE SHINE SPONSORSHIP
HAND SANITIZER STATIONS
COFFEE SERVICE
PROFESSIONAL HEADSHOT SPONSORSHIP
DJ BOOTH SPONSORSHIP

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 decisionmakers.

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).

For more information about sponsorship, contact sales@ICSc.com.
## SIGNAGE SPECIFICATIONS & SELECTION

<table>
<thead>
<tr>
<th>TYPE</th>
<th>PLACEMENT</th>
<th>SIZE</th>
<th>PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Door Clings</td>
<td>Javits Center Entrance Doors</td>
<td>TBD</td>
<td>$15,000</td>
</tr>
<tr>
<td>Outdoor Marquee</td>
<td>Javits Center Exterior</td>
<td>TBD</td>
<td>$7,500</td>
</tr>
<tr>
<td>Indoor Marquee</td>
<td>Javits Center Interior, Crystal Palace</td>
<td>TBD</td>
<td>$7,500</td>
</tr>
<tr>
<td>Indoor &amp; Outdoor Marquee</td>
<td>Javits Center Exterior &amp; Interior, Crystal Palace</td>
<td>TBD</td>
<td>$10,000</td>
</tr>
<tr>
<td>Escalator Glass</td>
<td>Concourse to 3A/3B</td>
<td>23” h x 30’ l</td>
<td>1-Side: $7,500; 2-Sides: $15,000</td>
</tr>
<tr>
<td>Escalator Glass</td>
<td>Level 1 to Concourse</td>
<td>23” h x 37’ l</td>
<td>1-Side: $7,500; 2-Sides: $15,000</td>
</tr>
<tr>
<td>Concourse Stairs (2 sets)</td>
<td>North Concourse stairs to Crystal Palace</td>
<td>56 steps to top, 28 stairs on each side: 6.5' h x 13' w</td>
<td>$25,000</td>
</tr>
<tr>
<td>Champagne Column C</td>
<td>Crystal Palace, 4-sided Champagne Column</td>
<td>Four 120” w x 240” h banners</td>
<td>$25,000</td>
</tr>
<tr>
<td>Champagne Column D</td>
<td>Crystal Palace, 4-sided Champagne Column</td>
<td>Four 120” w x 240” h banners</td>
<td>$25,000</td>
</tr>
<tr>
<td>B4.01</td>
<td>Crystal Palace South Wall</td>
<td>180” w x 360” h</td>
<td>$15,000</td>
</tr>
<tr>
<td>B4.03</td>
<td>Crystal palace North Wall</td>
<td>180” w x 360” h</td>
<td>$15,000</td>
</tr>
<tr>
<td>B4.04</td>
<td>Crystal Palace South Entrance</td>
<td>180” w x 360” h</td>
<td>$15,000</td>
</tr>
<tr>
<td>B4.05</td>
<td>Crystal Palace North Entrance</td>
<td>180” w x 360” h</td>
<td>$15,000</td>
</tr>
<tr>
<td>B1.01</td>
<td>South Concourse Glass Wall</td>
<td>360” w x 240” h</td>
<td>$22,500</td>
</tr>
<tr>
<td>B1.02</td>
<td>Hall 1E Streamer</td>
<td>180” w x 360” h</td>
<td>$20,000</td>
</tr>
<tr>
<td>B3.02</td>
<td>South Concourse Escalator</td>
<td>180” w x 360” h</td>
<td>$30,000</td>
</tr>
<tr>
<td>B3.03</td>
<td>Crystal Palace North Escalator</td>
<td>180” w x 360” h</td>
<td>$30,000</td>
</tr>
<tr>
<td>B3.06</td>
<td>Crystal Palace South East</td>
<td>720” w x 360” h</td>
<td>$55,000</td>
</tr>
<tr>
<td>B3.07</td>
<td>Crystal Palace North West</td>
<td>720” w x 360” h</td>
<td>$55,000</td>
</tr>
<tr>
<td>B3.08</td>
<td>Crystal Palace South West</td>
<td>720” w x 360” h</td>
<td>$55,000</td>
</tr>
<tr>
<td>3B Column</td>
<td>Located in Crystal Palace adjacent to Hall 3B</td>
<td>Two 120” w x 180” h banners</td>
<td>$12,000</td>
</tr>
<tr>
<td>CP25</td>
<td>Crystal Palace Interior Wall</td>
<td>10’ x 20’</td>
<td>$10,000</td>
</tr>
<tr>
<td>E1.01 Glass Cling</td>
<td>Crystal Palace Glass Railing North</td>
<td>348” w x 38.75” h</td>
<td>$17,000</td>
</tr>
<tr>
<td>B6.10</td>
<td>Column between Escalator to 3B hall</td>
<td>144” w x 288” h</td>
<td>$20,000</td>
</tr>
<tr>
<td>Concourse Escalator Banner</td>
<td>Concourse to 3A, Concourse to 3B</td>
<td>189” w x 144” h</td>
<td>$15,000 each</td>
</tr>
<tr>
<td>B7.01</td>
<td>1E Entrance Column</td>
<td>158” w x 270” h</td>
<td>$20,000</td>
</tr>
</tbody>
</table>

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