

The image features a large, white, stylized 'C' logo on the left side, partially overlapping the text. The background is a busy exhibition hall with many people in business attire walking through aisles. Various booths and banners are visible in the background, including one for 'KITE' and another for 'STREET SMART MARKET WISE RIPCO'.

ICSC
NEW YORK

**SPONSORSHIP
& ADVERTISING
OPPORTUNITIES**

DECEMBER 6 – 7, 2023
Javits Center
ICSC.com

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.

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

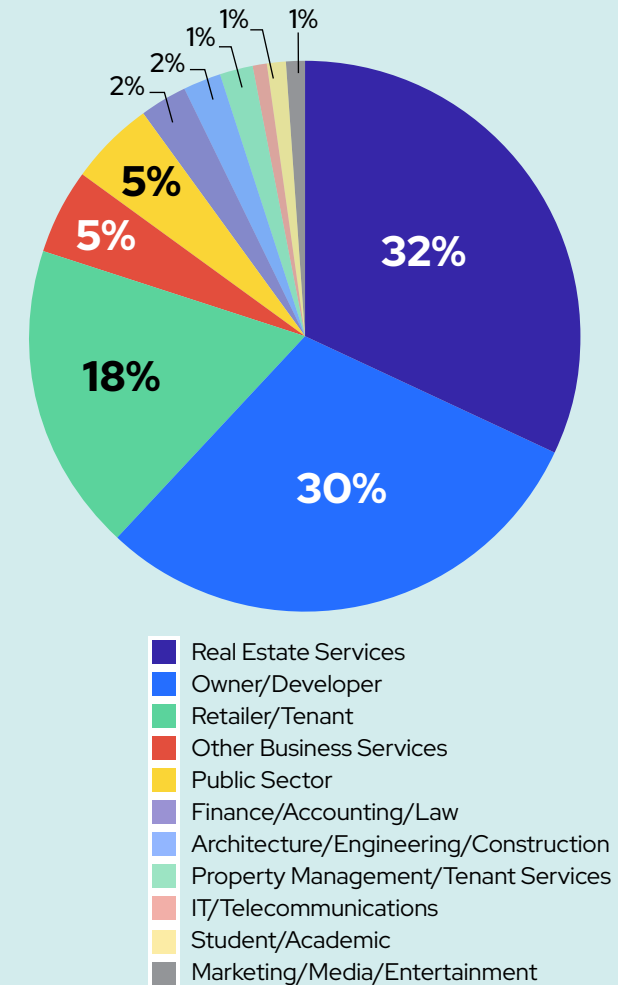
ICSC NEW YORK 2022 ATTENDEE PROFILE

7,500+ Total Attendance

1,320+
Retailers

380+
Exhibitors

20
Sponsors



SPONSORSHIP OPPORTUNITIES

BENEFITS

	Platinum \$45,000 max 4 sponsors	Gold \$25,000 max 4 sponsors	Silver \$10,000 max 6 sponsors
ICSC NEW YORK full conference passes	6	4	2
Branded lanyards	●		
One (1) full page ad in print edition of C+CT for on-site distribution*	●		
Bus banner*	●		
Banner ad in event mobile app.*	●	●	●
Javits TV Network Digital Signage	●	●	
Double-sided escalator glass signage*	●	●	
Company logo on the following:			
Two hanging banners above entrance of show floor	●		
Bus route signage placed at hotels	●	●	
On-site event signage	●	●	●
Looping on digital screens at select event functions	●	●	●
Event emails along with choice of URL (minimum 5 emails**)	●	●	●
Event webpage with URL	●	●	●

*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.



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

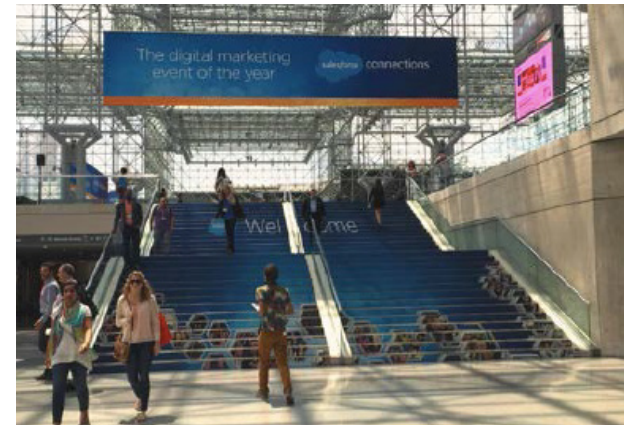


CONCOURSE STAIRS

MAX 2 SPONSORS

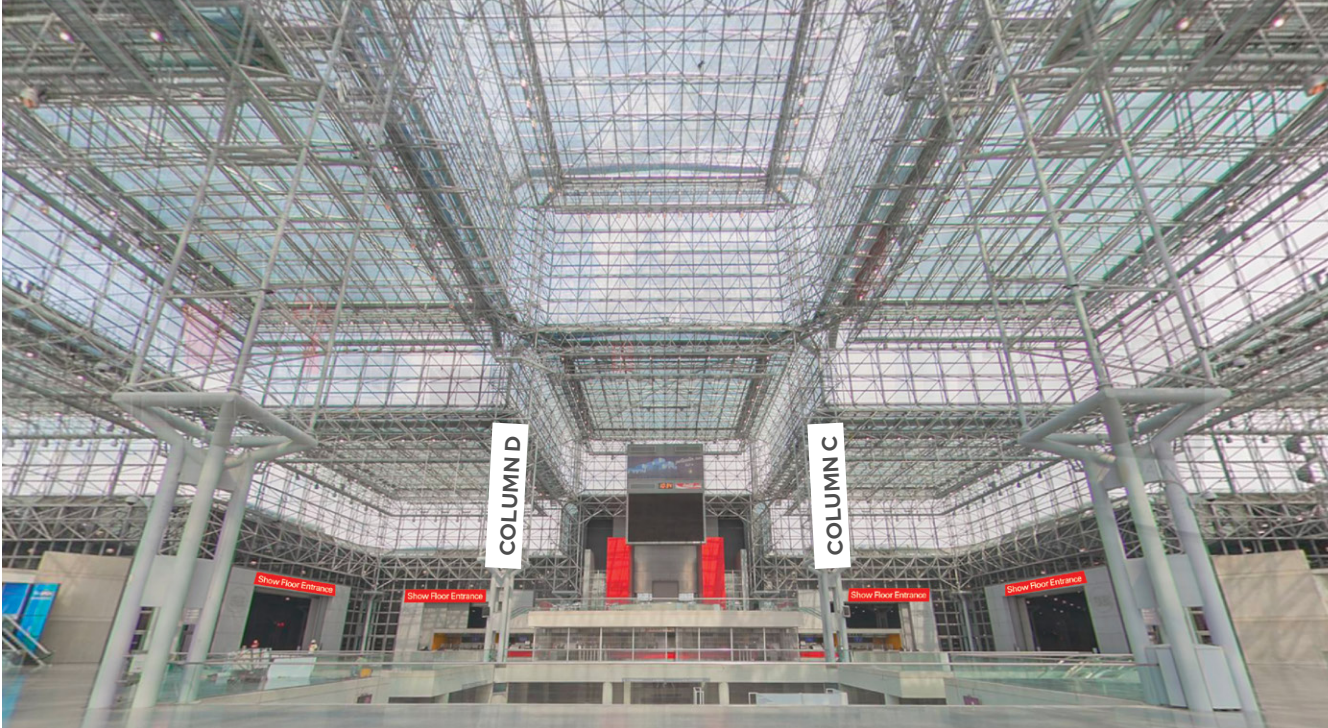
Let attendees climb your brand! The concourse staircase is the very first thing that ICSC NEW YORK attendees see as they leave the shuttle bus and head to registration.

- 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



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

Note: Banners may be partially blocked from some viewing angles



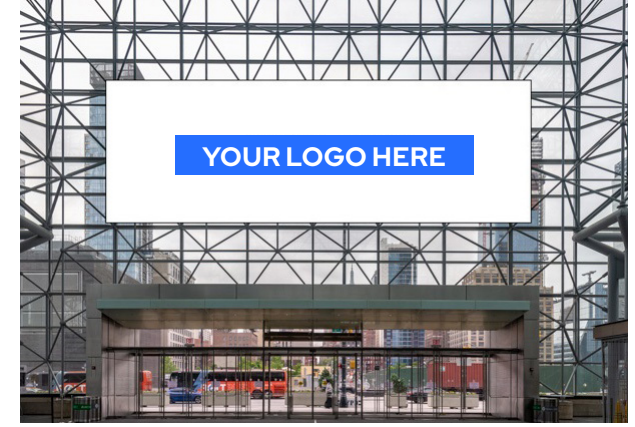
B4.01

360" wide x 120" high
Hangs over glass windows
Crystal Palace South Wall



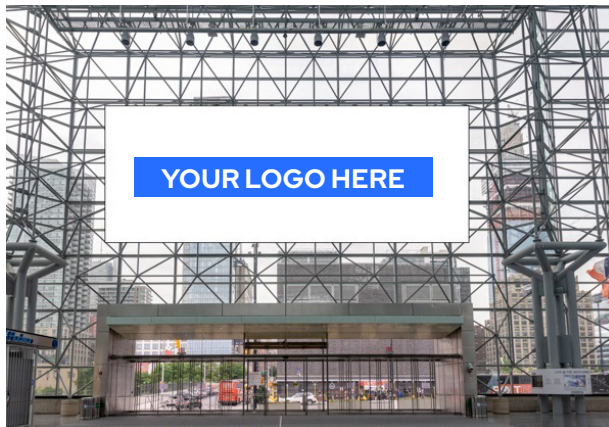
B4.03

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



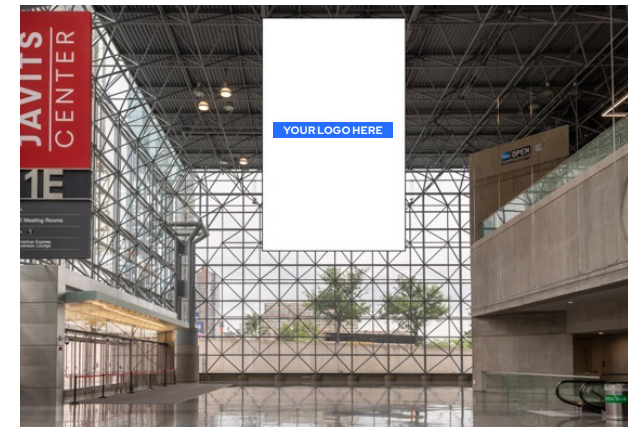
B4.05

360" wide x 120" high
Crystal Palace North Entrance



B1.01

360" wide x 240" high
South Concourse Glass Wall



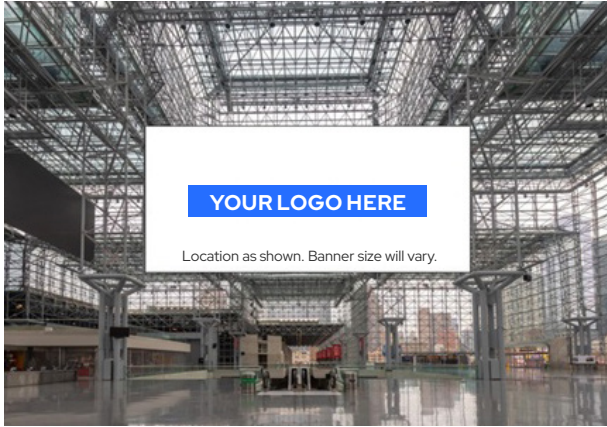
B1.02

180" wide x 360" high
Hall 1E Streamer

BRANDING & SIGNAGE

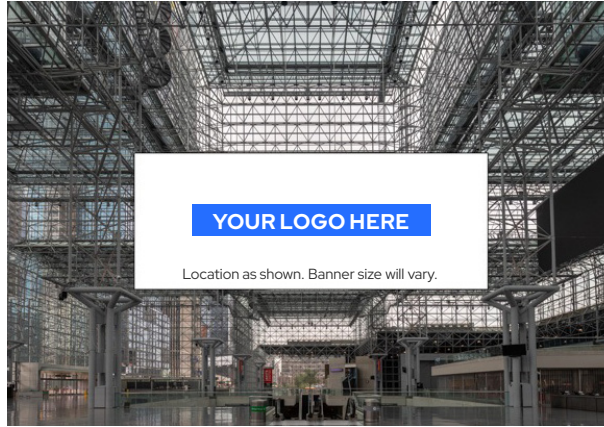
INTERIOR HANGING BANNERS

Note: Banners may be partially blocked from some viewing angles



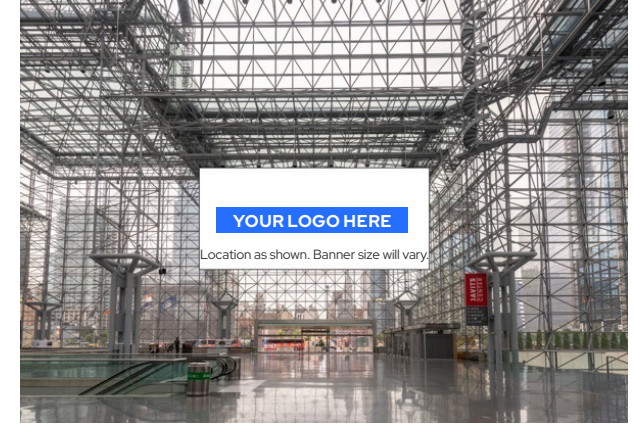
B3.02

180" wide x 360" high
Option of one banner or two streamers over
escalator
South Concourse Escalator



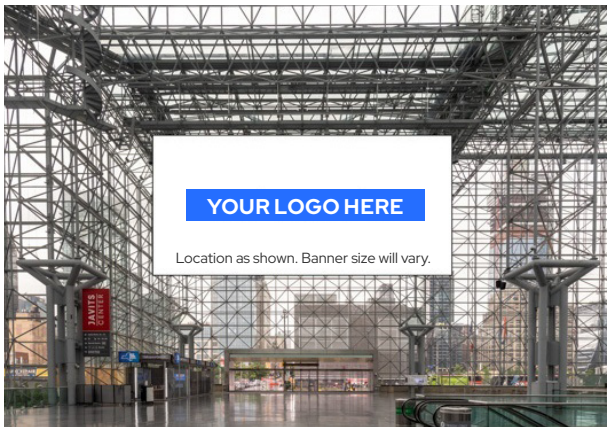
B3.03

180" wide x 360" high
Option of one banner or two streamers over
escalator
Crystal Palace North Escalator



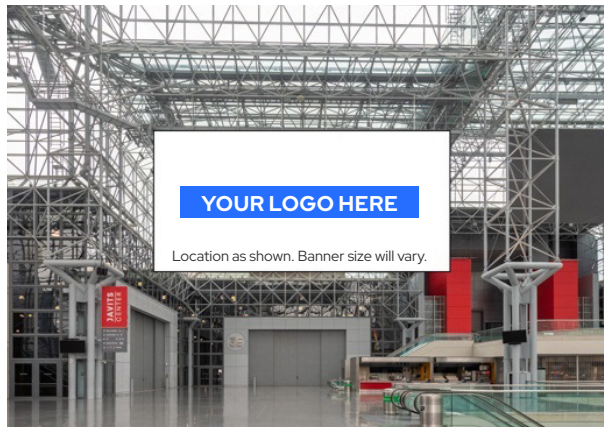
B3.06

180" wide x 360" high
Crystal Palace South East



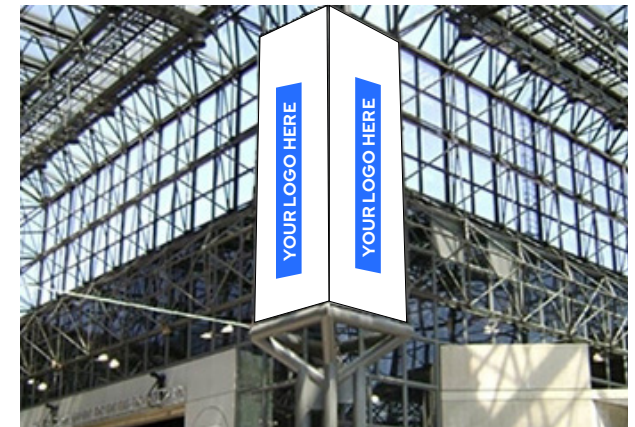
B3.07

180" wide x 360" high
Crystal Palace North East



B3.08

180" wide x 360" high
Crystal Palace South West



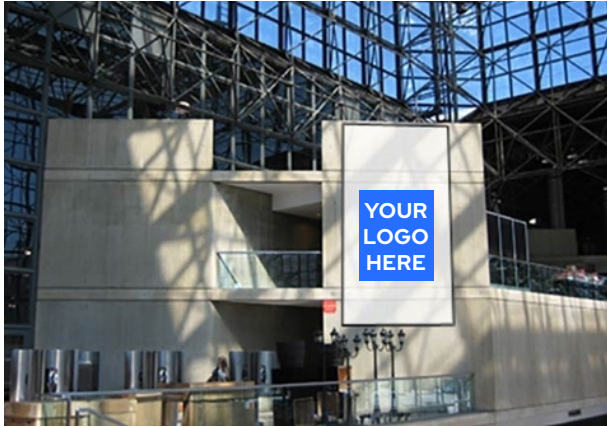
3B Column

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

BRANDING & SIGNAGE

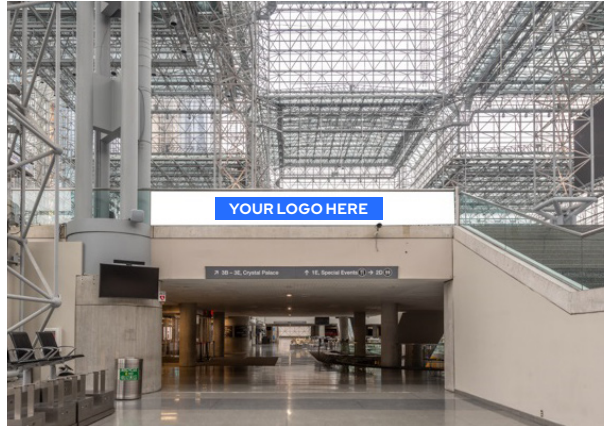
Note: Banners may be partially blocked from some viewing angles

INTERIOR HANGING BANNERS



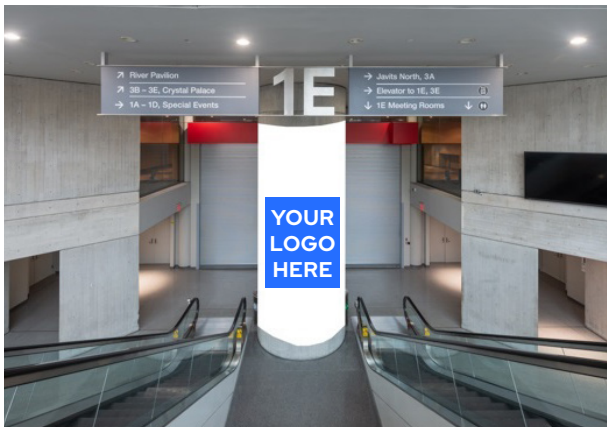
CP25

10' wide x 20' high
Located in Crystal Palace



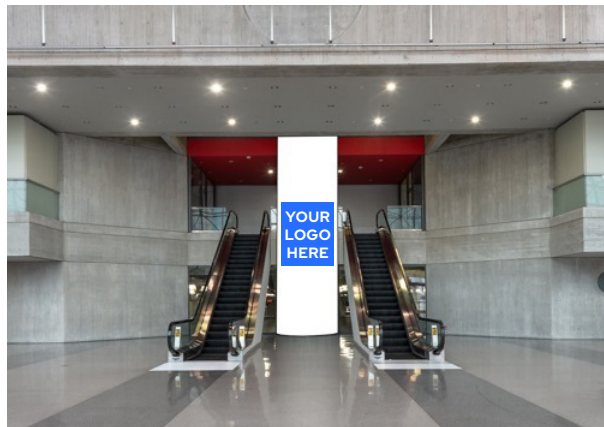
E1.01

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



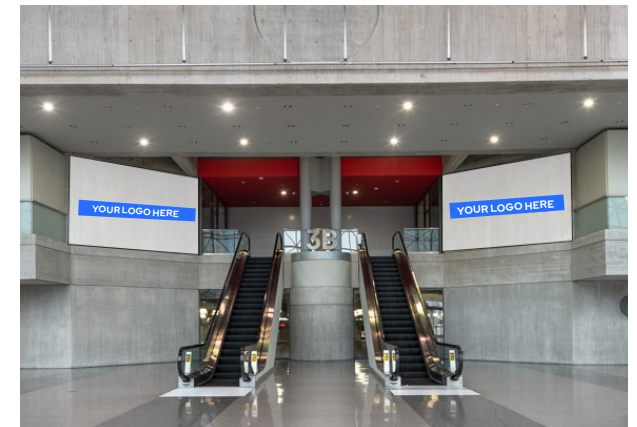
B7.01

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

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

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

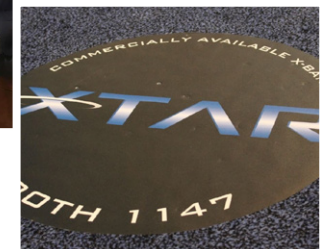
SHOE SHINE SPONSORSHIP

HAND SANITIZER STATIONS

COFFEE SERVICE

PROFESSIONAL HEADSHOT SPONSORSHIP

DJ BOOTH SPONSORSHIP



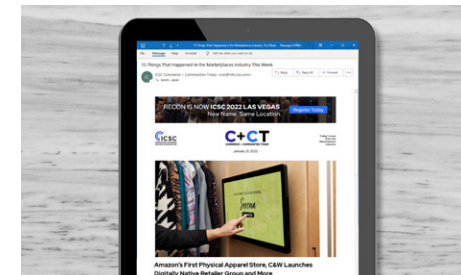
ICSC COMMERCE + COMMUNITIES TODAY OPPORTUNITIES

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).



SIGNAGE SPECIFICATIONS & SELECTION

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