

ICSC@NEW ENGLAND SPONSORSHIP & ADVERTISING OPPORTUNITIES 2024

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.

ICSC@ EVENTS: U.S.

The ICSC@ event series is our signature regional two to three-day gatherings of innovators and deal makers, who are dedicated to strengthening communities and economies by bringing the spaces where consumers shop, dine, work, play and gather to life. Take advantage of the opportunity to elevate your company's brand visibility in front of the industry's top decision makers within the marketplaces industry at these events:

ICSC@RED RIVER • ICSC@MONTEREY • ICSC@CAROLINAS • ICSC@PA/NJ/DE • ICSC@NEW ENGLAND
 ICSC@FLORIDA • ICSC@WESTERN • ICSC@MID-ATLANTIC • ICSC@SOUTHEAST • ICSC@CENTRAL

| | PLATINUM MAX 6 SPONSORS | GOLD | SILVER | BRONZE | RECEPTION |
|---|----------------------------|----------------|----------------|----------------|----------------|
| BENEFITS AND COMPANY LOGO BRANDING | | | | | |
| Company logo on lanyards (pending production deadlines) | • | | | | |
| Three full conference event passes | • | | | | |
| One full conference pass Gold Sponsors | | • | | | |
| On-site signage recognizing event sponsors placed in prominent locations for maximum exposure | • | • | • | • | |
| One custom meterboard (sponsor to provide artwork) | • | | | | |
| "Thank You to Our Sponsors" hanging banner (when available) | • | | | | |
| Event web page including URL of choice | • | • | • | • | |
| Event emails including URL of choice | • | • | • | • | |
| Banner ad in event mobile app | • | | | | |
| Company logo acknowledgment in event mobile app | • | • | • | • | |
| Looping on digital screen during lunch (when available) or static signage | • | • | • | • | |
| Featured on screen in between content sessions | • | • | • | | |
| Looping on digital screens at Networking Reception | • | • | • | | • |
| On-site event signage at entrance of Networking Reception | • | • | • | | • |
| PRICING PER EVENT | \$10,000 | \$7,000 | \$5,000 | \$2,500 | \$1,000 |

ADDITIONAL BRANDING OPPORTUNITIES

Take advantage of a variety of additional branding and signage opportunities throughout the interior and exterior of each venue such as banners, clings and digital, to engage attendees and promote your company's brand.

OVERHEAD BOOTH BANNER

Increase visibility and drive traffic to your booth with this stand-out branding opportunity. Available only at ICSC@RED RIVER, ICSC@FLORIDA, ICSC@WESTERN, ICSC@SOUTHEAST.

EVENT SPONSORSHIP FORM

Please complete for ICSC@ event sponsorship. Pricing is by event.

CONFERENCES

- ICSC@CAROLINAS
- ICSC@MONTEREY
- ICSC@NEW ENGLAND
- ICSC@PA/NJ/DE
- ICSC@CENTRAL
- ICSC@FLORIDA
- ICSC@RED RIVER
- ICSC@SOUTHEAST
- ICSC@WESTERN

SPONSORSHIP OPPORTUNITIES (PER EVENT)

- PLATINUM \$10,000
- GOLD \$7,000
- SILVER \$5,000
- BRONZE \$2,500
- RECEPTION \$1,000

For information and pricing on additional branding and signage opportunities available throughout the interior and exterior of venues, such as banners, clings and digital, contact sales@ICSC.com.

RETURN APPLICATION TO

Carlos Baudett • cbaudett@ICSC.com

Please include a high resolution .EPS and .JPEG version of your company logo with your payment information.

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, which are hereby incorporated by reference.



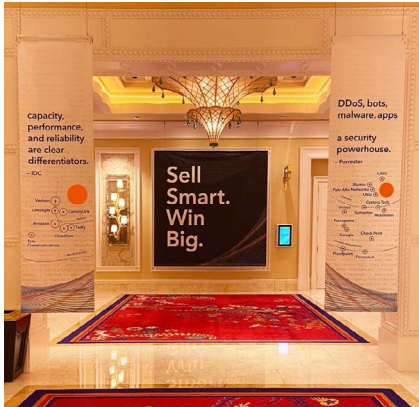
ADDITIONAL OPPORTUNITIES

ON-SITE VENUE SIGNAGE

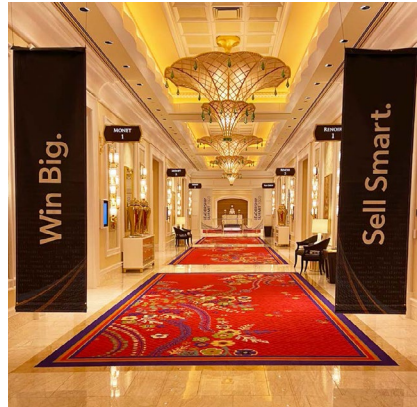


BRANDING & SIGNAGE

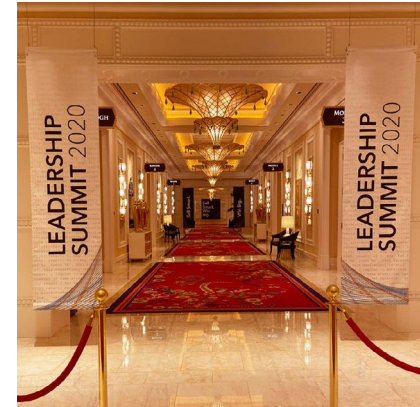
ICSC offers a wide variety of branding and signage opportunities throughout the Encore Boston Harbor to engage attendees and promote your company's brand.



Picasso 2 Promenade



Meeting Room Corridor to Garden Lobby



Meeting Room Corridor to Picasso Ballroom



Digital Marketing Monitor (3 locations total)



Conference Registration Desk