


CREATE.  
CAPTURE.  
CATALYZE.  
AT THE SPEED  
OF NEW YORK

# ICSC NEW YORK

# SPONSORSHIP & ADVERTISING OPPORTUNITIES

DECEMBER 11 – 12, 2024  
Javits Center  
ICSC.com

Make New  
Connections and  
Catalyze Deals  
with our Exclusive  
Networking  
Platform.  
Learn more at the  
ICSC BRAND  
ACTIVATION  
Crystal Palace - Level 3



Thank You to  
Our Sponsors  
VCC  
Bowman  
REXIL

TOGETHER,  
WE ARE  
REDEFINING  
THE FUTURE  
OF BUSINESS  
AND  
TECHNOLOGY  
FOLLOW US  
@myICSC





## 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 \$55,000.

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](http://www.ICSC.com).

For more information about sponsorship, contact [sales@ICSC.com](mailto:sales@ICSC.com).

## ICSC NEW YORK 2023 ATTENDEE PROFILE

**7,400+** Total Attendance

**1,590**

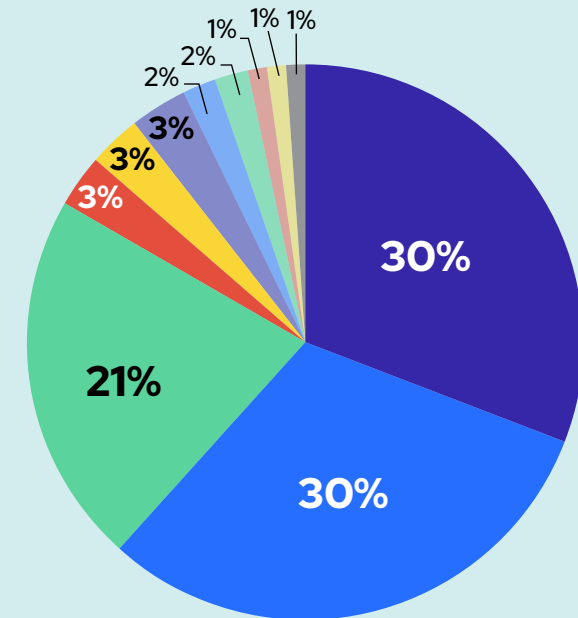
Retailers/Tenants

**370**

Exhibitors

**32**

Sponsors



# SPONSORSHIP OPPORTUNITIES

| BENEFITS  | Platinum<br>\$45,000+<br>max 4 sponsors | Gold<br>\$25,000-\$44,999<br>max 4 sponsors | Silver<br>\$15,000-\$24,999<br>max 6 sponsors |
|---|---|---|---|
| ICSC NEW YORK full conference passes                                    | 6                                       | 4   | 2   |
| One (1) full page ad in print edition of C+CT for on-site distribution* | ●                                       |   |   |
| C+CT Header Ads*  | 4                                       | 2   | 1   |
| Javits TV Network Digital Signage                                       | ●                                       | ●   |   |
| <b>Company logo on the following:</b>                                   |   |   |   |
| Two hanging banners above entrance of show floor                        | ●                                       |   |   |
| 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.

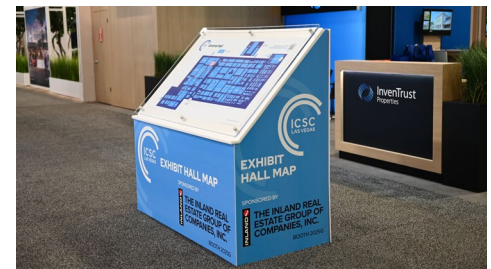
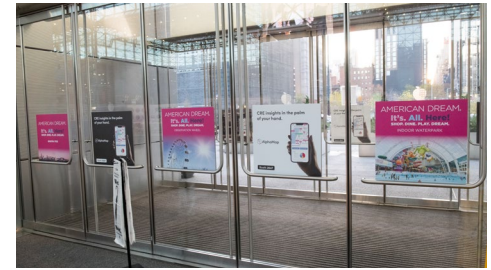
Sponsors content will be displayed on the jumbotron and TVs.

## YOU ARE HERE BOOTH LOCATORS MAX 1 SPONSOR

Includes: 20 Units placed throughout the Javits Center and dealmaking floor.

## LANYARDS MAX 3 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.

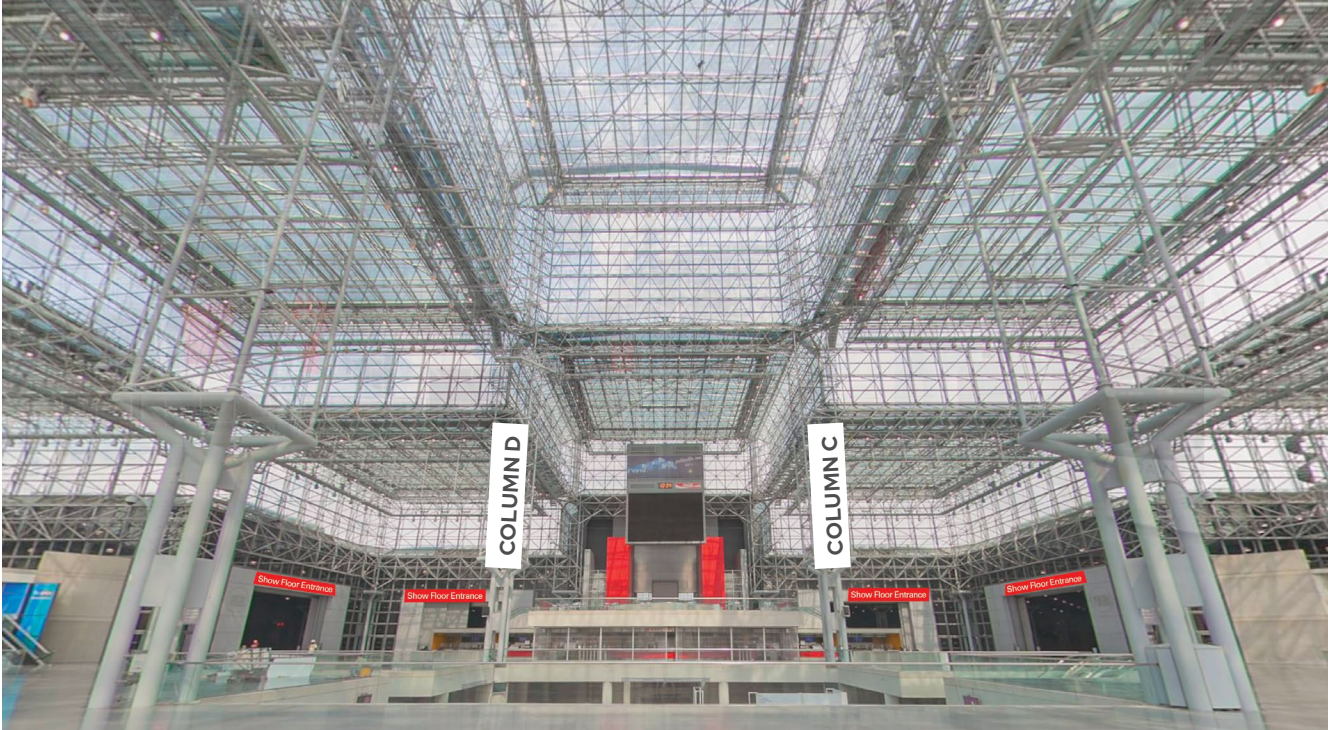
- North & South Concourse staircases connect Levels 2 & 3
- 56 steps to the top (each staircase)
- 28 steps on each side divided by a glass railing
- Measurements 6.5" high x 13' wide





# 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



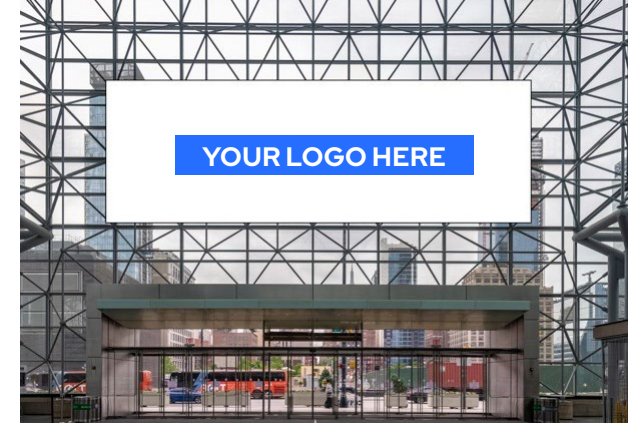
### B4.01

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



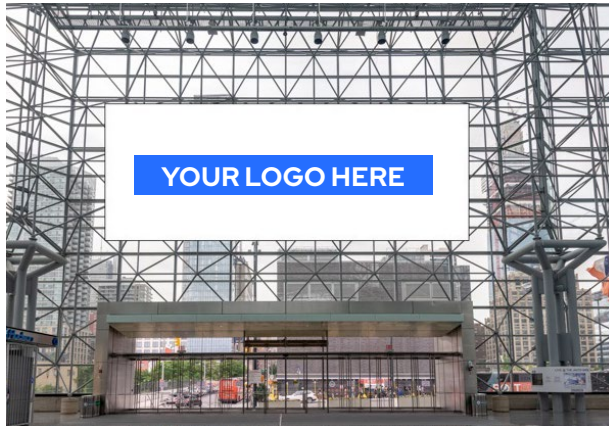
### B4.03

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



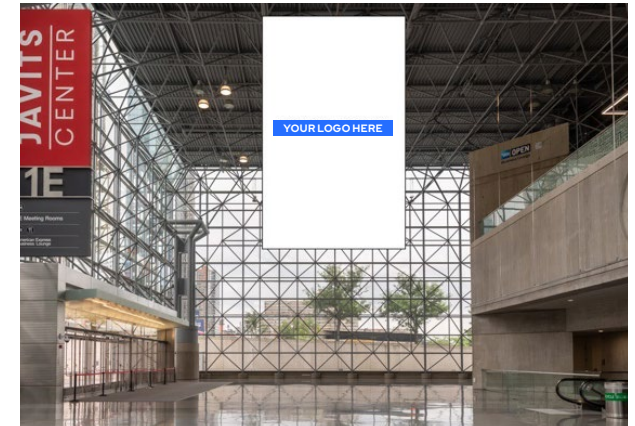
### B4.05

360" wide x 120" high  
Crystal Palace North Entrance



### B1.01

360" wide x 240" high  
South Concourse Glass Wall



### B1.02

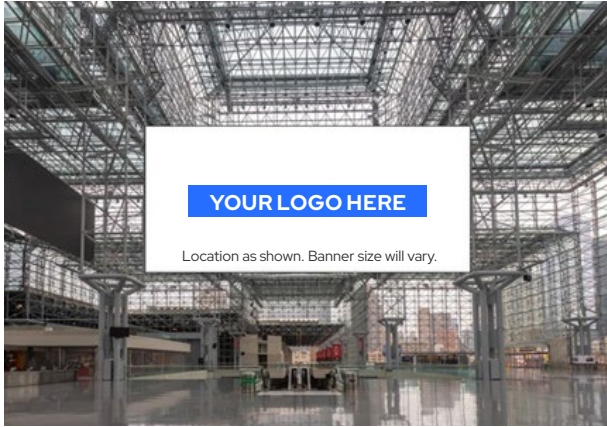
180" wide x 360" high  
Hall 1E Streamer



# BRANDING & SIGNAGE

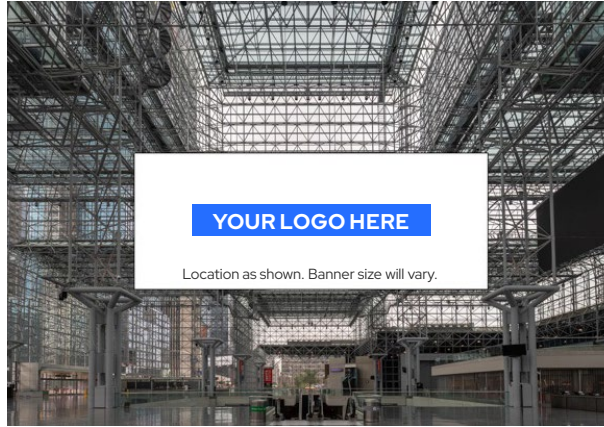
## INTERIOR HANGING BANNERS

Note: Banners may be partially blocked from some viewing angles



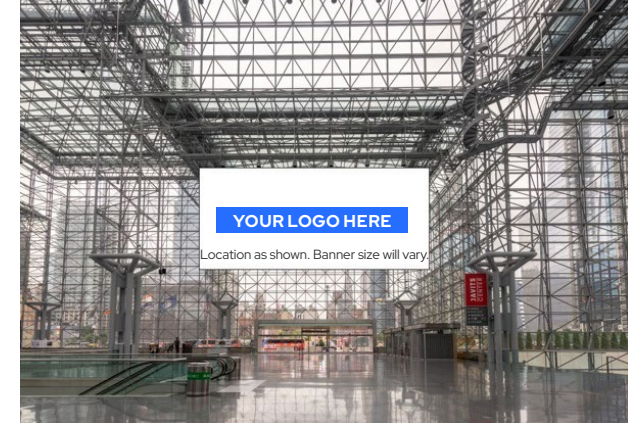
### B3.02

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



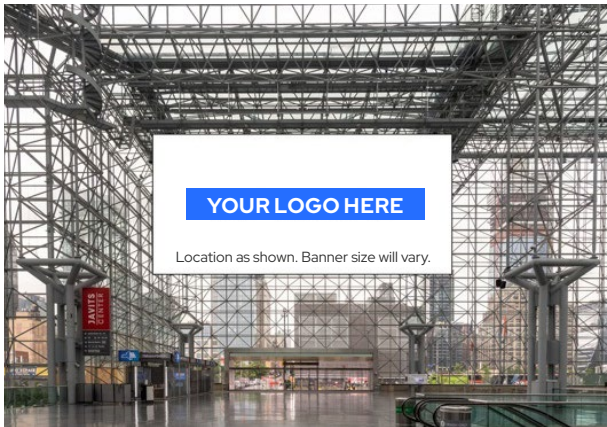
### B3.03

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



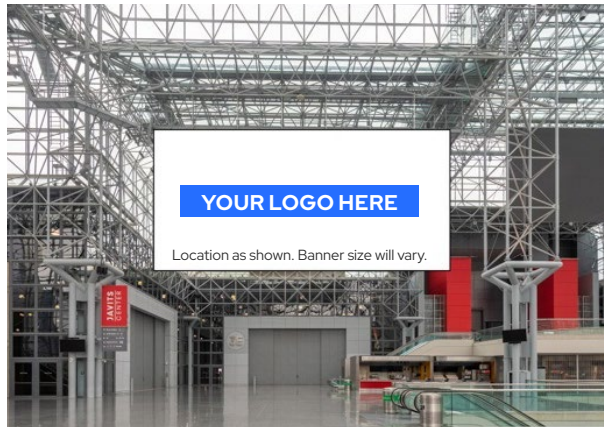
### B3.06

180" wide x 360" high  
Crystal Palace South East



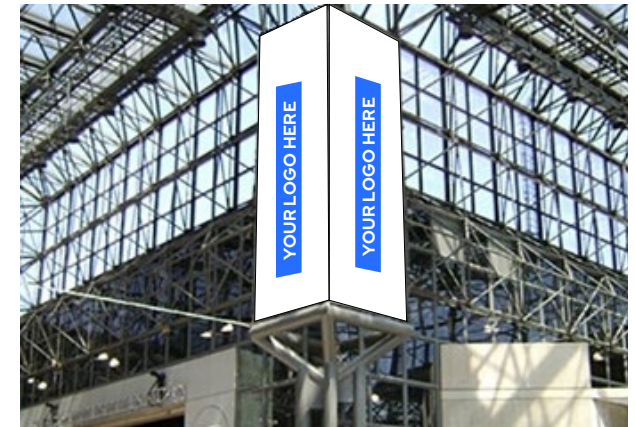
### B3.07

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

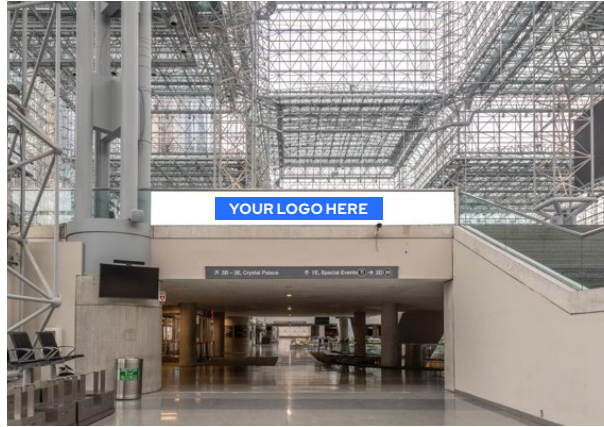
Note: Banners may be partially blocked from some viewing angles

## INTERIOR HANGING BANNERS



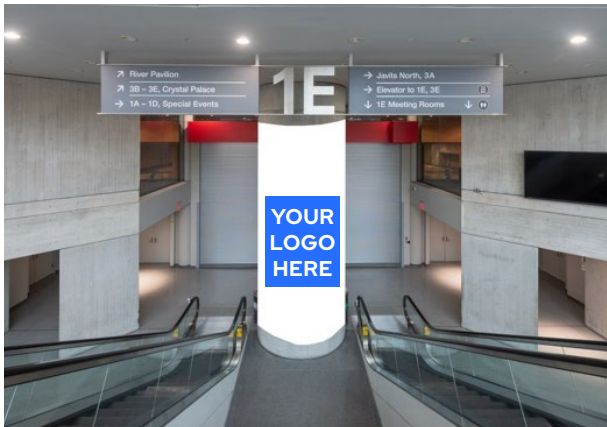
### CP25

10' wide x 20' high  
Located in Crystal Palace



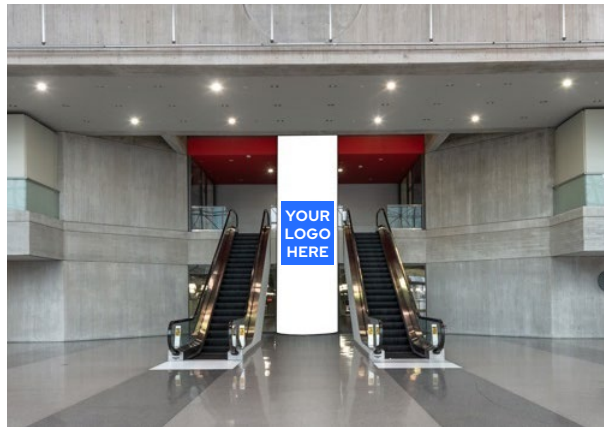
### E1.01

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



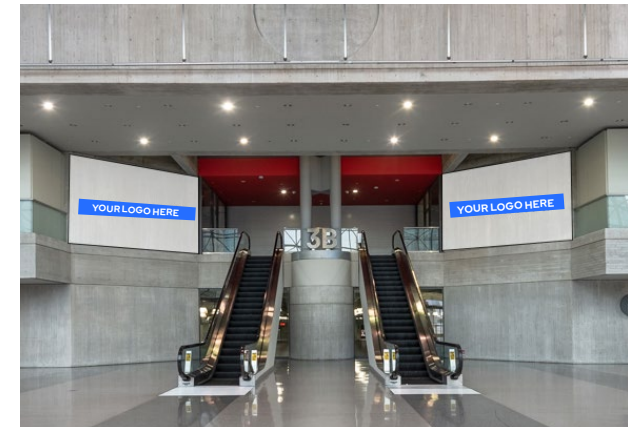
### B7.01

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

## SPONSORED SPEAKING SESSIONS

Speaking at a session at the Show Floor Theater at ICSC NEW YORK offers the opportunity to build your brand by sharing your content with commercial and real estate professionals. With over 7,400 attendees, you have the opportunity to generate awareness and gain qualified leads through 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.



## ON-SITE

There are plenty of additional opportunities throughout ICSC NEW YORK to amplify your brand and ensure that all eyes are on you. Price range: \$3,000 – \$40,000

FOOD TRUCKS

CONTINENTAL BREAKFAST  
MAXIMUM OF 2 SPONSORS

CHARGING LOUNGE  
MAX 2 SPONSORS

MASSAGE RELAXATION LOUNGE

WI-FI SPONSORSHIP

ICSC MOBILE APP

DJ BOOTH SPONSORSHIP

MOBILE CHARGING LOCKER

FLOOR DECALS

RESTROOM STALL CLINGS

HOTEL ROOM KEYS

SHOE SHINE SPONSORSHIP

HAND SANITIZER STATIONS

COFFEE SERVICE

PROFESSIONAL HEADSHOT SPONSORSHIP



# OTHER SPONSOR & ADVERTISING OPPORTUNITIES

## PRINT OPPORTUNITIES & EXHIBITOR LIST ADS

- ICSC NEW YORK Exhibitor List Back Cover • \$20,000 – **SOLD**
- ICSC NEW YORK Exhibitor List Front Inside Cover • \$10,000
- ICSC NEW YORK Exhibitor List Back Inside Cover • \$10,000
- ICSC NEW YORK Exhibitor List Full Page Ad • \$3,000



## ICSC COMMERCE + COMMUNITIES TODAY OPPORTUNITIES

### C+CT NEWSLETTER AD • 4 weeks total: \$2,500

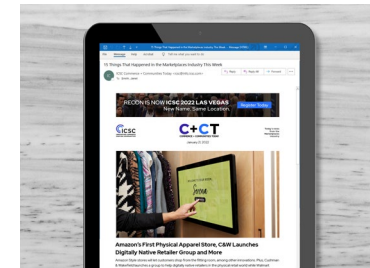
ICSC's C+CT email newsletter, delivered to nearly 60,000 subscribers, features breaking news, industry insights and trends. Don't miss an opportunity to be top-of-mind to key industry decisionmakers.

### SPONSORED CONTENT • News Feature on C+CT website: \$5,000 • News Brief on C+CT website: \$3,000

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).

### C+CT PRINT EDITION • Winter 2024/2025

- C+CT Back Cover • \$5,000
- C+CT Front Inside Cover • \$5,000
- C+CT Back Inside Cover • \$5,000
- C+CT Full Page Ad • \$2,500



OTHER OPPORTUNITIES



# 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                           |