



ICSC
LAS VEGAS

**SPONSORSHIP & ADVERTISING
OPPORTUNITIES**

May 18 – 20, 2025
Las Vegas Convention Center
ICSC.com

WHY SPONSOR?

Connect with high-level professionals and key decision makers. Increase your brand's visibility, introduce new projects, products or services through a variety of customizable sponsorship opportunities before, during and after ICSC LAS VEGAS 2025.

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 LAS VEGAS 2025 is commercial real estate's largest gathering 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, contact sales@ICSC.com.

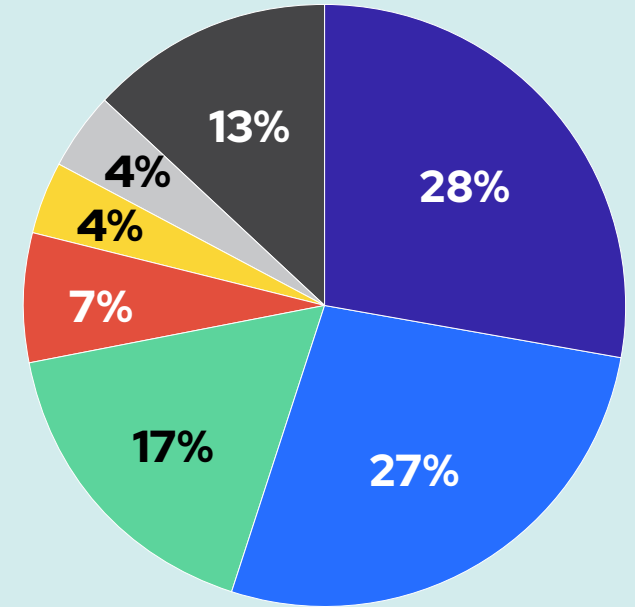
ICSC LAS VEGAS 2024 ATTENDEE PROFILE

24,325+ Total Attendance

4,125+
Retailers

810
Exhibitors

73
Sponsors



EVENT SPONSORSHIP

Elevate your brand's presence at ICSC LAS VEGAS with these premier sponsorship options that maximize your audience reach at the Las Vegas Convention Center (LVCC) and beyond.

Sponsorship dollars spent dictate which sponsorship level you fall into.

PLATINUM SPONSORSHIP

- Sponsorship contribution range is \$50,000 and up
- Recognition in conference marketing emails and event page with URL link to page of sponsors choice
- Inclusion in the general event Platinum signage
- Inclusion on the Platinum sponsor hanging banners and door clings at the LVCC
- Full page ad in printed on-site directory
- 8-second Digital Ad to play on screens throughout LVCC
- Booth sponsor recognition floor stickers (exhibitors only)
- 6 Full Conference registrations

GOLD SPONSORSHIP

- Sponsorship contribution range is \$30,000 to \$49,999
- Recognition in conference marketing emails and event page with URL link to page of sponsors choice
- Inclusion in the general event Gold signage
- Full page ad in printed on-site directory*
- 8-second Digital Ad to play on screens throughout LVCC
- Booth sponsors recognition floor stickers (exhibitors only)
- 4 Full Conference registrations

SILVER SPONSORSHIP

- Sponsorship contribution range is \$20,000 to \$29,999
- Recognition in conference marketing emails and event page with URL link to page of sponsors choice
- Inclusion in the general event Silver signage
- Booth sponsor recognition floor stickers (exhibitors only)
- 2 Full Conference registrations

Note: Logo inclusion and ads in printed and digital communications pending production deadlines.

OPENING RECEPTION SPONSORSHIP

Connect with new industry players and build your network at the ICSC LAS VEGAS 2025 Opening Reception on Sunday, May 18 at the Wynn Event Pavilion and Garden.

OPENING RECEPTION VIP LOUNGE - Fully furnished VIP lounge with signage, soft seating, and your own dedicated cocktail server. Lounge includes lead retrieval scanner.

SUPPORTING and **ASSOCIATE** sponsorship levels available. For more information on benefits and pricing contact sales@ICSC.com.



ICSC GLOBAL AWARDS CEREMONY SPONSORSHIP

A celebratory evening to honor and recognize the ongoing efforts, creativity, innovation and excellence in the marketplaces industry.

The ICSC Global Awards Ceremony takes place on Sunday, May 18. During the ceremony winners will be celebrated for the MAXI and Visual Victories awards.



GLOBAL AWARDS SPONSORSHIP BENEFITS & LEVELS

All sponsorship packages include the following benefits:

- Logo and URL on event web page and awards show emails*
- Logo on awards show on-site signage*, looping on digital screens prior to the start of the awards presentation and in awards show program*
- Verbal recognition from podium

GOLD • \$8,000

One full-page, 4C advertisement in awards show program*

SILVER • \$4,500

One half-page, 4C advertisement in awards show program*

CATEGORY • \$2,000

Logo looping on digital screens at start of category awards during awards show presentation Logo in the headline of the awards show program*

* Logo inclusion and ads in printed and digital communications pending production deadlines.

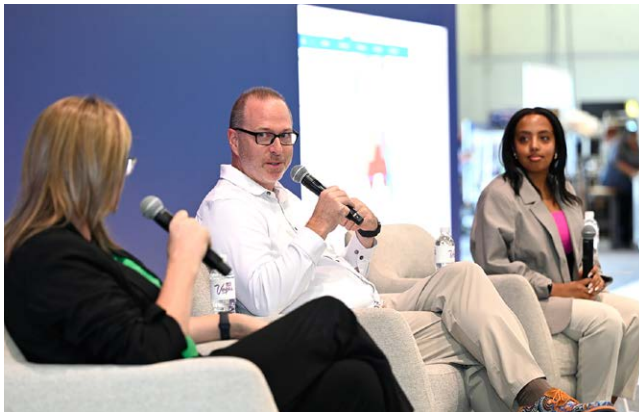
SPONSOR RECEPTION AT WYNN LAS VEGAS

Elevate your brand by hosting an exclusive sponsored reception at the prestigious Wynn Las Vegas, the official host hotel for ICSC LAS VEGAS, on Sunday, May 18, 2025. One of the most luxurious venues in Las Vegas, the Wynn provides an unparalleled sophisticated setting for connecting with industry leaders and decisionmakers. Your sponsored reception will stand out as a key ICSC LAS VEGAS event, offering unique opportunities to showcase your brand, make a lasting impression and build valuable relationships in a high-end, high-profile setting.



SPONSORED SPEAKING SESSIONS

Build your reputation and position your company as a leader in the Marketplaces Industry with exclusive speaking and thought leadership opportunities. Deliver key insights and share your industry knowledge to showcase your expertise in front of a highly engaged audience as part of the official ICSC programming that is promoted to all attendees for maximum visibility. With lead retrieval scanning included, you'll have the ability to capture and follow up with prospects instantly, turning your speaking session into a powerful tool for driving new business.



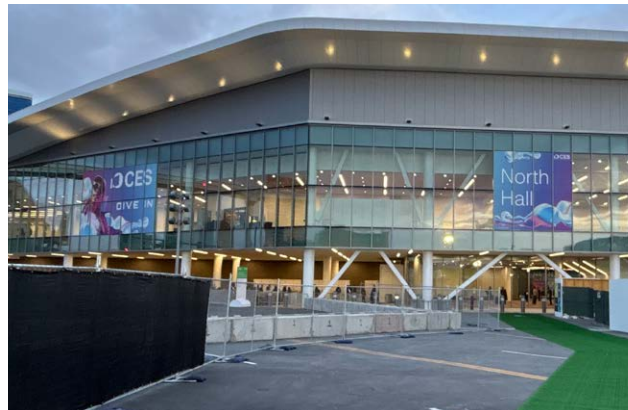
SPEAKING OPPORTUNITY

BRANDED SIGNAGE

ICSC provides an extensive range of high-impact branding and signage opportunities, designed to captivate and engage attendees throughout the interior and exterior of the Las Vegas Convention Center. From strategically placed banners and digital displays to large-scale exterior signage that greets attendees upon arrival, these prime locations ensure that your company's brand is prominently featured and consistently in view. Maximize your exposure by placing your brand and message in front of thousands of industry leaders, decisionmakers and potential business partners to create a lasting impression throughout the event and beyond.

EXTERIOR

Price range: \$10,000 – \$60,000



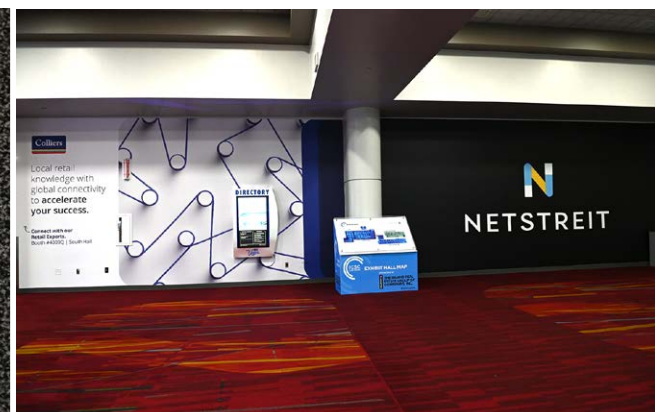
SIGNAGE

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INTERIOR

Price range: \$10,000 – \$60,000



SIGNAGE

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DIGITAL

Prices start at \$10,000 for an 8-second ad.

Receive maximum visibility with a stunning video advertisement that will run and rotate for the duration of the event.

Logo branding on 14 digital screens throughout the LVCC



BRANDED SIGNAGE

OVERHEAD BOOTH BANNERS

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



Rectangular Booth Banner

\$16,500



Circular Booth Banner

\$16,500



Vinyl Booth Banner

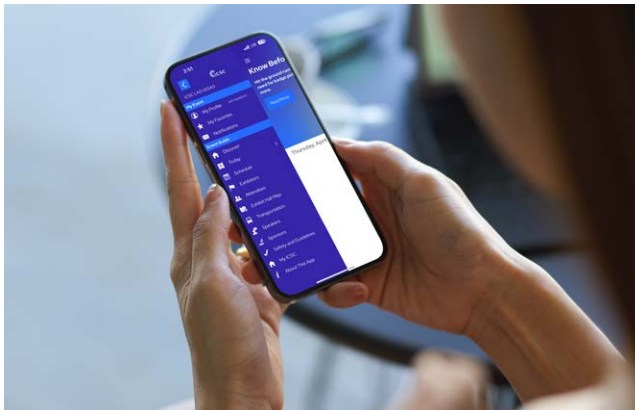
4'x10' Booth Banner \$8,000
5'x15' Booth Banner \$10,000

HIGH-IMPACT SPONSORSHIP

Put your brand in front of thousands of influential attendees with premium sponsorship options. Connect with ICSC LAS VEGAS attendees every time they log onto their devices with **Wi-Fi sponsorship**.

Branded hotel key cards and **branded lanyards** keep your company top of mind throughout the conference by making your logo part of their daily event experience, from check in to the show floor. These exclusive opportunities are designed to maximize your reach, enhance brand recognition and keep your company top of mind.

Price range: \$3,000 – \$40,000



Wi-Fi Sponsorship

\$15,000 max 1 sponsors



Hotel Key Card Sponsorship

Starting at \$10,000



Lanyard Sponsorship

\$15,000 max 4 sponsors

OTHER OPPORTUNITIES

OTHER SPONSOR & ADVERTISING OPPORTUNITIES

ON-SITE EVENT DIRECTORY ADS

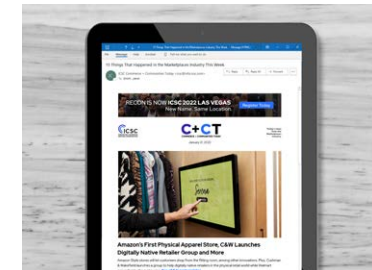
- ICSC LAS VEGAS Exhibitor List Back Cover • \$20,000
- ICSC LAS VEGAS Exhibitor List Front Inside Cover • \$10,000
- ICSC LAS VEGAS Exhibitor List Back Inside Cover • \$10,000
- ICSC LAS VEGAS Exhibitor List Full Page Ad • \$3,000



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 • Spring 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

TRANSPORTATION SPONSORSHIP

Maximize your brand's visibility with a shuttle bus sponsorship! These twelve 25 passenger buses will be operating on a continuous loop between the North and South Halls throughout both show days, ensuring your message reaches thousands of attendees repeatedly. This high-impact sponsorship places your brand front and center in one of the busiest and most visible areas of the event.

SHUTTLE BUS SPONSORSHIP

2 opportunities available • \$15,000 each

- Each bus gets 2 banners (1 on each side)
- 12 buses total, 6 buses each



HEADREST SPONSORSHIP

2 opportunities available • \$15,000 each

- Each bus includes 25 double sided branded headrests
- 12 buses total, 6 buses each

