

ICSC@FLORIDA

SPONSORSHIP & ADVERTISING OPPORTUNITIES 2026

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 dealmakers 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 decisionmakers within the Marketplaces Industry at these events:

ICSC@RED RIVER • ICSC@MID-ATLANTIC • ICSC@MONTEREY • ICSC@CAROLINAS • ICSC@NEW ENGLAND
 ICSC@FLORIDA • ICSC@WESTERN • ICSC@MIDWEST • ICSC@SOUTHEAST

	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)	•				
One in-line C+CT ad	•	•			
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.



ADDITIONAL OPPORTUNITIES

ON-SITE VENUE SIGNAGE AND ADVERTISING



BRANDING & ADVERTISING

OVERHEAD HANGING BOOTH BANNER

Booths 400 Sq Ft to 800 Sq Ft: 4'x10', double sided - \$4,000
 Booths 900 Sq Ft and Larger: 5'x15', double sided - \$6,000



EVENT AT-A-GLANCE PRINT ADS

ICSC@FLORIDA on-site At-a-Glance back cover, inside back cover, inside front cover, and full page ads available. Pricing varies. All ad space must be reserved by July 23, 2026.



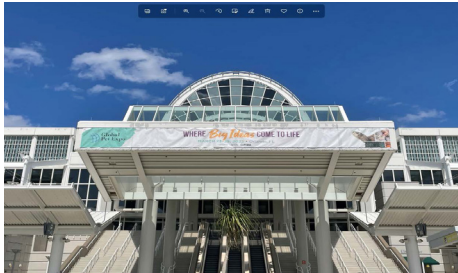
YOU ARE HERE UNITS



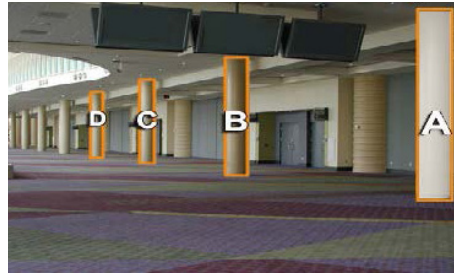
BRANDING & SIGNAGE

INTERIOR AND EXTERIOR

ICSC offers a wide variety of branding and signage opportunities throughout the interior and exterior of the Orange County Convention Center to engage attendees and promote your company's brand. Receive maximum visibility with a stunning video advertisement that will run and rotate for the duration of the event.



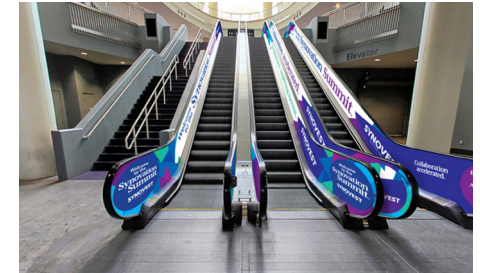
Building Signs



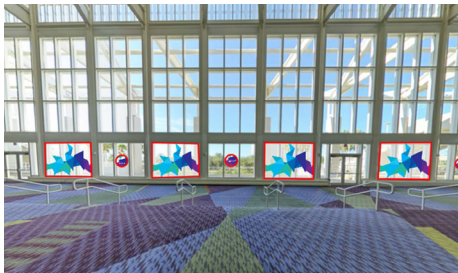
Column Wraps



Banners



Escalator Handrails



Concourse Windows



South Concourse Bridge Entrance



Logo branding on 12 digital screens throughout the OCC



ICSC@FLORIDA STUDENT PROGRAMMING SPONSORSHIP OPPORTUNITIES*

AUGUST 30 – SEPTEMBER 1, 2026

The ICSC Foundation and ICSC Foundation Canada are the nonprofit, charitable arms of ICSC dedicated to building a pipeline of bright and ambitious talent from a wide array of backgrounds, perspectives and experiences that can drive retail real estate forward.

Recognizing the industry’s critical need to foster the next generation of professionals in the field, the ICSC Foundation offers college and graduate students multiple entry points into the industry including scholarships, mentorships, internships, and university partnerships.

The ICSC Foundation provides programming at ICSC@FLORIDA for students to help them build their networks, learn about the sector, prepare to enter the field, and ultimately land an interview or job.

	BENEFACTOR \$10,000	LEADER \$5,000	PATRON \$2,500
BENEFITS			
Premier listing on event signage	•		
Recognition from the podium	•	•	
Donation recognition in Opportunity Knocks, ICSC’s digital student newsletter	•	•	
Digital recognition at the event	•	•	•
Logo placement on sponsor recognition print signage	•	•	•
Listing on the ICSC Foundation website	•	•	•

*All donations are fully tax deductible.