



ICSC
LAS VEGAS

SPONSORSHIP & ADVERTISING OPPORTUNITIES

May 18 – 20, 2026
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 2026.

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 2026 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.

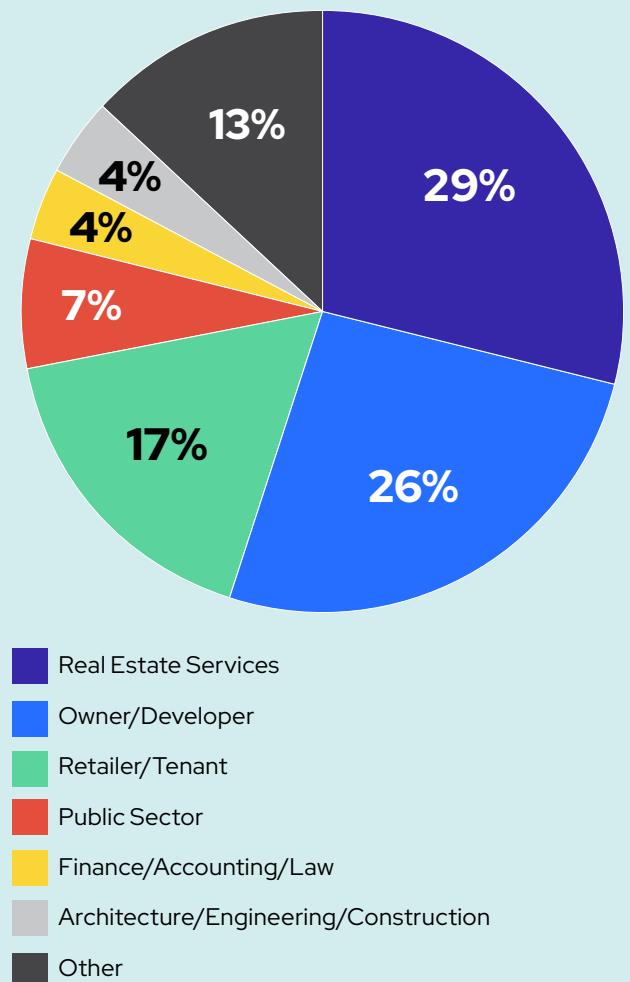
ICSC LAS VEGAS 2025 ATTENDEE PROFILE

25,000+ Total Attendance

4,125+
Retailers

800+
Exhibitors

93
Sponsors



KEYNOTE SPONSORSHIP

As the exclusive Keynote Sponsor, your brand takes center stage at ICSC LAS VEGAS. Showcase your company with the opportunity to introduce the keynote speaker or play a promotional video, and enjoy premium visibility with logo placement on event signage, digital screens and all promotional emails and social media. Engage directly with attendees through a reserved block of front-row seating, a private meet and greet with the keynote speaker for 10 guests and the chance to distribute branded materials. Your message will reach thousands with an 8-second digital ad across 20-plus screens at the LVCC and a striking 24' x 20' exterior window decal. Additionally, receive the keynote attendee list post-event and full Platinum Sponsor recognition, amplifying your presence at the industry's biggest stage.



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*



ICSC NEXT GENERATION RECEPTION SPONSORSHIP

An exclusive networking reception for the next generation of the Marketplaces Industry (under the age of 40). Celebrating current and past ICSC 4 Under 40 honorees, while networking and discussing industry trends over refreshments and hors d'oeuvres.

SPONSORSHIP BENEFITS & LEVELS

All sponsorship packages include the following benefits:

- Logo and URL on event web page*
- Logo on reception on-site print signage*
- Logo looping on digital screens at the reception*

PLATINUM • \$10,000 (2 MAX)

- One (1) reserved VIP table at the event
- Four (4) reserved seats at the ICSC LAS VEGAS Keynote Presentation
- Logo on pre-event marketing materials*
- Verbal recognition from podium
- Opportunity for sponsor to provide branded giveaways during the event
- Post event attendee list

GOLD • \$5,000

- Logo on pre-event marketing materials*
- Verbal recognition from podium
- Opportunity for sponsor to provide branded giveaways during the event

SILVER • \$1,000



ICSC DIVERSITY RECEPTION SPONSORSHIP

A celebration of our members and their efforts to advance diversity, equity, and inclusion in the industry. This event is open to all registered attendees.

SPONSORSHIP BENEFITS & LEVELS

All sponsorship packages include the following benefits:

BENEFITS AT DIVERSITY RECEPTION

- Logo and URL on event web page and emails*
- Logo looping on digital screens at the reception*
- Verbal recognition from the podium

BENEFITS AT ICSC LAS VEGAS

- Reserved seats at keynote event (quantity vary by sponsor level)

PREMIER • \$35,000

BENEFITS AT DIVERSITY RECEPTION

- Sponsor's DEI achievement/commitment to be displayed on digital screens at reception as well as DEI activities/sessions
- Reserved VIP table at reception
- Logo on step & repeat at reception (co-branded with ICSC)
- Sponsor signature cocktail. Logo on napkins, coasters, & cups

BENEFITS AT ICSC LAS VEGAS

- Six (6) complimentary event registrations
- Opportunity to speak on a panel. Session and time TBD by ICSC
- Two (2) tickets to the ICSC Foundation Reception
- Digital ads throughout Las Vegas Convention Center: one 8-second spot will rotate between 15-21 times per hour on all show days
- Company logo on ICSC LAS VEGAS 2024 event emails along with choice of URL (min 5 emails)*
- Social media exposure
- Full page ad in ICSC's Commerce + Communities Today print edition
- "Thank You" advertisement on LVCC LED screens
- Brand recognition in marketing materials as Premier DEI Sponsor

PLATINUM • \$20,000 (2 MAX)

BENEFITS AT DIVERSITY RECEPTION

- Sponsor's DEI achievement/commitment to be displayed on digital screens at reception as well as DEI activities/sessions
- Reserved VIP table at reception

BENEFITS AT ICSC LAS VEGAS

- Four (4) complimentary event registrations
- Opportunity to speak on a panel. Session and time TBD by ICSC
- Silver level Event Sponsor recognition

GOLD • \$10,000

BENEFITS AT DIVERSITY RECEPTION

- Sponsor's DEI achievement/commitment to be displayed on digital screens at reception as well as DEI activities/sessions

BENEFITS AT ICSC LAS VEGAS

- One (1) complimentary event registration

SILVER • \$5,000

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, 2026. 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

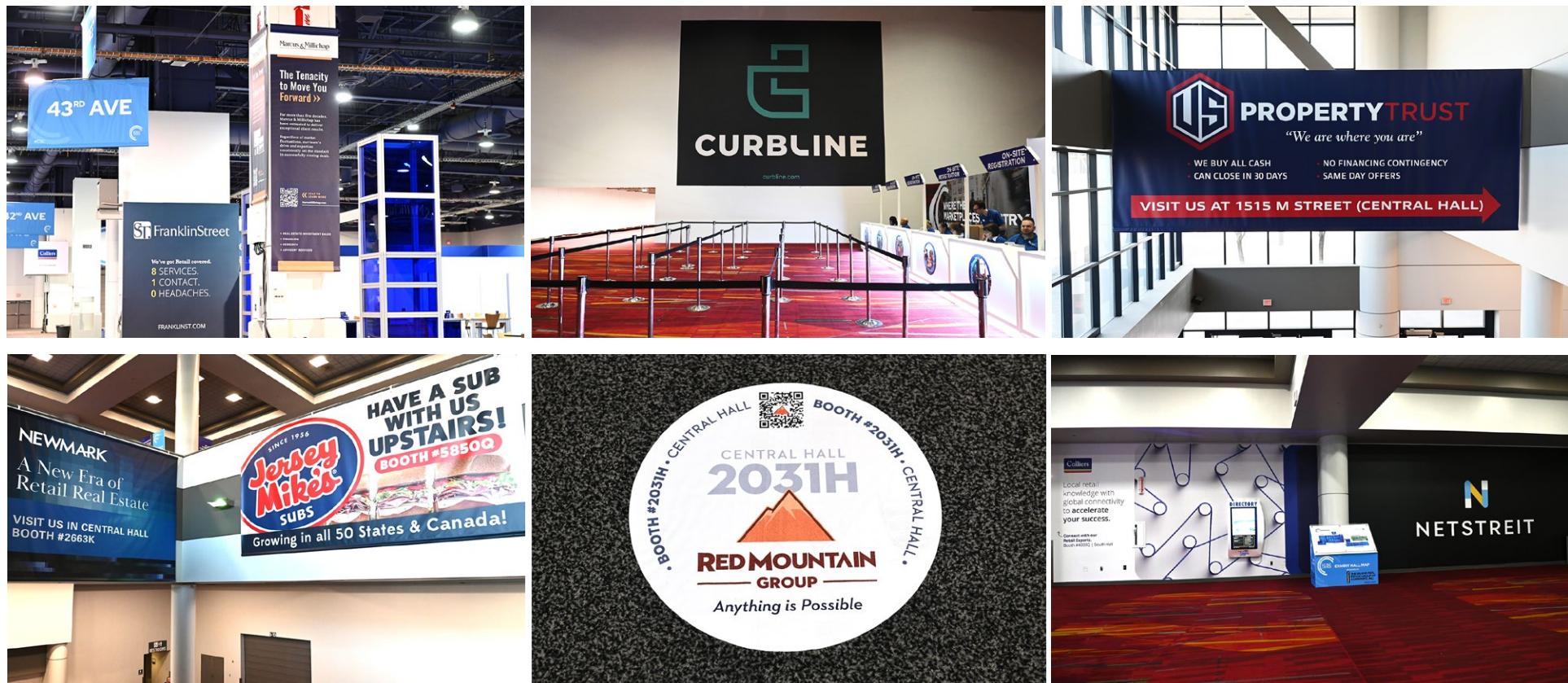


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INTERIOR

Price range: \$10,000 – \$60,000



BRANDED SIGNAGE

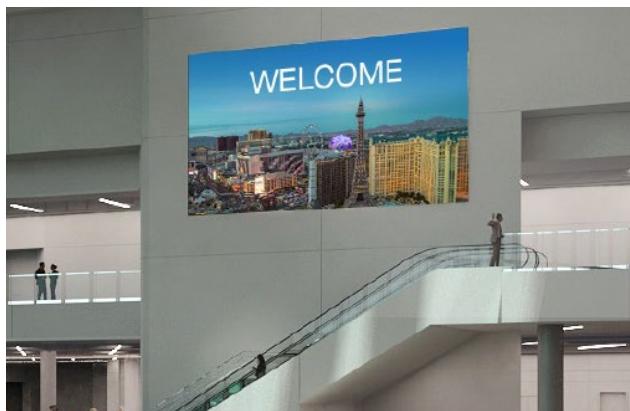
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DIGITAL

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

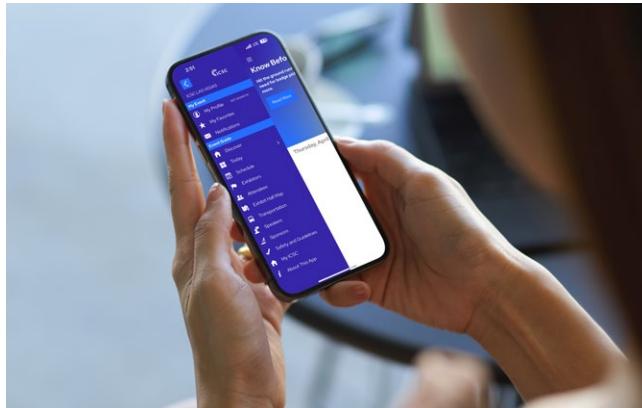
4'x10' Booth Banner	\$8,000
5'x15' Booth Banner	\$10,000

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 event 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

ACTIVATION OPPORTUNITIES

Sponsor a simple yet effective attendee perk that delivers real value while promoting your brand. These activations offer high visibility and a practical touchpoint, giving attendees a reason to engage and directing them straight to your booth. With branded signage and promotional materials, you'll maximize exposure, spark interest, and create opportunities for meaningful conversations that lead to business.



Coffee Service



Beverage Truck



On-Site Promotion

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

Reservation Deadline • April 8, 2026

Artwork Submission Deadline • April 17, 2026

- Ad Dimensions

Trim Size: 6" W x 12" H

Bleed Size: 6.25" W x 12.25" H

Live Area: 5" W x 11" H

- Files should be submitted as high-resolution PDFs, CMYK color mode, with all text converted to outline.

- Ads that include the event name must run the name in its proper format (ICSC LAS VEGAS). Ads will be sent back for correction if needed.

- Ads submitted in the incorrect size will be sent back for correction. If ads cannot be corrected by the deadline, they will run as ICSC sees fit.



OTHER SPONSOR & ADVERTISING OPPORTUNITIES

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 2026

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

Reservation and Artwork Submission Deadline • March 2026

Exact dates to be announced

- Ad Dimensions

Trim Size: 7.75" W x 10.75" H

Bleed Size: 8" W x 11" H

Live Area: 7.25" W x 10.25" H

- Files should be submitted as high-resolution PDFs, CMYK color mode. RGB and Spot Colors not permitted.

- Fonts must be embedded or all text converted to outline.

- Crop marks must be included

- Ads that include the event name must run the name in its proper format (ICSC LAS VEGAS). Ads will be sent back for correction if needed.



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

