

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

	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 event pass		•			
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 inline C+CT email newsletter ad	•				
Event web page including URL of choice	•	•	•	•	
Event emails including URL of choice	•	•	•	•	
Acknowledgement in event mobile app (when available)	•	•	•	•	
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	\$6,000	\$3,000	\$2,000	\$1,000	\$750

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@CAROLINAS, ICSC@FLORIDA, ICSC@WESTERN, and ICSC@SOUTHEAST.



ADDITIONAL OPPORTUNITIES

ON-SITE VENUE SIGNAGE



BRANDING & SIGNAGE

OVERHEAD HANGING BOOTH BANNER

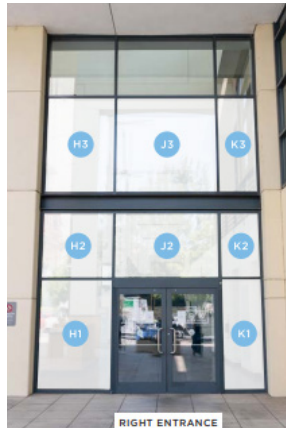
Booths 400 Sq Ft to 800 Sq Ft: 4'x10', double sided - \$4,000

Booths 900 Sq Ft and Larger: 5'x15', double sided - \$6,000



BRANDING & SIGNAGE

Extend your brand's presence beyond your booth with signage throughout the Charlotte Convention Center. Below are a few examples of opportunities. Pricing and more options available upon request.



WINDOW CLINGS



COLUMN WRAPS

ADVERTISING

EVENT AT-A-GLANCE PRINT ADS

ICSC@CAROLINAS 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 **February 20, 2026**.

