

The background of the image is a busy exhibition hall with many people walking around. In the foreground, two men are walking towards the camera. The man on the left is wearing a grey blazer and a lanyard. The man on the right is wearing a brown blazer and is looking at a smartphone. To the right, there is a blue banner with white text that reads "POWER BY PEOPLE" and "DRIVEN BY EXCELLENCE". Below this, there is a small image of a building and the text "VCC".

ICSC
NEW YORK

**SPONSORSHIP
& ADVERTISING
OPPORTUNITIES**

December 9 – 10, 2026
Javits Center
ICSC.com

WHY SPONSOR?

Becoming a sponsor connects you with high-level professionals and key decisionmakers. You can also increase your brand's visibility and 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 design your own custom sponsorship that aligns 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.

For more information about sponsorship, contact sales@ICSC.com.

ICSC NEW YORK 2025 ATTENDEE PROFILE

8,310+ Total Attendance

1,751

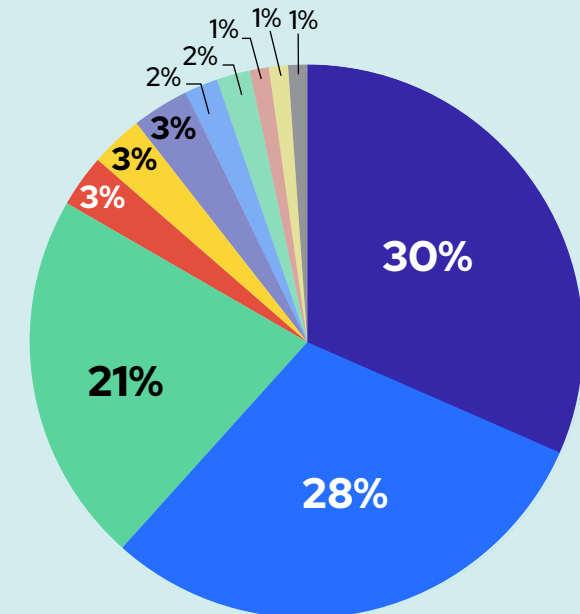
Retailers/Tenants

408

Exhibitors

24

Sponsors



EVENT SPONSORSHIP

Elevate your brand's presence at ICSC NEW YORK with these premier sponsorship options that maximize your audience reach at the Javits Center and beyond.

PLATINUM SPONSORSHIP

MAX 4 SPONSORS

Sponsorship contribution range is \$45,000 and up

BENEFITS:

- Six (6) Full event registrations
- One (1) full-page ad in the Exhibitor Directory for on-site distribution*
- Two (2) C+CT header ads*

Company logo on the following:

- 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 five emails**)
- Event web page with URL

GOLD SPONSORSHIP

MAX 4 SPONSORS

Sponsorship contribution range is \$25,000-\$44,999

BENEFITS:

- Four (4) Full event registrations
- One (1) full-page ad in the Exhibitor Directory for on-site distribution*
- One (1) C+CT header ad*

Company logo on the following:

- On-site event signage
- Looping on digital screens at select event functions
- Event emails along with choice of URL (minimum five emails**)
- Event web page with URL

SILVER SPONSORSHIP

MAX 6 SPONSORS

Sponsorship contribution range is \$15,000-\$24,999

BENEFITS:

- Two (2) Full event registrations
- One (1) C+CT inline ad*

Company logo on the following:

- On-site event signage
- Looping on digital screens at select event functions
- Event emails along with choice of URL (minimum five emails**)
- Event web page with URL

*Artwork provided by sponsor

**Based on sponsor enrollment

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

BRANDING & SIGNAGE

ICSC offers a wide variety of branding and signage opportunities throughout the Javits Center to promote your company's brand.

DOOR CLINGS

\$20,000 – MAX 2 SPONSORS

Includes: Crystal Palace and Concourse doors, 28 double-sided door clings.

Please contact your Business Development manager for more details.

"YOU ARE HERE" BOOTH LOCATORS

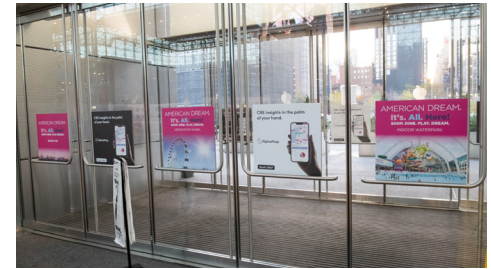
\$25,000 – MAX 1 SPONSOR

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

LANYARDS

\$12,000 – MAX 4 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.

Two locations

- Concourse 3A/3B, 23" high x 30' long
- Level 1 to Concourse, 23" high x 37' long

One side of escalator

Signage on both sides of one glass pane on either up or down escalator, two signs total.

Two sides of escalator

Signage on both sides of outermost glass panes on up and down escalator, four signs total.

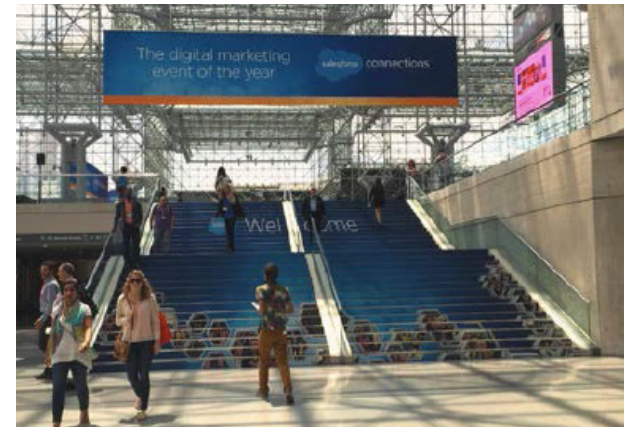


CONCOURSE STAIRS

MAX 2 SPONSORS

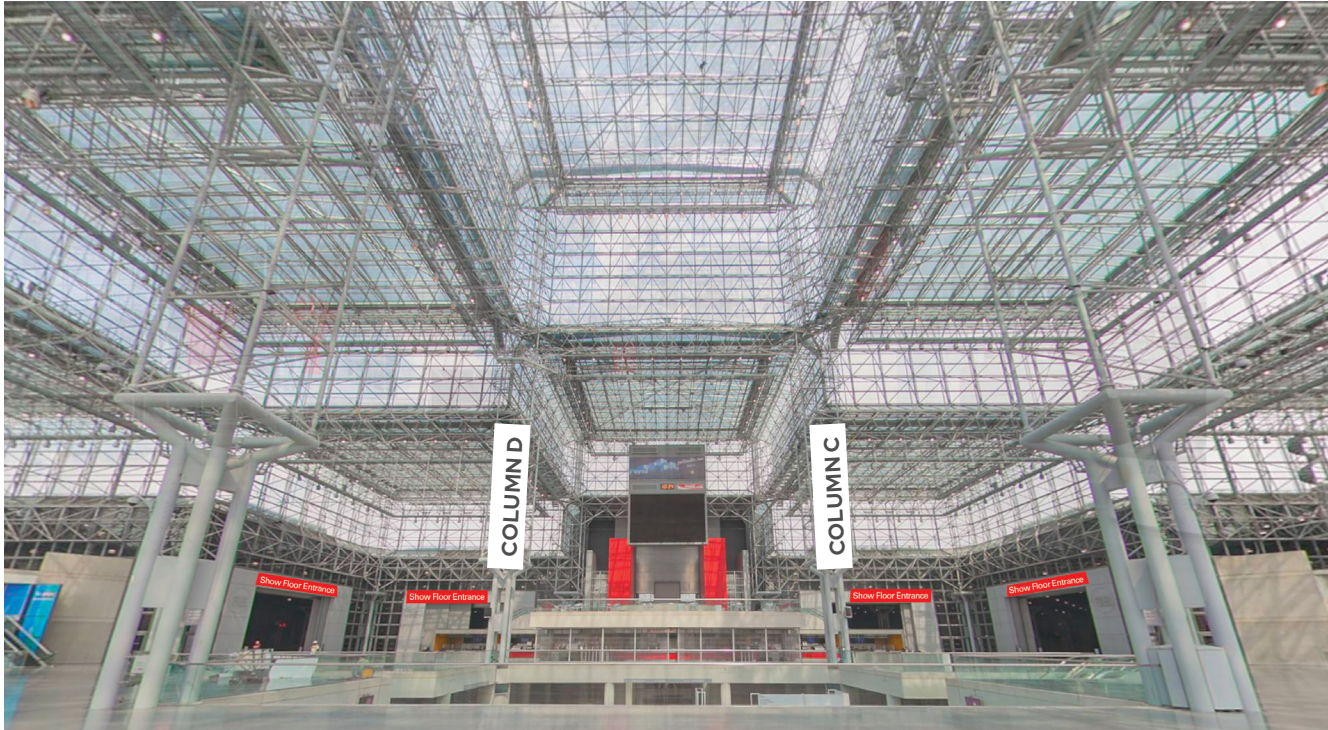
Let attendees climb your brand! The concourse staircase is the very first thing that ICSC NEW YORK attendees see as they leave the shuttle bus and head to registration.

- 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 at ICSC NEW YORK with these trade show floor exit-view Champagne Columns.

BRANDING & SIGNAGE

Note: Banners may be partially blocked from some viewing angles.

INTERIOR HANGING BANNERS



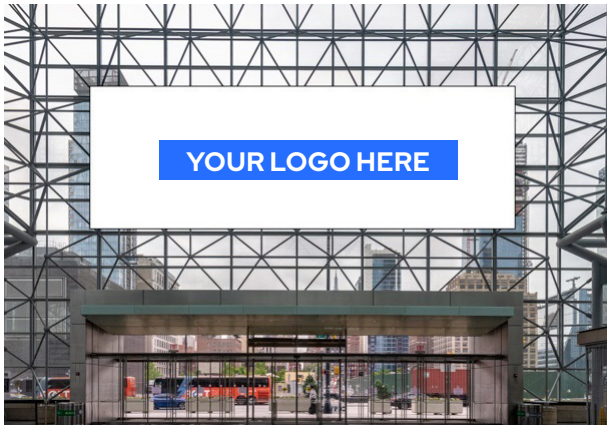
B4.01

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



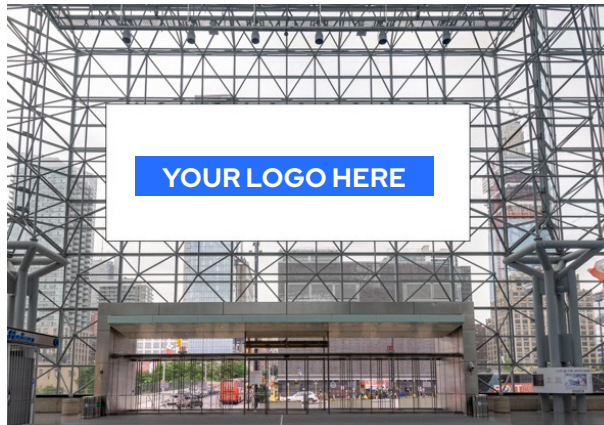
B4.03

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



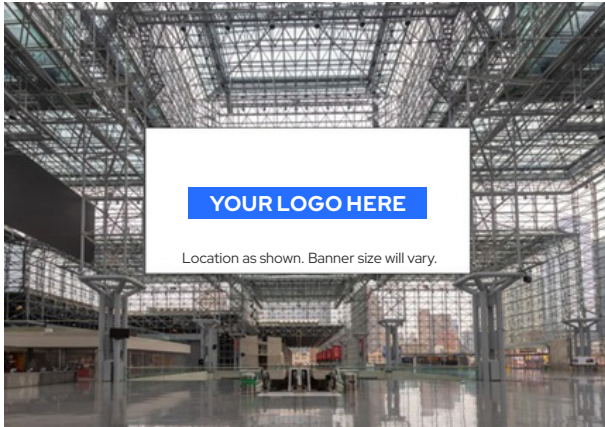
B4.05

360" wide x 120" high
Crystal Palace North Entrance

BRANDING & SIGNAGE

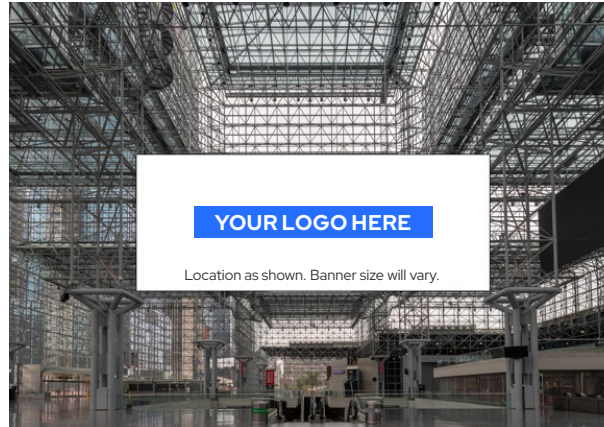
INTERIOR HANGING BANNERS

Note: Banners may be partially blocked from some viewing angles.



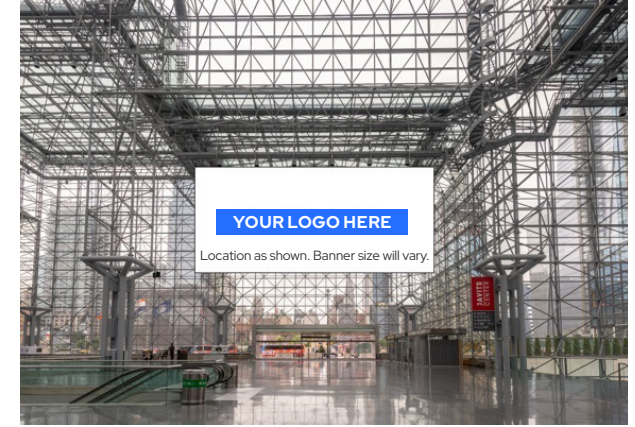
B3.02

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



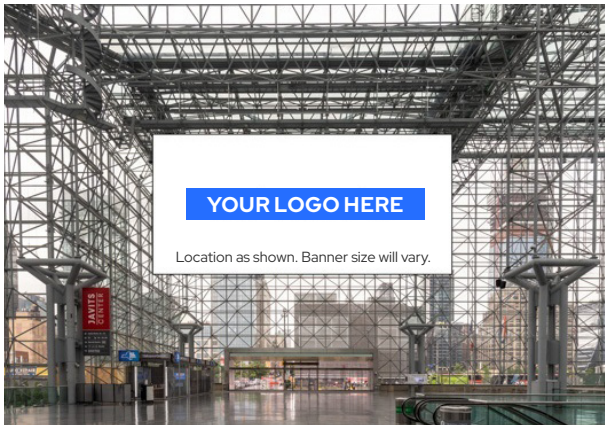
B3.03

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



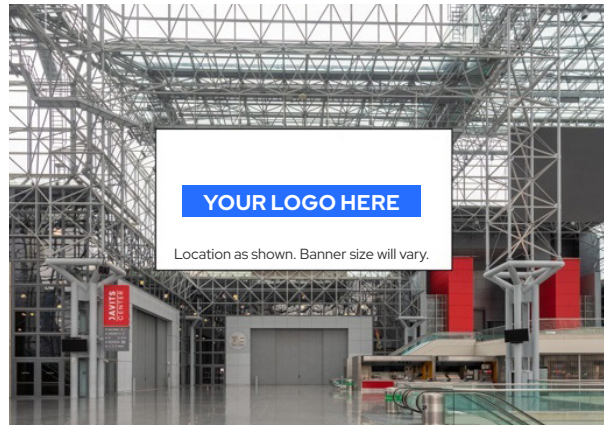
B3.06

180" wide x 360" high
Crystal Palace South East



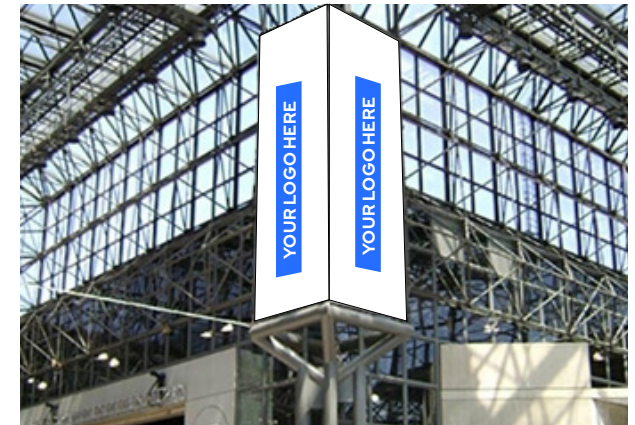
B3.07

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

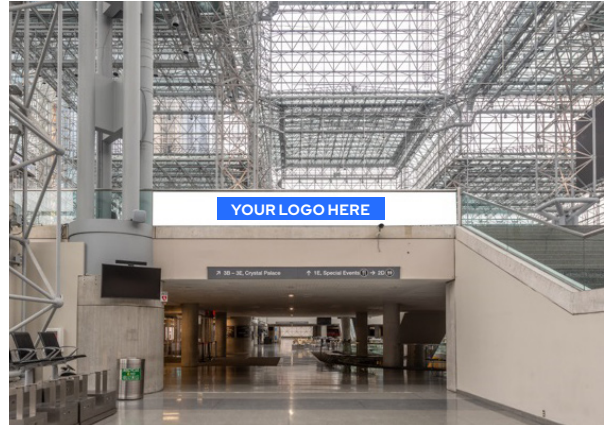
INTERIOR HANGING BANNERS

Note: Banners may be partially blocked from some viewing angles.



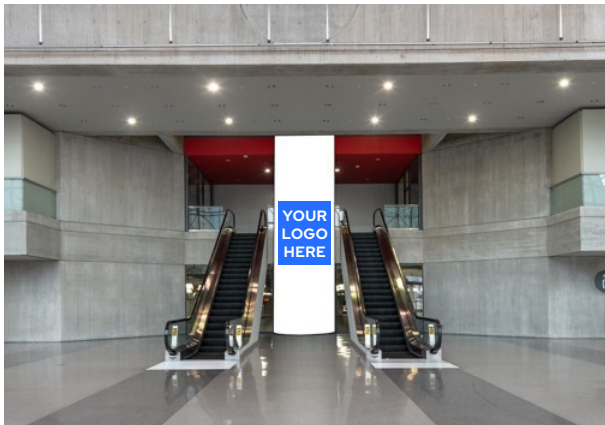
CP25

10' wide x 20' high
Crystal Palace



E1.01

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



B6.10

114" wide x 288" high
Column in between escalators to Hall 3B

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' high x 10' wide Booth Banner

\$8,000



5' high x 15' wide Booth Banner

\$10,000

SPONSORED SPEAKING SESSIONS

Speaking at a session at ICSC NEW YORK's Show Floor Theater offers the opportunity to share your content and build your brand with commercial and real estate professionals. With over 7,800+ attendees, you have the chance 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 pass along their industry knowledge with a Q&A or present a case study.



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



Espresso Cart



On-Site Promotion

OTHER OPPORTUNITIES

OTHER SPONSOR & ADVERTISING OPPORTUNITIES

PRINT OPPORTUNITIES & EXHIBITOR LIST ADS

- ICSC NEW YORK Exhibitor List Back Cover • \$10,000
- ICSC NEW YORK Exhibitor List Front Inside Cover • \$5,000
- ICSC NEW YORK Exhibitor List Back Inside Cover • \$5,000
- ICSC NEW YORK Exhibitor List Full-Page Ad • \$2,500

Ad Reservation Deadline: October 30, 2026

Ad Artwork Submission Deadline: November 9, 2026



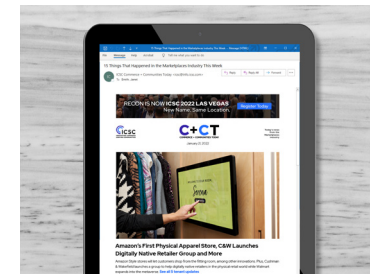
ICSC COMMERCE + COMMUNITIES TODAY OPPORTUNITIES

C+CT NEWSLETTER AD • Four 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. Sponsored content opportunities at ICSC events enable potential customers and business prospects to engage with your brand and benefit from your expert knowledge. 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).



SIGNAGE SPECIFICATIONS & SELECTION

	TYPE	PLACEMENT	SIZE	PRICE
☐	Door Clings	Javits Center Entrance Doors	TBD	\$20,000
☐	Escalator Glass	Concourse to 3A/3B	23" h x 30' l	1-Side: \$7,500; 2-Sides: \$15,000
☐	Escalator Glass	Level 1 to Concourse	23" h x 37' l	1-Side: \$7,500; 2-Sides: \$15,000
☐	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
☐	Champagne Column C	Crystal Palace, 4-sided Champagne Column	Four 120" w x 240" h banners	\$25,000
☐	Champagne Column D	Crystal Palace, 4-sided Champagne Column	Four 120" w x 240" h banners	\$25,000
☐	B4.01	Crystal Palace South Wall	180" w x 360" h	\$15,000
☐	B4.03	Crystal Palace North Wall	180" w x 360" h	\$15,000
☐	B4.04	Crystal Palace South Entrance	180" w x 360" h	\$15,000
☐	B4.05	Crystal Palace North Entrance	180" w x 360" h	\$15,000
☐	B3.02	South Concourse Escalator	180" w x 360" h	\$30,000
☐	B3.03	Crystal Palace North Escalator	180" w x 360" h	\$30,000
☐	B3.06	Crystal Palace South East	720" w x 360" h	\$55,000
☐	B3.07	Crystal Palace North West	720" w x 360" h	\$55,000
☐	B3.08	Crystal Palace South West	720" w x 360" h	\$55,000
☐	3B Column	Crystal Palace adjacent to Hall 3B	Two 120" w x 180" h banners	\$12,000
☐	CP25	Crystal Palace Interior Wall	10' w x 20' h	\$10,000
☐	E1.01 Glass Cling	Crystal Palace Glass Railing North	348" w x 38.75" h	\$17,000
☐	B6.10	Column between escalator to Hall 3B	144" w x 288" h	\$20,000
☐	Concourse Escalator Banner	Concourse to 3A, Concourse to 3B	189" w x 144" h	\$15,000 each