ICSC@RED RIVER
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 event pass		•			
On-site signage recognizing event sponsors placed in prominent locations for maximum exposure	•	•	•	•	
One full page ad in on-site Program At-a-Glance	•				
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	$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, and ICSC@SOUTHEAST.

Events

ADDITIONAL OPPORTUNITIES
ON-SITE VENUE SIGNAGE

ICSC
@RED RIVER

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@RED RIVER 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 **January 12, 2026**.

YOU ARE HERE UNITS

BRANDING & SIGNAGE

LILA COCKRELL THEATRE ENTRANCE

Your branding can appear above the main entrance of the Lila Cockrell Theatre, greeting all attendees as they arrive. This highly visible placement provides consistent exposure throughout the event.

HALL 4 ENTRANCE WALL/COLUMN

This column wrap at the Hall 4 entrance offers high visibility to attendees moving between registration and the show floor. Positioned in a busy corridor, it serves as a key branding touchpoint.

HALL 4 LOBBY CORRIDOR BENCH WALL

This prominent wall placement along the Hall 4 Lobby Corridor provides impactful branding in a key area where attendees often pause and gather. Ideal for bold visuals or messaging, this space ensures strong visibility to event traffic throughout the day.

Events