

ICSC@RED RIVER

SPONSORSHIP & ADVERTISING OPPORTUNITIES 2027

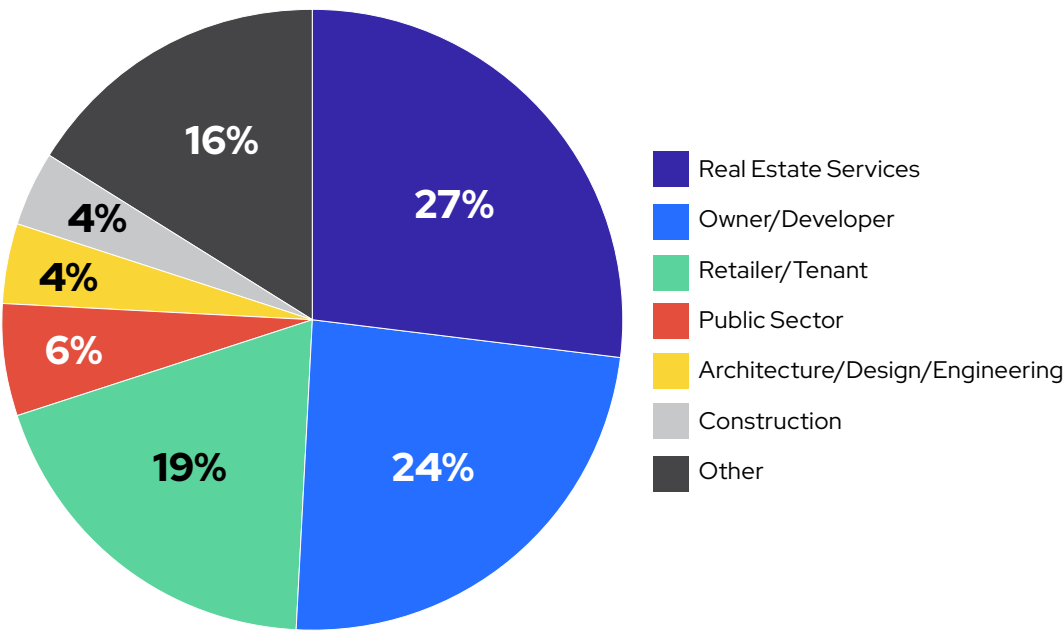
ICSC@ EVENTS

Create Connections. Catalyze Deals.

The ICSC@ event series are 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.

Put your brand in front of the people shaping the region’s future. Through event sponsorships, high-impact signage, and targeted advertising opportunities, you’ll increase visibility, build valuable connections and gain a competitive edge.

BUSINESS TYPE ATTENDANCE



ICSC@RED RIVER

4,200+ Attendees

1,600+ Companies

EVENT SPONSORSHIP

Take advantage of the opportunity to elevate your company's brand visibility in front of the industry's top decisionmakers with an event sponsorship.

	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	•	•	•	•	
Acknowledgment 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

Expand your national reach with opportunities at one of our other ICSC@ regional dealmaking events.

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

BRANDING & ADVERTISING OPPORTUNITIES

Branding, signage, and advertising opportunities throughout the venue and across event materials position your brand in high-traffic areas, maximizing visibility, engagement, and audience reach.

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



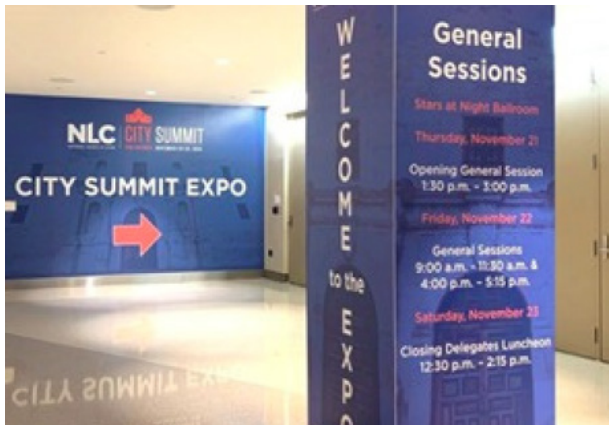
LILA COCKRELL THEATRE ENTRANCE

Greet attendees upon arrival and gain consistent exposure throughout the event with your branding above the main entrance of the Lila Cockrell.



HALL 4 ENTRANCE WALL/COLUMN

Positioned in a busy corridor, this column wrap offers a high visibility branding touchpoint to attendees moving between registration and the show floor.



HALL 4 LOBBY CORRIDOR BENCH WALL

Visible to event traffic throughout the day, this prominent wall placement provides impactful branding in a key area. Ideal for bold visuals or messaging.



*Exclusive opportunity at ICSC@RED RIVER, ICSC@CAROLINAS, ICSC@FLORIDA, ICSC@WESTERN, and ICSC@SOUTHEAST.

For more information, contact sales@ICSC.com.

ICSC@RED RIVER 2027 Sponsorship & Advertising Opportunities

BRANDING & ADVERTISING OPPORTUNITIES

EVENT AT-A-GLANCE PRINT ADS

Put your brand in the hands of attendees with a full-page ad in the event directory. Focused visibility, lasting impact.



AD PLACEMENT	PRICING
Back Cover	\$5,000
Inside Front Cover	\$4,000
Inside Back Cover	\$3,000
Run of House	\$1,500

All ad space must be reserved by December 16, 2026.

YOU ARE HERE UNITS

Maximize visibility of your brand with placement in high traffic areas throughout the show floor as attendees stop to navigate to their next destination.

