



ICSC
+ PROPTECH

AT ICSC LAS VEGAS

May 18 – 20, 2026
Wynn Las Vegas &
Las Vegas Convention Center

**SPONSORSHIP &
EXHIBITING
OPPORTUNITIES**

proptech.icsc.com

ICSC+PROPTECH is co-located at ICSC LAS VEGAS, the world's largest CRE event of the year. ICSC+PROPTECH connects commercial real estate decisionmakers with technology founders who understand their business pain points.

Technology is rapidly transforming commercial real estate from leasing and asset management to tenant experience and data analytics, enabling companies to enhance efficiencies, reduce costs and improve decisionmaking.

ICSC+PROPTECH attendees will discover the latest innovations, learning from the founders and gaining insights into the latest AI-driven leasing and business tools, smart buildings, property management software, tenant engagement platforms and more.

EVENT SCHEDULE HIGHLIGHTS

SUNDAY, MAY 17

- Opening Reception

MONDAY, MAY 18

WYNN LAS VEGAS

- Registration & Badge Pickup
- ICSC+PROPTECH Content Sessions & Professional Development
- Access to ICSC LAS VEGAS Keynote & Opening Reception

TUESDAY, MAY 19

LAS VEGAS CONVENTION CENTER

- ICSC+PROPTECH Exhibition Opens
- 1:1 Meetings With Pre-Qualified Buyers
- Spotlight Content on ICSC+PROPTECH Main & Demo Stages
- Full Access to ICSC LAS VEGAS Programming

WEDNESDAY, MAY 20

LAS VEGAS CONVENTION CENTER

- ICSC+PROPTECH Exhibition Continues
- 1:1 Meetings & Spotlight Content
- Full Access to ICSC LAS VEGAS Programming

WHY PARTICIPATE?

Increase your brand recognition and promote your proptech products at the commercial real estate industry’s largest gathering of dealmakers and innovators. Connect with buyers, network and gather real-time feedback from a targeted audience of potential buyers/clients, including brokers, property managers, investors, developers and more, to generate leads.

WHY SPONSOR?

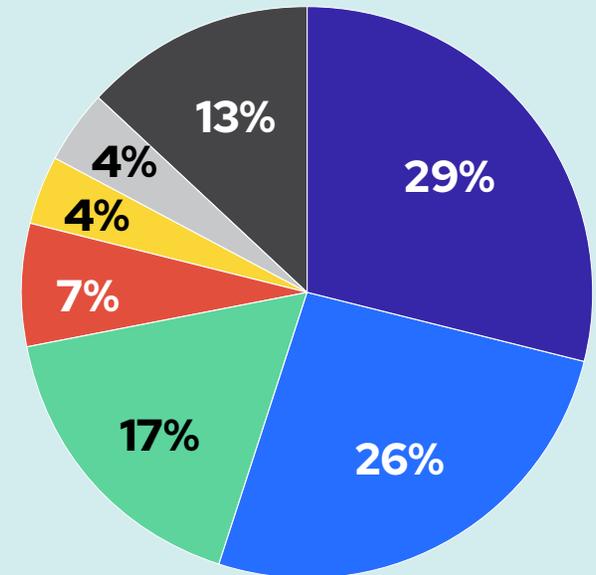
Connect with 25k+ attendees at ICSC LAS VEGAS, including high-level professionals and key decisionmakers. Increase your brand’s visibility by introducing new projects, products or services through a variety of customizable sponsorship opportunities before, during and after the event.

Sponsorships are effective and powerful ways to increase your company’s brand recognition beyond booth space. Pricing ranges from \$2,500 to \$150,000.

Choose from a variety of sponsorship opportunities or take advantage of a custom sponsorship opportunity designed to align directly with your marketing objectives.

ICSC LAS VEGAS 2025 ATTENDEE PROFILE

25,000+ Total Attendance



- Real Estate Services
- Owner/Developer
- Retailer/Tenant
- Public Sector
- Finance/Accounting/Law
- Architecture/Engineering/Construction
- Other

SPONSORSHIP TIERS

Elevate your brand's presence at ICSC+PROPTECH with these sponsorship options on the show floor of ICSC LAS VEGAS.

PREMIER INNOVATION PARTNER \$150,000 (Exclusive)

- 10'x10' premium booth
- Private branded meeting room located adjacent to the ICSC+PROPTECH show floor at LVCC*
- 45-minute keynote and Q&A chat at the Wynn on Tuesday, May 18, 2026 (subject to keynote scheduling) **SOLD OUT**
- Large-scale exterior signage at LVCC (1,000-sq-ft. banner). Prime placement on LVCC Central Hall façade.*
- 12 1:1 meetings curated and scheduled by concierge team with pre-qualified buyers
- 12 Full Conference registrations
- Recognition in event marketing emails and event page
- Social media amplification: 2 standalone posts on LinkedIn, X, FB, IG; 1 story on IG; Registration link in all post; Tag sponsor
- Top-tier branding across all ICSC+PROPTECH and ICSC LAS VEGAS digital and on-site signage
- Premier partner level recognition in ICSC LAS VEGAS and ICSC+PROPTECH signage and materials

PLATINUM SPONSOR From \$50,000 (Limit 2)

- 10'x10' premium booth
- Private branded meeting room located at LVCC*
- 30-minute session on the ICSC+PROPTECH Main Stage at the LVCC on Tuesday, May 19, 2026 **SOLD OUT**
- 8 1:1 meetings curated and scheduled by concierge team with pre-qualified buyers
- 6 Full Conference registrations
- Recognition in event marketing emails and event page
- Full-page ad in ICSC LAS VEGAS on-site At-a-Glance
- 8-second digital ad looped on screens in LVCC and in ICSC+PROPTECH area
- Inclusion in general event Platinum signage
- Branded floor stickers on show floor*

GOLD SPONSOR From \$30,000

- 10'x10' premium booth
- 15-minute slot on the ICSC+PROPTECH Demo Stage **SOLD OUT**
- Moderator-led panel session at Wynn or LVCC **SOLD OUT**
- 4 Full Conference registrations
- 6 1:1 meetings curated and scheduled by concierge team with pre-qualified buyers
- Recognition in event marketing emails and event page
- Full-page ad in ICSC LAS VEGAS on-site At-a-Glance
- Inclusion in general event Gold signage
- Booth sponsor recognition floor stickers (exhibitors only)

SILVER SPONSOR From \$20,000

- 10'x10' premium booth
- Choice of 15-minute demo or panel moderation on ICSC+PROPTECH Demo Stage at LVCC **SOLD OUT**
- 2 Full Conference registrations
- 4 1:1 meetings curated and scheduled by concierge team with pre-qualified buyers
- Recognition in event marketing emails and event page
- Full-page ad in ICSC LAS VEGAS on-site At-a-Glance
- Inclusion in general event Silver signage
- Booth sponsor recognition floor stickers (exhibitors only)

EXHIBIT PACKAGES

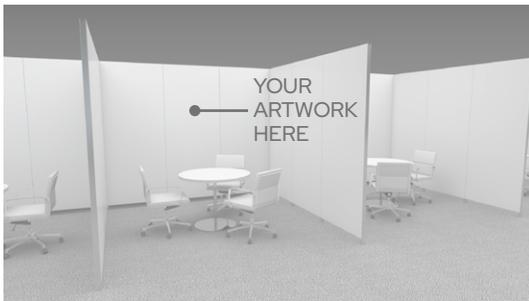
Engage directly with high-level professionals and key decisionmakers. Increase your brand's visibility and introduce new projects, products or services by exhibiting at ICSC+PROPTECH on the ICSC LAS VEGAS show floor.

10'X10' TURNKEY BOOTH • \$10,000

Includes:

- Branded booth graphics
- 1 display monitor
- 500-watt power
- Standard booth carpet
- Standard table, 4 chairs
- 4 Full Conference registrations

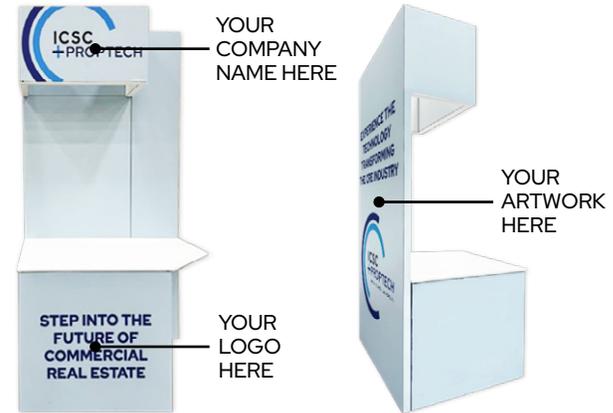
SOLD OUT



5'X5' KIOSK PACKAGE • \$5,000

Includes:

- Branded Turnkey Kiosk
- 1 display monitor
- 500-watt power
- Standard booth carpet
- 2 stools
- 2 Full Conference registrations



EXHIBITING



MEETING OPPORTUNITIES

SOLUTION PROVIDER MEETING EXPERIENCE CURATED 1:1 MEETINGS • \$4,000 PER 4-PACK

This is one of the most powerful tools in the ICSC+PROPTECH sponsorship portfolio. Sponsors gain access to curated, pre-qualified buyer meetings scheduled by our concierge team. These are targeted, 15-minute, high-intent conversations with decisionmakers actively seeking solutions.

Connect with a growing list of vetted ICSC+PROPTECH Technology Buyers, including:



SPEAKING OPPORTUNITIES

THOUGHT LEADERSHIP OPPORTUNITIES

ICSC+PROPTECH
SPONSORED MAIN STAGE
SESSION • \$20,000

SOLD OUT

Presentation slot on
ICSC+PROPTECH Main Stage
at LVCC. ICSC content support.

ICSC+PROPTECH
DEMO STAGE
PRESENTATION • \$5,000

SOLD OUT

Product demo slot on
ICSC+PROPTECH Demo Stage
at LVCC

ICSC+PROPTECH
ROUNDTABLE HOST
ONE SESSION • \$6,000
TWO SESSIONS • \$10,000

45-minute session with 10–12
curated attendees on Monday
at the Wynn, includes branded
signage and roundtable moderator
role



HIGH-IMPACT BRANDED OPPORTUNITIES

Designed to create memorable, high-touch brand moments throughout the ICSC+PROPTECH experience.

ICSC+PROPTECH WI-FI SPONSOR • \$15,000

Max 1 Sponsor

Custom SSID and password; branded signage in ICSC+PROPTECH area at LVCC

LANYARDS • \$15,000

Max 4 Sponsors for ICSC+PROPTECH and ICSC LAS VEGAS

Branded lanyards distributed to all attendees

ICSC+PROPTECH MORNING COFFEE CART • \$12,000

Max 2 Sponsors

Branded cups, napkins, and signage; available 8:00 am – 12:00 pm on Tuesday and Wednesday at LVCC

ICSC+PROPTECH AFTERNOON PROSECCO CART • \$12,000

Max 2 Sponsors

Branded glassware and signage; available 1:00 – 4:00 pm on Tuesday and Wednesday at LVCC

ICSC+PROPTECH HAPPY HOUR • \$12,000

MAX 1 SPONSOR

ICSC+PROPTECH happy hour bar branding, cocktail naming rights, and signage; 4:00 – 6:00 pm on Tuesday at LVCC

DIGITAL ADS • STARTING AT \$10,000

8-second digital ad looped on screens in LVCC and in the ICSC+PROPTECH area



Lanyard Sponsorship

\$15,000 max 4 sponsors



Beverage Cart

\$12,000 max 2 sponsors per cart



Digital Ads

Starting at \$10,000

OTHER OPPORTUNITIES

ADD-ON OPPORTUNITIES

COMMERCE + COMMUNITIES TODAY

NEWSLETTER SPONSORSHIP (C+CT) • \$2,500 FOR 4 WEEKS

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.

DIGITAL 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 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).

PRINT ADS

ON-SITE ICSC LAS VEGAS EVENT AT-A-GLANCE ADVERTISING

FULL PAGE • \$3,000

INSIDE COVERS • \$10,000

BACK COVER • \$20,000





proptech.icsc.com