



# ICSC – Here, We Go. 2021

Sponsorship Opportunities

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# **SPONSORSHIP OBJECTIVES**

## ICSC – Here, We Go. 2021 offers your organization even more opportunities to welcome attendees back and enhance your presence by featuring a range of brand experiences.

### **Brand Awareness**

Introduce, remind, and reinforce your brand, post pandemic, with clients, partners, prospects, and the media.

### **Experiential**

Create an immersive brand experience to allow attendees to become familiar with your company, products and services.

### **Targeted Engagement**


Network with and message to an engaged audience specifically interested in your solutions.

### **Market Leadership**

Increase your event presence and stand out from the competition.

### **Traffic Drivers**

Increase deal making opportunities by delivering a message to entice attendees to meet with you and learn more.



# **BRAND AWARENESS**

## Digital Billboard

### LVCC West Hall Main Lobby

Make an immediate impact as attendees enter the convention center. Provide Here, We Go. Attendees with a reason to visit your booth and engage with you while promoting your brand in a highly trafficked area.

#### Need to Know

**Location:** Las Vegas Convention Center West Hall Lobby

**Operating Hours:** Duration of event

**Branding Opportunity:** Customized graphic design with logo and branding on the largest digital screen in the U.S. exhibits industry

#### Thought Starters

Make a striking first impression in front of 8,000 event attendees





## Digital Signage

### LVCC West Hall Lobby Entrance and Hallways

Increase brand awareness and drive traffic to your booth with your logo and messaging on multiple digital signs throughout the Las Vegas Convention Center West Hall venue.

#### Need to Know

**Location:** Las Vegas Convention Center West Hall

**Operating Hours:** Duration of event

**Branding Opportunity:** Logo and messaging on digital signs, (exact locations to be determined prior to event)

#### Thought Starters

Create event relevant messaging to facilitate attendee interaction

Pair with additional branding sponsorships to control digital / physical space





## Hallway Banners

### LVCC West Hall Hallways

Increase brand awareness and drive traffic to your booth with banners strategically placed throughout the Las Vegas Convention Center West Hall venue.

#### Need to Know

**Location:** Las Vegas Convention Center West Hall (TBD)

**Operating Hours:** Duration of event

**Branding Opportunity:** Logo and custom design included on (1) double-sided banner (exact dimensions to be confirmed prior to the event)

#### Thought Starters

Create event-relevant messaging vs. boilerplate language; promote booth location

Leverage location to incorporate movement, transition, “going places/up/down,” making things easy, etc. into copy

Invest in a package with digital billboards and printed banners to increase impact



## Pillar Wraps

### LVCC West Hall Entryway and Hallways

Increase brand awareness and drive traffic to your booths with pillar wraps strategically placed throughout the Las Vegas Convention Center West Hall venue.

#### Need to Know

**Location:** Las Vegas Convention Center West Hall Lobby and Hallways

**Operating Hours:** Duration of event

**Branding Opportunity:** Logo placement and custom design on pillars throughout the convention center

#### Thought Starters

Create event related messaging, promote your booth location

Invest in multiple pillar wraps and increase awareness

Pair with floor stickers and or window clings for additional impact





## Window & Door Clings

### LVCC West Hall Entryway Doors & Windows

Create a splash, increase brand awareness, and drive traffic to your booth with window clings strategically placed on windows throughout the Las Vegas Convention Center West Hall venue.

#### Need to Know

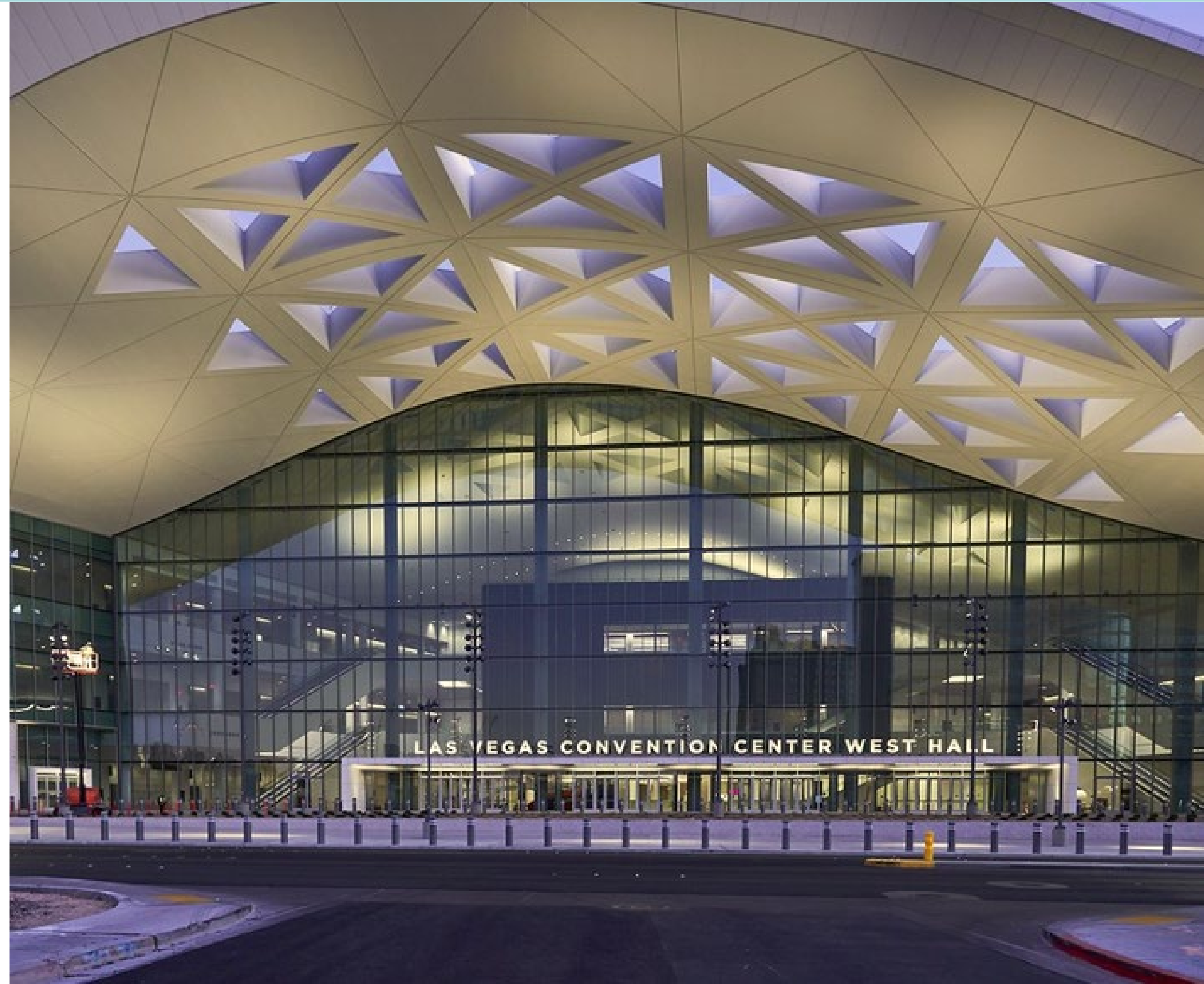
**Location:** Las Vegas Convention Center West Hall  
Entrance Doors & Windows

**Operating Hours:** Duration of event

**Branding Opportunity:** Logo and custom design included on window clings on doors / front windows of LVCC West Hall. (dimensions TBD)

#### Thought Starters

Purchase multiple door / window clings, or package with floor stickers, banners, or pillar wraps, for additional impact.





## Branded Pop-Up Banners

### LVCC West Hall Outside Entryway

Welcome attendees back! Increase brand awareness and drive traffic to your booth with Pop Up Banners strategically placed in front of the Las Vegas Convention Center West Hall venue.

#### Need to Know

**Location:** Las Vegas Convention Center West Hall Entrance

**Operating Hours:** Duration of event

**Branding Opportunity:** Logo and custom design included on (1) 120" x 30" double-sided banner (exact dimensions to be confirmed prior to the event)

#### Thought Starters

Use this as a unique way to be one of the first to "welcome attendees back"

Create event-relevant messaging vs. boilerplate language; promote booth location

Invest in a package with digital billboards and printed banners to increase impact





## Graphic Billboard

### LVCC West Hall Hallways

Make an impact with an oversized billboard. Provide event attendees with a reason to find your booth and engage, while promoting your brand and value proposition.

#### Need to Know

**Location:** Las Vegas Convention Center West Hall Hallways TBD

**Operating Hours:** Duration of event

**Branding Opportunity:** Customized graphic design with logo and branding on (1) single sided billboard (dimensions TBD)

#### Thought Starters

Promote your booth presence in a highly trafficked area

Add a QR code for additional information about your event presence and messaging





## Graphic Billboard Lounge

### LVCC West Hall Hallways

Have your logo and messaging on a fully customizable graphic billboard anchoring a Here, We Go. attendee lounge furnished with a mix of soft seating. Your brand is seen thousands of times per day and event attendees have a place to sit, network, collect their thoughts, check email, etc.

#### Need to Know

**Location:** Las Vegas Convention Center West Hall  
TBD

**Operating Hours:** Duration of event

**Branding Opportunity:** Customized graphic design with logo and branding on (1) single sided billboard (dimensions TBD)

#### Thought Starters

Promote your booth presence in a highly trafficked area

Add a QR code for additional information about your event presence and messaging



## Badge Lanyard Sponsorship

Engage attendees as soon as they arrive at the convention center with your brand prominently displayed at Here, We Go 2021. Your logo will be included on attendee badge's lanyards, creating a walking testament throughout the entirety of the event.

### Need to Know

**Location:** Las Vegas Convention Center West Hall Entryway

**Operating Hours:** During Show Hours

**Branding Opportunity:** Company logo on attendee lanyards



## Hotel Room Key Cards

### ICSC Contracted Hotel Room Blocks

Have Here, We Go attendees carry your logo and message in their wallet / purse all event long by branding the hotel key cards at the ICSC room block at contracted hotels.

#### Need to Know

**Location:** All hotel room keys handed out to attendees in ICSC contracted hotel room blocks (Approximately 13 hotels, 1,000 Rooms each)

**Operating Hours:** N/A

**Branding Opportunity:** Co-branded hotel key card with your company's logo/design on the front and ICSC logo on the back

#### Thought Starters

Promote your booth/event specific message within your design





## Charging Station

### LVCC West Hall Venue

Meet attendee needs and get your brand in front of their eyes with strategically placed touch screen capable charging stations throughout the LVCC Venue.

#### Need to Know

**Location:** Exact Location TBD

**Operating Hours:** Duration of event

**Branding Opportunity:** Logo included on charging station & customized content for the touch screen

#### Thought Starters

Reinforce your brand and attendee support by providing a needed value-add

For interactive touch screen, create event relevant industry content, and booth information. Keep event attendees engaged and interacting with your content.



## Branded Hand Sanitizer Sponsorship

### LVCC West Hall Venue

An opportunity drive awareness and while ensuring HWG attendees promote onsite hygiene and safety.

#### Need to Know

**Operating Hours:** Duration of Event.

**Location:** LVCC Convention Center

**Branding Opportunity:** Branding on sanitizer stations

#### Thought Starters

Have your brand front and center while promoting onsite hygiene and safety. Can also pass out mini hand sanitizer bottles at your booth



## “You Are Here” Directional Sign Sponsorship

### LVCC West Hall

Assist Here We Go 2021 attendees navigate the new LVCC West Hall while promoting your brand at the same time.

#### Need to Know

**Location:** TBD in LVCC West Hall

**Operating Hours:** Duration of event

**Branding Opportunity:** Logo and branding on directional signs throughout the LVCC West Hall

#### Thought Starters

This is the first ICSC event in this new venue. Great opportunity for company visibility.





## Shuttle Bus Sponsorship

### LVCC Bus Route

Have your logo on the go by branding shuttle busses transporting event attendees to and from the Las Vegas Convention Center.

#### Need to Know

**Location:** TBD

**Operating Hours:** Duration of event

**Branding Opportunity:** Logo and custom design included on busses running on the event loop. Logo on seat head rests, stairs, and/or aisles.

#### Thought Starters

Leverage this unique medium, how can you position your solution / brand in relation to going places, on the move, or moving forward. Back to normal post pandemic (etc.)



## Wi-Fi Sponsorship

### LVCC West Hall

Opportunity to be the official Wi-Fi sponsor of Here We Go 2021

#### Need to Know

**Location:** West Hall

**Operating Hours:** Duration of event

**Branding Opportunity:** Company logo on splash page and redirect hyperlink to website.

#### Thought Starters

Your logo will be the first thing HWG attendees see as they log onto their devices.

Opportunity to have direct hyperlink to company website





# TRAFFIC DRIVERS



## Overhead Booth Banner

### ICSC Exhibit Floor

***Available only for booths 400-900 Sq Ft. and larger***

Increase visibility and drive traffic to your booth with this stand-out branding opportunity.

#### Need to Know

**Location:** ICSC Exhibit Floor

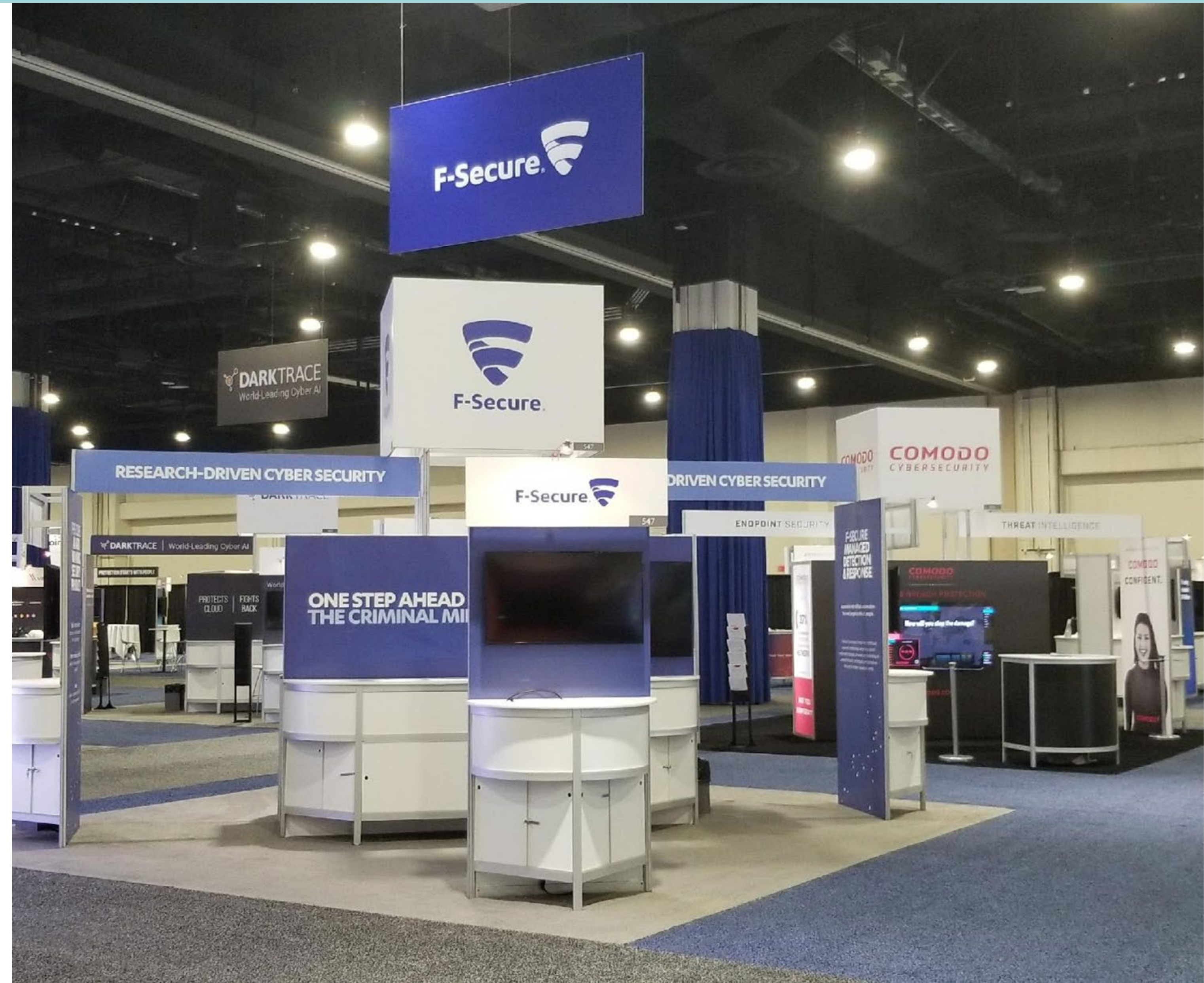
**Operating Hours:** Duration of exhibit hours

**Branding Opportunity:** Logo and custom design included on (1) double-sided banner (exact dimensions to be confirmed prior to the event)

#### Thought Starters

Keep artwork simple and clean to ensure banner is legible across the ICSC exhibit floor

Booth number is not recommended as banner hangs directly above your exhibit location





## Floor Decals

### LVCC West Hall Hallway & ICSC Exhibit Floor

Make an impact en route and on the ICSC exhibit floor. Provide attendees with a reason to find your booth and engage with you while promoting your brand and value proposition.

#### Need to Know

**Location:** Las Vegas Convention Center Hallways and Exhibit Floor

**Operating Hours:** Duration of event / during show hours

**Branding Opportunity:** Include logo and/or copy on ten (10) graphic decals

#### Thought Starters

Use thoughtful design and copy to drive traffic to your booth

Increase visibility and intrigue with custom shapes to relate to your brand

Keep design simple and legible, goal is to direct attendees

Have each decal build on another and tell a story with different copy on each



## Food Truck Sponsorship

### Outside ICSC Exhibit Hall & Outside LVCC West Hall Entrance

Give Here, We Go. Attendees what they want! Network with event attendees as they pick up their food at your branded food truck. Trucks can be located outside the ICSC Exhibit floor as well as the LVCC West Hall entrance.

#### Need to Know

**Location:** Outside exhibit hall & Outside West Hall entrance

**Operating Hours:** TBD

**Branding Opportunity:** Logo placement next to food truck “food sponsored by (sponsor logo)”

#### Thought Starters

Sponsorship includes both days of event (Monday & Tuesday)

Opportunity to hand out pre-paid food vouchers at your booth





## Professional Headshot Sponsorship

### LVCC West Hall Hallway

Every professional needs one – but few have them. This is a very popular attendee benefit. Attendees sit or stand against a lit backdrop with a professional photographer and are sent their photos via email.

#### Need to Know

**Location:** Las Vegas Convention Center Hallway TBD

**Operating Hours:** TBD

**Branding Opportunity:** Email to attendees can include custom banner with link to company website / splash page. Promotional signage included onsite

**Lead Retrieval Badge Scanning:** Yes

#### Thought Starters

Headshot station regularly draws large crowds of attendees

Consider distributing promotional item or booth information to increase attendee traffic





## Shoeshine Sponsorship

### LVCC West Hall Hallway

Provide an extra benefit to attendees, while driving traffic to your booth.

#### Need to Know

Location: Las Vegas Convention West Hall Hallway

**Operating Hours:** TBD

**Branding Opportunity:** Logo included on stations signage with operating hours

**Lead Retrieval Badge Scanning:** Yes

#### Thought Starters

Include your logo on shoeshine attendant's apron

Package with floor stickers to lead event attendees to your booth after they have their shoes shined



# Map Your Show Digital Floorplan Navigator Sponsorships

HWG official online directory to help exhibitors display product offerings and drive booth traffic

## Need to Know

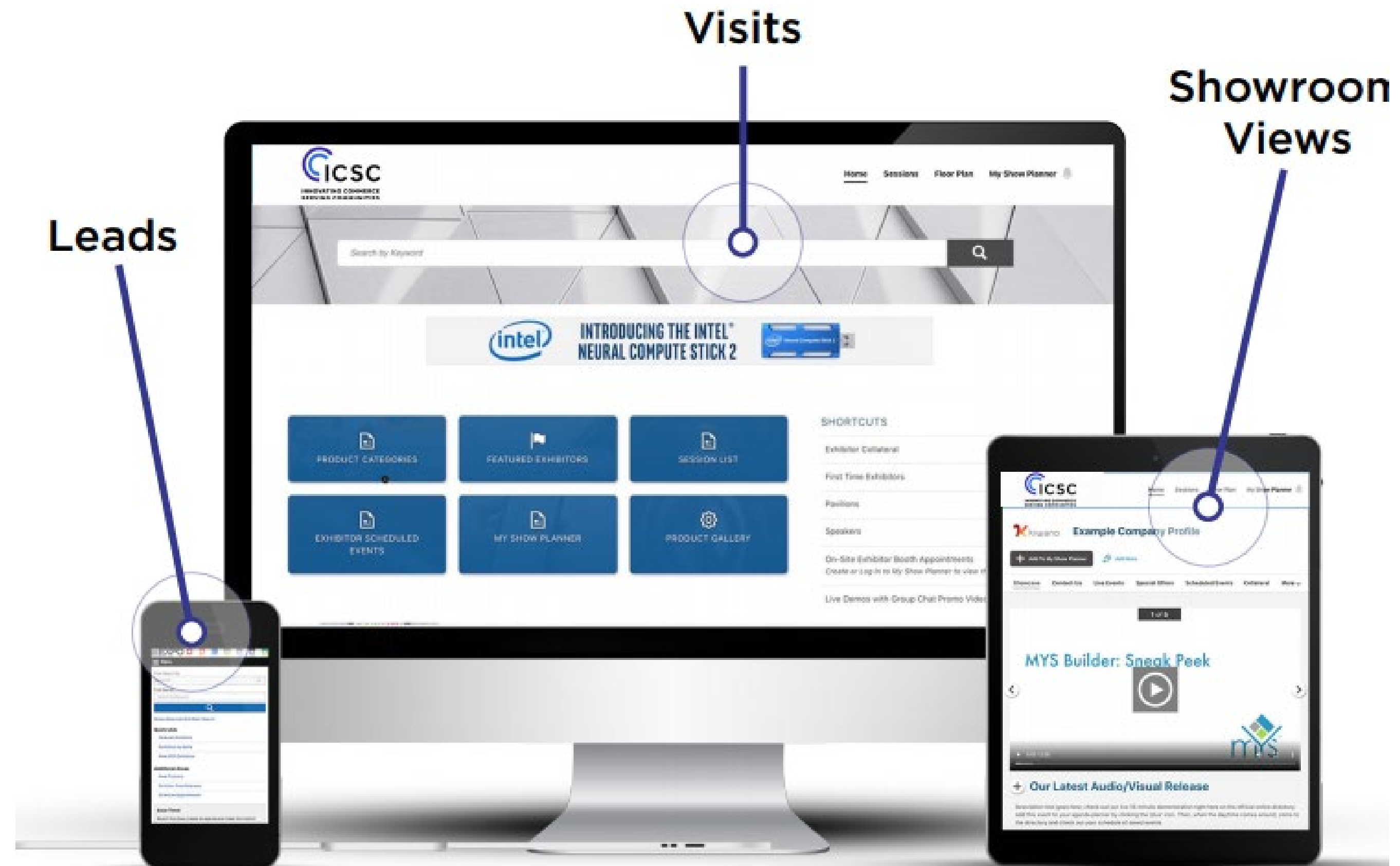
**Operating Hours:** Duration of Event.

**Location:** LVCC West Hall

**Branding Opportunity:** Logo and links in event directory

## Thought Starters

Highlight logo, images, product and more to showcase your booth location and presence at Here We Go 2021.







# EXPERIENTIAL

## DJ Booth Sponsorship

### Outside LVCC West Hall Entryway

Get the party started and welcome everybody back to ICSC – Here, We Go. with music playing when the event opens every morning and keep it going all day long! Your company name and location can be announced by the DJ throughout the day. In addition, the DJ booth will be branded further promoting your event presence.

#### Need to Know

**Location:** Las Vegas Convention Center West Hall Outside Entryway

**Operating Hours:** TBD

**Branding Opportunity:** Logo placement and custom graphics on the DJ booth. DJ announced callouts of your booth location

#### Thought Starters

Increase attendee engagement by distributed branded DJ song request forms. (Provided at sponsor expense and responsibility)

Package with floor stickers or banners to lead event attendees to your booth



## Opening Reception Sponsorship

An opportunity drive awareness and network with Here We Go Attendees at the opening evening reception..

### Need to Know

**Operating Hours:** Opening Evening of Event.

**Location:** Wynn Hotel & Resort

**Branding Opportunity:** Branding inside reception

### Thought Starters

Have your brand front and center while hosting and networking with Here We Go attendees







# **MARKET LEADERSHIP / TARGETED ENGAGEMENT**



## Private Meeting Room

### LVCC Second Level Above Exhibit Floor

You will have an opportunity to meet and engage with many event attendees at ICSC - Here, We Go. Take strategic deal making conversations forward, by moving from the exhibit floor to your on-site meeting room, in a more quiet and private setting.

#### Need to Know

**Location:** Las Vegas Convention Center Second Level

**Operating Hours:** During Show Hours

**Branding Opportunity:** Branded signage in front of meeting room or on meeting room door

#### Thought Starters

Space for multiple team and individuals (Approx. 1500 Sq.Ft.)

Utilize the space for strategic meetings with clients, potential clients, strategic partners, on-site staff, etc.





## Digital Advertising

### C+CT Publication Sponsorship

An opportunity to have your organization and messaging top of mind each day through our official newsletter emailed 30 min prior to show open each day.

#### Need to Know

**Operating Hours:** Daily publication each morning of event

**Branding Opportunity:** 500 word company write up

#### Thought Starters

Develop a 500 word company write up with relevant event / industry messaging.

Daily newsletter will be emailed to event attendees each day.



## Commerce + Communities Today





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