



# **SPONSORSHIP & ADVERTISING OPPORTUNITIES**

May 19 – 21, 2024  
Las Vegas Convention Center  
[ICSC.com](https://www.icsc.com)

## WHY SPONSOR?

Connect with high-level professionals and key decision makers. Increase your brand's visibility, introduce new projects, products or services through a variety of customizable sponsorship opportunities before, during and after ICSC LAS VEGAS 2024.

Sponsorships are effective and powerful ways to increase your company's brand recognition beyond booth space. Pricing ranges from \$2,500 to \$60,000.

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

## WHY PARTICIPATE?

ICSC LAS VEGAS 2024 is commercial real estate's largest gathering 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](http://www.ICSC.com).

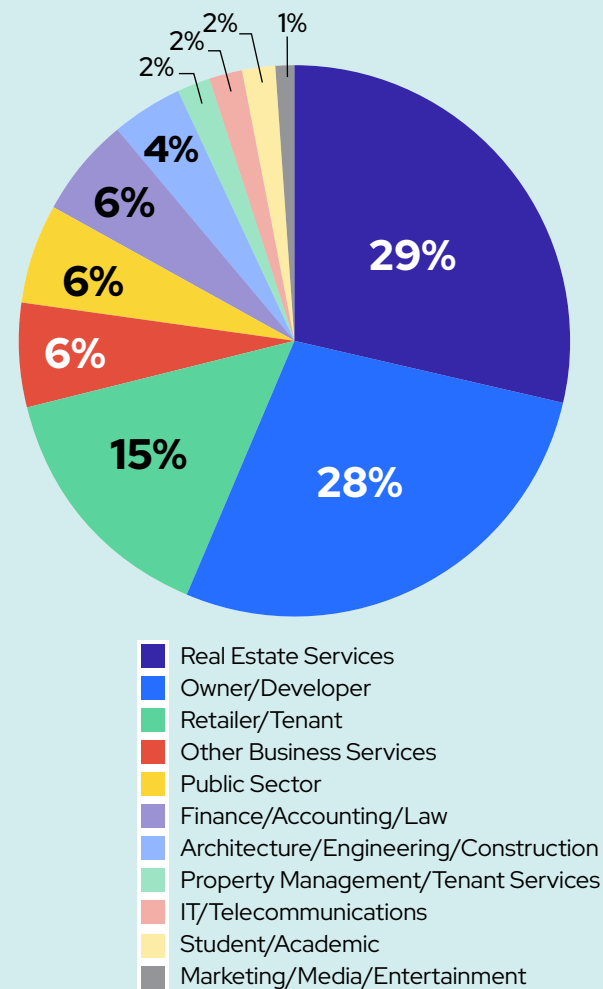
## ICSC LAS VEGAS 2023 ATTENDEE PROFILE

**24,150+** Total Attendance

**3,260+**  
Retailers

**850+**  
Exhibitors

**70**  
Sponsors



# NEW SPONSORSHIP OPPORTUNITIES

Customized sponsorship packages can be developed to align with your marketing objectives and strategies. EXCLUSIVE opportunities are available to support your marketing programs.

All Sponsors receive high visibility branding both before and during ICSC LAS VEGAS 2024, including digital platforms, on-site signage and logo branding throughout the Las Vegas Convention Center (LVCC).

\*Based on sponsor enrollment.

\*\*Ad placement availability on a first-come, first-served basis. Some ads will run post event.

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

## BENEFITS

Sponsors may choose from one of the following branding opportunities based upon availability:

	Platinum \$55,000 max 4 sponsors	Gold \$30,000 max 4 sponsors	Silver \$20,000 max 4 sponsors
Branded lanyards	•		
Company logo on event sponsor recognition at event's main door entrance	•		
Digital ads throughout Las Vegas Convention Center: one 8-second spot will rotate between 15-21 times per hour on all show days	•	•	•
Supporting Sponsor Opening Reception sponsor benefits	•		
Bus banners	•		
Associate Sponsor Opening Reception benefits		•	
Bus aisle wrap		•	•
Bus headrest		•	•
ICSC LAS VEGAS 2024 event emails along with choice of URL (minimum 5 emails*)	•		
Bus route signage placed at hotels	•	•	•
Looping on digital screen at select event functions	•	•	•
On-site signage	•	•	•
"Thank You" advertisement on LVCC LED screens	•	•	•
Map Your Show Highlights (available for exhibitors only)	•	•	•
One outside inter-hall golf cart	•	•	
Brand recognition in marketing materials as a Platinum Sponsor	•		
Sponsor recognition hanging banners above entrance of the show floor in Central and South Halls	•		
Opportunity to provide giveaway to be handed out at registration desks	•		
Eight C+CT email header ads**	•		
Four Full Conference passes	•		
Four reserved seats at Keynote session	•		
Brand recognition in marketing materials as a Gold Sponsor		•	
Four C+CT email header ads**		•	
Two Full Conference passes		•	
Two reserved seats at Keynote session		•	
Brand recognition in marketing materials as a Silver Sponsor			•
Two C+CT email header ads**			•
One Full Conference pass			•

# OPENING RECEPTION SPONSORSHIP

**CONNECT** with new industry players and build your network at the ICSC LAS VEGAS 2024 Opening Reception on Sunday, May 19 at the Wynn Event Pavilion and Garden.

**OPENING RECEPTION VIP LOUNGE** - Fully furnished VIP lounge with signage, soft seating, and your own dedicated cocktail server. Lounge includes lead retrieval scanner.

**SUPPORTING** and **ASSOCIATE** sponsorship levels available. For more information on benefits and pricing contact [sales@ICSC.com](mailto:sales@ICSC.com).



# ICSC GLOBAL AWARDS CEREMONY SPONSORSHIP

A celebratory evening to honor and recognize the ongoing efforts, creativity, innovation and excellence in the marketplaces industry.

The ICSC Global Awards Ceremony takes place on Sunday, May 19. During the ceremony winners will be celebrated for the MAXI and Visual Victories awards.

## GLOBAL AWARDS SPONSORSHIP BENEFITS

All sponsorship packages include the following benefits:

- Logo and URL on event web page and awards show emails\*
- Logo on awards show on-site signage\*
- Logo looping on digital screens prior to the start of the awards presentation and in awards show program\*
- Verbal recognition from podium

## SPONSORSHIP LEVELS

### **GOLD • \$8,000**

One full-page, 4C advertisement in awards show program\*

### **SILVER • \$4,500**

One half-page, 4C advertisement in awards show program\*

### **CATEGORY • \$2,000**

Logo looping on digital screens at start of category awards during awards show presentation  
Logo in the headline of the awards show program\*



\* Logo inclusion and ads in printed and digital communications pending production deadlines.

For more information, contact [sales@ICSC.com](mailto:sales@ICSC.com).



# SPEAKING & BRANDED SIGNAGE

## SPONSORED SPEAKING SESSIONS

Highlight your products and services in these 30-minute sessions, live at the Show Floor Sponsor Theater. Then invite potential clients to your booth to discuss how your offerings can be an asset to their business. Lead retrieval scanning included.



## DINE. PLAY. GATHER.

Have your logo and messaging prominently featured in the official ICSC LAS VEGAS hub where attendees DINE. PLAY. GATHER. Your brand will be seen thousands of times per day as attendees eat, unwind, and network. Sponsorship opportunities include (but are not limited to) food vouchers, coffee breaks, happy hours, and other experiential opportunities



# BRANDED SIGNAGE

## INTERIOR AND EXTERIOR

Price range: \$10,000 – \$60,000

ICSC offers a wide variety of branding and signage opportunities throughout the interior and exterior of the Las Vegas Convention Center to engage attendees and promote your company's brand.



Building Signs



Building Signs



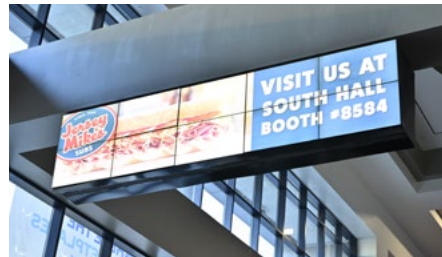
Pillar Wraps

## DIGITAL SIGNAGE

Prices start at \$10,000 for an 8-second ad.

Receive maximum visibility with a stunning video advertisement that will run and rotate for the duration of the event.

Logo branding on 14 digital screens throughout the LVCC



# BRANDED SIGNAGE

## OVERHEAD BOOTH & AISLE BANNERS

Engage attendees on the show floor and promote your company's brand from a distance with overhead banners.



**Rectangular Booth Banner**

\$16,500



**Circular Booth Banner**

\$16,500



**Aisle Banner**

\$4,000



**4'x10' Booth Banner**

\$8,000



**15'x5' Booth Banner**

\$10,000



# TRANSPORTATION SPONSORSHIP

## 30 BUSES covering 12 ROUTES encompassing 34 HOTELS that drop-off at THE LVCC

Get your very own mobile billboard. See your company's ad travel up and down the Las Vegas Strip! These event shuttle buses make multiple trips per day, continually promoting your brand around Las Vegas while you focus on making deals!

### BUS WRAPS • MAXIMUM 1 SPONSOR PER ROUTE • \$30,000 PER WRAP, PER BUS

Full wrap covers both sides of the bus and includes: printing, installation and removal.

### BUS BANNER • MAXIMUM 2 SPONSORS PER BUS • \$7,500 PER BANNER, PER EACH SIDE OF BUS

Included in price is: 2' x 35' banner, printing, installation and removal.

### BUS INTERIOR WRAPS

#### STEP WRAP • \$3,000/PER BUS (5-6 STEPS) (PER ROUTE)

#### AISLE WRAP • \$3,000/PER BUS (PER ROUTE)

#### WINDOW BANNERS • \$3,000/6 WINDOWS • \$5,000/12 WINDOWS (INSIDE WINDOWS ONLY)

Your company's brand will be the first thing riders see as they step on the bus. Aisle wraps and interior window banners are also a great way to reinforce your brand presence.

### HEADRESTS • MAXIMUM 1 SPONSOR PER BUS • \$5,000 PER BUS, DOUBLE-SIDED

Graphic ads with logo and/or message are displayed on both sides of fabric headrest cover present on all seats of a shuttle bus.

### OUTSIDE INTER-HALL GOLF CARTS • MAXIMUM 2 ADVERTISERS • \$10,000 INCL. 2 CARTS

Brand your company message on ICSC LAS VEGAS 2024 complimentary shuttle service that will transport attendees between halls outside the Las Vegas Convention Center. Company logo included on rooftop, seat backs and exterior visor area of windshield.



Bus Banner



Aisle Wrap



Window Banner



Headrests



Outside Golf Carts



# OTHER SPONSOR & ADVERTISING OPPORTUNITIES

## ON-SITE

Price range: \$3,000 – \$40,000

There are plenty of additional opportunities throughout ICSC LAS VEGAS 2024 to amplify your brand and ensure that all eyes are on you.

### "YOU ARE HERE" BOOTH LOCATORS

APPROX. 20 UNITS • 1 SPONSOR

### CHARGING LOUNGE

MAX 2 SPONSORS

### RESTROOM STALL CLINGS

### WI-FI SPONSORSHIP

### FLOOR DECALS

### HOTEL ROOM KEYS

### SHOE SHINE SPONSORSHIP

### HAND SANITIZER STATIONS

### PROFESSIONAL HEADSHOT SPONSORSHIP

### DJ BOOTH SPONSORSHIP

### ICSC MOBILE APP



## ICSC COMMERCE + COMMUNITIES TODAY OPPORTUNITIES

ICSC's COMMERCE + COMMUNITIES TODAY (C+CT) is an award-winning publication that is dedicated to the retail real estate industry and provides a wide range of compelling content. Over 75% of owners, developers, retailers and lenders turn to C+CT more than any other publication to help build their business.

**C+CT PRINTED EDITION FULL PAGE AD** • Ads starting at \$2,500

**C+CT NEWSLETTER AD** • 4 weeks total: \$1,800

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 decision makers.

**SPONSORED CONTENT** • News Feature on C+CT website \$2,750 • News Brief on C+CT website \$1,575

Showcase your brand by promoting your company's expertise amongst ICSC's vast network of marketplaces 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).



OTHER OPPORTUNITIES