



NOW & NEXT

Retail in the Age of COVID-19

September 29 – 30, 2020 | #ICSC



SPONSORSHIP OPPORTUNITIES

ICSC is hosting a unique virtual conference that will feature industry luminaries discussing their business strategies for operating during the pandemic and post-pandemic crises. This virtual event will also explore present cutting-edge programming and content on real-time business issues facing our industry including the current economic environment, state of the industry and consumer trends. Plus, attendees will also find out what's ahead in terms of mobile technology, convergence and the talent pipeline.

Speakers for Now & Next include:

Brian Cornell, Chairman and Chief Executive Officer, Target

Mary Dillon, Chief Executive Officer, Ulta Beauty

Sandeep Mathrani, Chief Executive Officer, WeWork

Judith McKenna, President and Chief Executive Officer, Walmart International

Custom Content Opportunity | Now & Next: Retail in the Age of COVID-19

Leading up to and during the conference there are two sponsorship opportunities that are designed to promote your brand and generate leads. Sponsorship packages include:

Pre-conference Branding

- Sponsor acknowledgement on all promotional materials distributed prior to conference
- Sponsor logo on Now & Next event page on ICSC.com
- Sponsors receive four banner advertisements in Shopping Centers Today prior to the virtual conference: Ads run September 21, 23, 25 and 28
- Sponsor logo promoted on ICSC's social medial channels

Live Conference Branding

- Sponsor logo on Now & Next event page
- Each sponsor receives two one (1) minute videos introductions prior to keynote sessions. Sessions can be pre-recorded with ICSC's contracted video production team if sponsored does not have a pre-produced one (1) minute video.
- Following live event, sponsor will receive full attendee list with email addresses for registrants who have not opted out of 3rd party emails
- Conference content will be available for 30-days online after the date of the conference

Sponsorship fee: \$10,000 (sponsorship is limited to four companies)

- All content and subject matter is subject to ICSC approval