Feature your brand at the world’s largest retail real estate event. Whether you are looking to generate brand awareness, acquire new customers and promote new projects and/or products, only RECon offers the most efficient and effective platforms to help you accomplish your objectives.
## SPONSORSHIP

### RECon

<table>
<thead>
<tr>
<th>Platinum (maximum 4)</th>
<th>$45,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Includes Gold Sponsor Benefits</td>
<td></td>
</tr>
<tr>
<td>- One full page 4C advertisement in: Event Directory, April Shopping Centers Today and RECon News</td>
<td></td>
</tr>
<tr>
<td>- Company logo on the following:</td>
<td></td>
</tr>
<tr>
<td>- Badge mailer envelope*</td>
<td></td>
</tr>
<tr>
<td>- Bus route signage placed at hotels</td>
<td></td>
</tr>
<tr>
<td>- Event directory “Thank You” page*</td>
<td></td>
</tr>
<tr>
<td>- Final event program mailer*</td>
<td></td>
</tr>
<tr>
<td>- Lanyards*</td>
<td></td>
</tr>
<tr>
<td>- Logo and URL on event webpage and a minimum of 5 emails</td>
<td></td>
</tr>
<tr>
<td>- Looping on digital screen at select event functions</td>
<td></td>
</tr>
<tr>
<td>- Looping on digital screen in shuttle buses</td>
<td></td>
</tr>
<tr>
<td>- On-site signage</td>
<td></td>
</tr>
<tr>
<td>- One inter-hall golf cart</td>
<td></td>
</tr>
<tr>
<td><em>Thank You</em> advertisement in RECon News</td>
<td></td>
</tr>
<tr>
<td><em>Thank You</em> advertisement on window clings inside Las Vegas Convention Center</td>
<td></td>
</tr>
<tr>
<td><em>Thank You</em> advertisement on Las Vegas Convention Center LED screens</td>
<td></td>
</tr>
<tr>
<td>- Two Reserved seats at Keynote session</td>
<td></td>
</tr>
<tr>
<td>- Map Your Show Highlights*</td>
<td></td>
</tr>
<tr>
<td>- Platinum sponsor ribbon for all registered company attendees</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Gold (maximum 4)</th>
<th>$10,500</th>
</tr>
</thead>
<tbody>
<tr>
<td>- One full page advertisement in RECon News</td>
<td></td>
</tr>
<tr>
<td>- Downstairs cabana includes company logo on:</td>
<td></td>
</tr>
<tr>
<td>- Cabana entry sign</td>
<td></td>
</tr>
<tr>
<td>- Mirror cling</td>
<td></td>
</tr>
<tr>
<td>- One inside table</td>
<td></td>
</tr>
<tr>
<td>- Company logo on the following:</td>
<td></td>
</tr>
<tr>
<td>- Event directory “Thank You” page*</td>
<td></td>
</tr>
<tr>
<td>- Final event program mailer</td>
<td></td>
</tr>
<tr>
<td>- Logo and URL on event webpage and a minimum of 5 emails</td>
<td></td>
</tr>
<tr>
<td>- Main XS LED screens and LED screens in pool area</td>
<td></td>
</tr>
<tr>
<td>- “Thank You” advertisement in RECon News</td>
<td></td>
</tr>
<tr>
<td>- Gold sponsor ribbon for all registered company attendees</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Silver (maximum 4)</th>
<th>$8,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>- One full page advertisement in RECon News</td>
<td></td>
</tr>
<tr>
<td>- Upstairs cabana includes company logo on:</td>
<td></td>
</tr>
<tr>
<td>- Cabana entry sign</td>
<td></td>
</tr>
<tr>
<td>- Mirror cling</td>
<td></td>
</tr>
<tr>
<td>- One inside table</td>
<td></td>
</tr>
<tr>
<td>- Company logo on the following:</td>
<td></td>
</tr>
<tr>
<td>- Event directory “Thank You” page*</td>
<td></td>
</tr>
<tr>
<td>- Final event program mailer</td>
<td></td>
</tr>
<tr>
<td>- Logo and URL on event webpage and a minimum of 5 emails</td>
<td></td>
</tr>
<tr>
<td>- Main XS LED screens and LED screens in pool area</td>
<td></td>
</tr>
<tr>
<td>- “Thank You” advertisement in RECon News</td>
<td></td>
</tr>
<tr>
<td>- Silver sponsor ribbon for all registered company attendees</td>
<td></td>
</tr>
</tbody>
</table>

* applicable for Exhibitors only

Note: Logo inclusion and Ads in printed and digital communications pending production deadlines
### Innovation Exchange Sponsorship

**Maximum 2 sponsors**

- **$50,000**
  - Five full conference passes
  - One full page, 4C advertisement in event Directory*
  - One full page, 4C advertisement in the May issue of *Shopping Centers Today*
  - Four *Shopping Center Today* Week Advertisements
  - One Kiosk
  - Company logo on Innovation Exchange Signage
  - Opportunity to present demo/session at Innovation Exchange
  - Four reserved seats at the Keynote Presentation

### Lunch & Keynote Presentation Sponsor

**Maximum 3 sponsors**

- **$20,000 per day**
  - One full conference pass
  - Reserved seating at sponsor table during Lunch & Keynote**
  - Verbal recognition from Podium
  - Company logo on the following:
    - Event directory "Thank You" page*
    - Event online final program
    - Logo and URL of choice on event webpage and related emails
    - Looping on digital screens during Keynote session
  - "Thank You" advertisement on Las Vegas Convention Center LED screens

---

*pending print deadlines

** Full conference passes are required for entry
## SPONSORSHIP
### Specialty Retail (Formerly SPREE)

<table>
<thead>
<tr>
<th>Level</th>
<th>Maximum</th>
<th>Cost</th>
<th>Benefits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Platinum</td>
<td>1</td>
<td>$8,000</td>
<td>- One full page advertisement in RECon Directory*</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>- Upstairs Cabana at Opening Reception includes company logo on:</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>- Entry sign</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>- Mirror cling</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>- One inside table</td>
</tr>
<tr>
<td>Gold</td>
<td>5</td>
<td>$4,000</td>
<td>- One full page advertisement in RECon Directory*</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>- Company logo on the following:</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>- Event directory <em>Thank You</em> page*</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>- Logo and URL on event webpage and Specialty Retail related emails</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>- Main XS LED screens and LED screens in pool area</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>- &quot;Thank You&quot; advertisement on Las Vegas Convention Center LED screens</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>- Map Your Show Highlights*</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>- On-site signage at the retail session theater</td>
</tr>
<tr>
<td>Silver</td>
<td>5</td>
<td>$3,000</td>
<td>- Company logo on the following:</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>- Event directory <em>Thank You</em> page</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>- Logo and URL on Specialty Retail related emails</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>- On-site signage at the retail session theater</td>
</tr>
</tbody>
</table>

* applicable for Exhibitors only

Note: Logo inclusion and Ads in printed and digital communications pending production deadlines
# CEREMONIES & RECEPTIONS

## Global Awards

<table>
<thead>
<tr>
<th>Category</th>
<th>Cost</th>
<th>Benefits</th>
</tr>
</thead>
</table>
| **Gold** | $6,000 | - One full page, 4C advertisement in winner’s program and Awards show program  
- Company logo on the following:  
  - Award show on-site signage  
  - Logo and URL on event webpage and award show emails  
  - Looping on digital screens during awards presentation  
  - Winner’s program and Awards show program*  
- Verbal recognition at podium  
- Gold sponsor ribbon for all registered company attendees |
| **Silver** | $3,500 | - One half page, 4C advertisement in winner’s program and awards show program  
- Company logo on the following:  
  - Award show on-site signage  
  - Logo and URL on event webpage and Award show emails  
  - Looping on digital screens during awards presentation  
  - Winner’s program and Awards show program*  
- Verbal recognition at podium  
- Silver sponsor ribbon for all registered company attendees |
| **Bronze** | $1,000 | - Company logo on the following:  
  - Awards show on-site signage  
  - Logo and URL on event webpage and Award show emails  
  - Looping on digital screens during awards presentation  
  - Winner’s program and Awards show program*  
- Verbal recognition at podium  
- Bronze sponsor ribbon for all registered company attendees |
| **Category** | $1,250 | - Company logo on the following:  
  - Awards show on-site signage  
  - Logo and URL on event website  
  - Looping on digital screens at start of category awards during award show presentation  
  - Winner’s program and the headline of the awards show program*  
- Verbal recognition at podium  
- Sponsor ribbon for all registered company attendees |
### OTHER SPONSOR & ADVERTISING OPPORTUNITIES

**Banner Opportunities**

<table>
<thead>
<tr>
<th>LOCATION</th>
<th>COST *</th>
<th>SPECIFICATIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CENTRAL HALL – EXTERIOR BANNERS</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Shuttle Bus Signs C04b1 - C04b9, (9 signs available)</td>
<td>$50,000 (maximum 1 sponsor)</td>
<td>15' w x 5' h, double-sided banner. Located outside at the Shuttle bus pick-up and drop-off.</td>
</tr>
<tr>
<td>Central Hall Connector To South Hall - C09a</td>
<td>$60,000 (maximum 1 sponsor)</td>
<td>84’ w x 30’ h, single-sided</td>
</tr>
<tr>
<td>Central Hall Connector To South Hall - C09b</td>
<td>$65,000 (maximum 1 sponsor)</td>
<td>60’ w x 50’ single-sided</td>
</tr>
<tr>
<td><strong>CENTRAL HALL – INTERIOR BANNER</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Central Hall Connector To South Hall - Ci22, (Escalator Banner)</td>
<td>$10,000</td>
<td>25’ w x 10’ h, double-sided</td>
</tr>
<tr>
<td><strong>SOUTH HALL – EXTERIOR BANNERS</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>South Hall Entrance Columns - S02b1 – S02b4</td>
<td>$5,000 each (maximum 4 sponsors)</td>
<td>5’ w x 24’ h/each, single-sided banner</td>
</tr>
<tr>
<td>South Hall Banner - S04a</td>
<td>$25,000 (maximum 1 sponsor)</td>
<td>40’ w x 25’ h, single-sided banner</td>
</tr>
<tr>
<td><strong>NORTH HALL – EXTERIOR BANNERS</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Over Door Window Clings - N08a, (12 windows)</td>
<td>$12,500 (maximum 1 sponsor)</td>
<td>5’ w x 4’ h widow clings, double-sided banner</td>
</tr>
<tr>
<td>Over Door Window Clings - N08b, (12 windows)</td>
<td>$12,500 (maximum 1 sponsor)</td>
<td>5’ w x 4’ h widow clings, double-sided banner</td>
</tr>
<tr>
<td>Taxi Pick-Up Signs - N09b – N09g</td>
<td>$40,000 (maximum 1 sponsor)</td>
<td>35’ w x 5’ h, double-sided banners (6 banners). Located outside at Taxi pick-up and drop-off.</td>
</tr>
<tr>
<td>North Hall Entrance Banner - N06a</td>
<td><strong>SOLD OUT</strong></td>
<td></td>
</tr>
<tr>
<td>North Hall Entrance Banner - N06c</td>
<td>$30,000 (maximum 1 sponsor)</td>
<td>51’ w x 19 ¼’ H single sided banner (to the right of ICSC banner)</td>
</tr>
<tr>
<td><strong>GRAND LOBBY – INTERIOR BANNERS</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ci04b2</td>
<td>$35,000 (maximum 1 sponsor)</td>
<td>55’ w x 22’ h, double-sided banner</td>
</tr>
<tr>
<td>A-103a</td>
<td>$15,000 (maximum 1 sponsor)</td>
<td>25’ w x 22’ h, double-sided banner</td>
</tr>
<tr>
<td>Ci06a</td>
<td><strong>SOLD OUT</strong></td>
<td></td>
</tr>
</tbody>
</table>
OTHER SPONSOR & ADVERTISING OPPORTUNITIES

Banner Opportunities

- Shuttle Bus Signs
  - C04b1 - C04b9
  - (9 signs available)

- Central Hall Connector
  - To South Hall - C09a

- Central Hall Connector
  - To South Hall - C09b

- Central Hall Connector
  - To South Hall - C22 (Escalator Banner)

- Over Door Window Clings
  - N08a, (12 windows)

- Over Door Window Clings
  - N08b, (12 windows)

- Taxi Pick-Up Signs
  - N09b – N09g

- South Hall Banner
  - S04a

- South Hall Entrance Columns
  - S02b1 – S02b4

- South Hall Entrance Banner
  - N06a

- Central Hall Connector
  - To South Hall - C09a

- Central Hall Connector
  - To South Hall - C09b

- South Hall Entrance Banner
  - N06c

- A-103a

- Ci05a

- SOLD OUT
OTHER SPONSOR & ADVERTISING OPPORTUNITIES

Print

Badge Mailer Inserts  |  $19,500
(maximum 4 advertisers)
Your company’s message will be mailed out with each badge sent to all pre-registered RECon attendees.

Note: Badge stock no heavier than .8 oz. and pending ICSC approval.
Deadline to advertise is February 28, 2019.

Magazine Bin Distributions  |  $9,000
(1 publication per slot)
- Bins are located near registration and on the trade show floor.
- Bins will include publication name.
- Drayage is included (publications will be delivered to each bin location)*
- Publications will be replenished throughout the event.
Deadline to purchase is April 6, 2019.

RECon Program Directory  |  $2,900
The RECon Directory is an accessible reference guide listing all programs, sessions and exhibiting companies. The directory is used by attendees while on-site and year-round, so placing an ad here will give you great exposure not only during RECon, but long after the show doors close.
Deadline to purchase is March 18, 2019.

Leasing Mall Map
Put your company message in the hands of every single attendee. A map of the show floors is one of the first things that each attendee picks up when they walk in the Convention Center.

Inside Front Cover  |  $20,500
(maximum 1 advertiser)
Deadline to advertise is March 18, 2019.

Inside Back Cover  |  $19,500
(maximum 1 advertiser)

Back Cover  |  $22,000
(maximum 1 advertiser)
Deadline to advertise is March 18, 2019.

RECon News  |  $2,500
RECon News (print version) will be published on Monday, May 20 and Tuesday, May 21 and is available to all attendees.
RECon News (digital newsletter) will be published on Tuesday, May 21 and is emailed to all members in North America.
Deadline to purchase is April 24, 2019.
OTHER SPONSOR & ADVERTISING OPPORTUNITIES

LVCC

Charging Lounge | $20,000 per sponsor (maximum 2 sponsors)
Company logo included on: Banner above lounge | Final event program* | Event webpage | “Thank You” page in event directory | RECon emails
The lounge includes: Furniture | Wi-Fi hot spot | Six massage chairs | Charging units
Deadline to purchase is March 20, 2019.

Digital Ads in LVCC | $5,500 per 8 second spot
Maximize your exposure by displaying your company’s brand throughout the LVCC digital Network. The LVCC digital network consists of fourteen high-resolution digital screens that present an exciting opportunity to display multimedia messaging for all attendees. Please contact your local business development manager for specifications.
Deadline to purchase and submit creative is April 15, 2019.

Escalator Handrails | $10,500 per escalator (2 handrails)
Escalator handrails are located in high-traffic passageways and are one of the most effective ways to reach your audience. Your company’s ad will repeat continuously across the length of both escalator handrails. The rate includes left and right handrails of one escalator, all media and production costs. Please contact your local business development manager for specifications.
Deadline to purchase and submit creative is April 15, 2019.

Marketplace Mall Aisle Signs | $3,500 per sign (maximum 3 sponsors)
Includes: One 3’ high x 8’ wide double-sided sign with your company’s logo.
Deadline to submit creative is March 20, 2019.

“You Are Here” Booth Locators | $35,000
Are located throughout the Las Vegas Convention Center.
Deadline to purchase is March 20, 2018.

Real Estate Development Model Exhibit Booth Space | $12,500 each (only 2 spots remain)
Architectural exhibit space is available in the Grand Lobby of the Las Vegas Convention Center. Space will be sold on a first-come, first-serve basis. Exhibit Space includes: One standard table | Two stools | Standard carpet | One company name sign
Requirements:
• Must include an architectural model
• Space must be staffed during show hours and participant(s) must maintain current booth size on exhibit hall floor.
Deadline to purchase March 20, 2019.

Wi-Fi | $40,000
Wi-Fi buyout includes: all lobbies, meeting rooms, and common areas. Sponsor fee includes one splash page with URL of choice. Please contact your local business development manager for more details.
OTHER SPONSOR & ADVERTISING OPPORTUNITIES

Transportation

Get your very own mobile billboard. See your company's ad travel up and down the Vegas strip! 78 buses covering 11 different routes that encompass over 30 hotels and ending up at the Las Vegas Convention Center. These shuttle buses make multiple trips per day, constantly marketing your company around Vegas while you focus on making deals!

**Deadline to purchase is February 28, 2019.**

**Bus Wraps | $25,000 per wrap, per bus**
(maximum 1 sponsor per route)
Full wrap covers both sides of the bus and includes: printing, installation, removal and downtime of bus.

**Bus Banner | $2,500 per banner, per each side of bus**
(maximum 2 sponsors per bus)
Including in price is: 2’ x 35’ banner, printing, installation, removal and downtime of bus.

**Headrests | $1,000 per bus, double-sided**
(maximum 1 sponsor per bus)
Headrests, graphic ads with logo and/or message are displayed on both sides of fabric headrests and placed on each seat of a shuttle bus.

**Outside Golf Carts | $10,000 includes 2 carts**
(maximum 2 advertisers)
Brand your company message on RECon’s complimentary shuttle service that will transport attendees between halls outside the Las Vegas Convention Center.
Company logo included on: Rooftop | Seat backs | Exterior visor area of windshield

**Deadline to submit creative is April 8, 2019.**
Welcome Bag Sponsor  |  $25,000  
(maximum 2 sponsors)  
Contact your Business Development Manager for details  
Sponsorship Includes:  
- Company logo on Welcome bag  
- Company logo on "Thank You" page in event directory  
- Company logo on "Thank You" advertisement on Las Vegas Convention Center LED Screens

Outside Door Clings (1 sponsor per hall)  
Includes: All main entrance doors located in the Central, North and South Halls.  
Locations price:  
- Central Hall – 48 door clings, $15,000  
- South 1 Hall – 28 door clings, $14,500  
- North Hall to Westgate – 28 door clings, $10,000  
- North Hall by taxi lanes – 96 clings, $30,000  
- Westgate Hotel – 32 door clings, $10,500  
- Central Hall back – 18 door clings, $7,500

Restroom Sponsorship  |  $25,000  
Men and women restroom stall door clings and mirrors  
Sponsorship Includes:  
- 18 men’s and 18 women’s restrooms  
- Company logo branded on restroom stall doors  
- Company logo branded on restroom mirrors  
- Decals will remain throughout the duration of the show  
- Production rates are all inclusive: printing, installation and removal

Concourse Stairs  |  (maximum 1 sponsor per section)  
Contact your Business Development Manager for details  
Let RECon attendees climb your brand! The concourse staircases are the very first thing that attendees see as they leave the Upper Central Hall leading to the Lower Central Halls.  
Section 1 – 8 steps, 192" w x 5" h, $5,000  
Section 2 – 8 steps, 190" w x 5" h, $5,000  
Section 3 – 8 steps, 586" w x 5" h, $6,500  
Section 4 – 8 steps, 192" w x 5" h, $5,000  
Section 5 – 8 steps, 191" w x 5" h, $5,000
Contact your local Business Development Manager to customize a targeted sponsorship program that meets your needs.

Michael Belli – Western USA & Canada
Tel: +1 714 313 1942; mbelli@icsc.org

Abigail Joubert – Europe, Sub-Saharan Africa, India
Tel: +44 20 7976 3120; ajoubert@icsc.org

Amie Leibovitz – Southern & Midwest USA, Texas, Puerto Rico
Tel: +1 773 360 1179; aleibovitz@icsc.org

Rita Malek – Director Business Development
Tel: +1 646 728 3539; rmalek@icsc.org

Sally Stephenson – Director of Specialty Retail and Outlets
Tel: +1 847 835 1617; sstephenson@icsc.org
May 19 – 22, 2019 | Las Vegas, NV
Las Vegas Convention Center & Westgate Hotel | #ICSCRECon

SPONSORSHIP: RECON
☐ Platinum | $45,000 ☐ Gold | $10,500 ☐ Silver | $8,000
☐ Innovation Exchange Sponsorship | $50,000 ☐ Lunch & Keynote Presentation Sponsor | $20,000 per day

SPONSORSHIP: SPECIALTY RETAIL (formerly SPREE)
☐ Platinum | $7,500 ☐ Gold | $3,500 ☐ Silver | $2,500

SPONSORSHIP: CEREMONIES & RECEPTIONS
Global Awards Ceremony ☐ Gold | $6,000 ☐ Silver | $3,500 ☐ Bronze | $1,000 ☐ Category Sponsor | $1,250

OTHER ADVERTISING & SPONSORSHIP OPPORTUNITIES

EXTERIOR BANNERS
☐ C04b1 – C04b9 Shuttle Bus Signs | $50,000
☐ C09a Central Hall connector to South Hall | $60,000
☐ C09b Central Hall Connector | $65,000
South Hall Entrance Columns | $5,000 each select:
☐ S02b1 ☐ S02b2 ☐ S02b3 ☐ S02b4
☐ S04a South Hall Banner | $25,000
☐ N08a Over Door Window Clings | $12,500
☐ N08b Over Door Window Clings | $12,500
☐ N09b – N09g Taxi Pick Up | $40,000
☐ N08a North Hall SOLD OUT Banner | $30,000
☐ N06c North Hall Entrance Banner | $30,000

INTERIOR BANNERS
☐ Ci04b2 Grand Lobby Double-sided Banner | $35,000
☐ A-103a Grand Lobby Double-sided Banner | $35,000
☐ Ci05a Grand Lobby Single-sided Banner | $15,000
☐ Ci22 Central Hall Connector to South Hall Escalator Banner | $10,000
☐ Badge Mailer Inserts | $19,500 Quantity: ______
Leasing Mall Map
☐ Inside Front Cover | $20,500
☐ Inside Back Cover | $19,500
☐ Back Cover | $22,000

Magazine Bin Distributions | $9,000
RECon News | $2,500
RECon Program Directory | $2,900
Charging Lounge | $20,000
LVCC Digital Ads | $5,500 Quantity: ______
Escalator Handrails | $10,500
Marketplace Mall Aisle Signs | $3,500 Quantity: ______
Real Estate Development Model Exhibit Booth Space | $12,500
“You Are Here” Booth Locators | $35,000 Quantity: ______
Wi-Fi | $40,000
Full Bus Wraps | $25,000 Quantity: ______
Bus Banner | $2,500 Quantity: ______
Bus Headrests | $1,000 Quantity: ______
Outside Golf Carts | $10,000 Quantity: ______
Welcome Bag Sponsor | $25,000
Outside Door Clings | $500
Restroom
Men and Women restroom clings | $25,000
Concourse Stairs | $500

Terms, Conditions and Rules
This sponsorship application is subject to the Terms and Conditions for ICSC Sponsorship/Advertising Opportunities available at www.icsc.org/event-terms-and-conditions, which are hereby incorporated by reference.