



Sponsorship & Exhibition Opportunities

# RECON

ASIA-PACIFIC

21 – 23 October 2019

Raffles City Convention Centre | Singapore

#ICSCRECon



## ABOUT THE EVENT

RECon Asia-Pacific is the premier event in the region to discover how to leverage your strengths as a shopping centre owner/operator, investor, retailer or product/service provider. Much more than a commercial entity, successful shopping centres and retailers help build communities, fuel local economies and inspire innovation. To guarantee your future in the retail real estate industry, you must continually ensure that your shopping centre and stores deliver an experience far beyond the simple purchase of goods and services. RECon Asia-Pacific will provide inspirational vision and the practical advice you need to succeed.

RECon Asia-Pacific isn't just an ideal place to network and make deals—it's a spectacular opportunity to showcase your product and promote your brand. ICSC offers eleven different packages to help you utilize the RECon platform to best appeal to the region's key decision-makers. Your company can sponsor events such as the Welcome Reception and Asia-Pacific Shopping Centre Awards Dinner, or make a visual impact with logo branding on conference signage and printed materials. See the following complete list of offerings.



## DIAMOND SPONSOR US \$50,000 (Limited 2 sponsors)

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1. Ten (10) conference registrations
2. Verbal Recognition by the event moderator on both days of the conference, as well as sponsor recognition at main conference signage, and all marketing collaterals:
  - a) Company Logo/Text recognized on all sponsors signages
  - b) Company Logo/Text recognized on event website
  - c) Company Logo/Text recognized on text marketing materials (such as Preliminary/Final Programs/Event Directory)
  - d) Company Logo/Text displayed on a PowerPoint loop during coffee breaks
3. One (1) Advert in Event Guide: A4 Single Page in full colour (Inside Front Cover)
4. Branded note-pads with ICSC and sponsor logo production and design prepared by ICSC
5. 20% off additional passes for company's representatives
6. Diamond Sponsor Ribbons
7. Listed as Diamond Sponsor in all marketing materials for conference

## GOLD SPONSOR US \$30,000

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1. Six (6) conference registrations
2. Verbal Recognition by the event moderator on both days of the conference, as well as sponsor recognition at main conference signage, and all marketing collaterals:
  - a) Company Logo/Text recognized on all sponsors signages
  - b) Company Logo/Text recognized on event website
  - c) Company Logo/Text recognized on text marketing materials (such as Preliminary/Final Programs/Event Directory)
  - d) Company Logo/Text displayed on a PowerPoint loop during coffee breaks
3. One (1) Advert in Event Directory: A4 Single page in full colour (Inside Back Cover)
4. Branded water bottle labels with ICSC and sponsor logo production and design prepared by ICSC.
5. 15% off additional passes for company's representatives
6. Gold Sponsor Ribbons
7. Listed as Gold Sponsor in all marketing materials for conference



## SILVER SPONSOR US \$20,000

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1. Four (4) conference registrations
2. Verbal Recognition by the event moderator on both days of the conference, as well as sponsor recognition at main conference signage, and all marketing collaterals:
  - a) Company Logo/Text recognized on all sponsors signages
  - b) Company Logo/Text recognized on event website
  - c) Company Logo/Text recognized on text marketing materials (such as Preliminary/Final Programs/Event Directory)
  - d) Company Logo/Text displayed on a PowerPoint loop during coffee breaks
3. One (1) Advert in Event Directory: A5 (Half-page) in full colour
4. Branded ball-pens with ICSC and sponsor logo production and design prepared by ICSC.
5. 10% off additional passes for company's representatives
6. Silver Sponsor Ribbons
7. Listed as Silver Sponsor in all marketing materials for conference

## BRONZE SPONSOR US \$10,000

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1. Two (2) conference registrations
2. Verbal Recognition by the event moderator on both days of the conference, as well as sponsor recognition at main conference signage, and all marketing collaterals:
  - a) Company Logo/Text recognized on all sponsors signages
  - b) Company Logo/Text recognized on event website
  - c) Company Logo/Text recognized on text marketing materials (such as Preliminary/Final Programs/Event Directory)
  - d) Company Logo/Text displayed on a PowerPoint loop during coffee breaks
3. 10% off additional passes for company's representatives
4. Bronze Sponsor Ribbons
5. Listed as Bronze Sponsor in all marketing materials for conference



## AWARDS DINNER SPONSOR US \$25,000

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1. Four (4) conference registrations
2. One (1) Advert in Event Directory: A5 (Half page) in full colour.
3. One (1) Advert in Awards Program: A4 (Full page) in full colour.
4. One (1) Awards Dinner Table hosting during the Awards Dinner, including ten (10) seats.
5. Verbal Recognition by the event moderator on both days of the conference, as well as sponsor recognition at main conference signage, and all marketing collaterals:
  - a) Company Logo/Text recognized on all sponsors signages
  - b) Company Logo/Text recognized on event website
  - c) Company Logo/Text recognized on text marketing materials (such as Preliminary/Final Programs/Event Directory)
  - d) Company Logo/Text displayed on a PowerPoint loop during coffee breaks
6. Sponsor Ribbons
7. Listed as Awards Dinner Sponsor in all marketing materials for conference

## **SPEAKER'S DINNER SPONSOR US \$20,000 (Limited 1 sponsor)**

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1. Two (2) conference registrations
2. Four (4) Speaker's Dinner Invitations
3. Opportunity to make Welcome Remarks during Speakers Dinner
4. Opportunity to provide a door gift to Speakers Dinner Guests (\*Subject to ICSC approval)
5. Verbal Recognition by the event moderator on both days of the conference, as well as sponsor recognition at main conference signage, and all marketing collaterals:
  - a) Company Logo/Text recognized on all sponsors signages
  - b) Company Logo/Text recognized on event website
  - c) Company Logo/Text recognized on text marketing materials (such as Preliminary/Final Programs/Event Directory)
  - d) Company Logo/Text displayed on a PowerPoint loop during coffee breaks
6. Sponsor Ribbons
7. Listed as Speaker's Dinner Sponsor in all marketing materials for conference



## **WELCOME COCKTAIL SPONSOR US \$20,000 (Limited 1 sponsor)**

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1. Two (2) conference registrations
2. Opportunity to make Welcome Remarks during Welcome Cocktail
3. Opportunity to provide a door gift to Conference Attendees (\*Subject to ICSC approval)
4. Verbal Recognition by the event moderator on both days of the conference, as well as sponsor recognition at main conference signage, and all marketing collaterals:
  - a) Company Logo/Text recognized on all sponsors signages
  - b) Company Logo/Text recognized on event website
  - c) Company Logo/Text recognized on text marketing materials (such as Preliminary/Final Programs/Event Directory)
  - d) Company Logo/Text displayed on a PowerPoint loop during coffee breaks
5. Sponsor Ribbons
6. Listed as Welcome Cocktail Sponsor in all marketing materials for conference

## CONFERENCE BAG SPONSOR US \$15,000 (Limited 1 sponsor)

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1. Two (2) conference registrations
2. Printing of sponsor's company logo in one (1) colour on Conference Bags \*design prepared by ICSC.
3. Your company's literature placed in each attendee's event bag (must be provided to ICSC prior to the event).
4. Verbal Recognition by the event moderator on both days of the conference, as well as sponsor recognition at main conference signage, and all marketing collaterals:
  - a) Company Logo/Text recognized on all sponsors signages
  - b) Company Logo/Text recognized on event website
  - c) Company Logo/Text recognized on text marketing materials (such as Preliminary/Final Programs/Event Directory)
  - d) Company Logo/Text displayed on a PowerPoint loop during coffee breaks
5. Sponsor Ribbons
6. Listed as Conference Bag Sponsor in all marketing materials for conference



## PILLAR WRAPS SPONSOR US \$15,000 (Limited 1 sponsor)

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1. Two (2) conference registrations
2. Sponsor will have the opportunity to display company name and/or company logo next to ICSC RECon Asia-Pacific logo on four (4) pillars (4-sided) located in the foyer/exhibit area. \*Production and installation cost included; Design prepared by ICSC
3. Verbal Recognition by the event moderator on both days of the conference, as well as sponsor recognition at main conference signage, and all marketing collaterals:
  - a) Company Logo/Text recognized on all sponsors signages
  - b) Company Logo/Text recognized on event website
  - c) Company Logo/Text recognized on text marketing materials (such as Preliminary/Final Programs/Event Directory)
  - d) Company Logo/Text displayed on a PowerPoint loop during coffee breaks
4. Sponsor Ribbons
5. Listed as Pillar Wraps Sponsor in all marketing materials for conference

## USB DRIVE SPONSOR US \$15,000 (Limited 1 sponsor)

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1. Two (2) conference registrations
2. Sponsor will have the opportunity to display company name and/or company logo next to ICSC RECon Asia-Pacific logo printed on the USB drive with company information or marketing material uploaded onto it (file size limits may apply)
3. Verbal Recognition by the event moderator on both days of the conference, as well as sponsor recognition at main conference signage, and all marketing collaterals:
  - a) Company Logo/Text recognized on all sponsors signages
  - b) Company Logo/Text recognized on event website
  - c) Company Logo/Text recognized on text marketing materials (such as Preliminary/Final Programs/Event Directory)
  - d) Company Logo/Text displayed on a PowerPoint loop during coffee breaks
4. Sponsor Ribbons
5. Listed as USB Drive Sponsor in all marketing materials for conference



## CHARGING STATION SPONSOR US \$10,000 (Limited 1 sponsor)

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1. Two (2) conference registrations
2. Sponsor will have the opportunity to display company name and/or company logo next to ICSC RECon Asia-Pacific logo on one (1) strategically placed Charging Station. \*Production and installation cost included; Design prepared by ICSC
3. Verbal Recognition by the event moderator on both days of the conference, as well as sponsor recognition at main conference signage, and all marketing collaterals:
  - a) Company Logo/Text recognized on all sponsors signages
  - b) Company Logo/Text recognized on event website
  - c) Company Logo/Text recognized on text marketing materials (such as Preliminary/Final Programs/Event Directory)
  - d) Company Logo/Text displayed on a PowerPoint loop during coffee breaks
4. Sponsor Ribbons
5. Listed as Charging Station Sponsor in all marketing materials for conference

## LUNCHEON SPONSOR US \$10,000

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1. Two (2) conference registrations
2. Branding at One (1) Round-table during luncheons on both days, including ten (10) seats with pre-invited guests (among conference delegates)
3. Verbal Recognition by the event moderator on both days of the conference, as well as sponsor recognition at main conference signage, and all marketing collaterals:
  - a) Company Logo/Text recognized on all sponsors signages
  - b) Company Logo/Text recognized on event website
  - c) Company Logo/Text recognized on text marketing materials (such as Preliminary/Final Programs/Event Directory)
  - d) Company Logo/Text displayed on a PowerPoint loop during coffee breaks
4. Sponsor Ribbons
5. Listed as Luncheon Sponsor in all marketing materials for conference



## LANYARD SPONSOR US \$10,000 (Limited 1 sponsor)

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1. Two (2) conference registrations
2. Printing of sponsor's company logo in one (1) colour on Conference lanyards \*design prepared by ICSC
3. Verbal Recognition by the event moderator on both days of the conference, as well as sponsor recognition at main conference signage, and all marketing collaterals:
  - a) Company Logo/Text recognized on all sponsors signages
  - b) Company Logo/Text recognized on event website
  - c) Company Logo/Text recognized on text marketing materials (such as Preliminary/Final Programs/Event Directory)
  - d) Company Logo/Text displayed on a PowerPoint loop during coffee breaks
4. Sponsor Ribbons
5. Listed as Lanyard Sponsor in all marketing materials for conference



## EXHIBITION KIOSK US \$3,975

1. Frame Booth System
2. Backwall panel with inkjet print (300L x 200W x 250H /cm)
3. 2 long arm 18W spotlights
4. Planter box with plant
5. 1 bar table and 2 bar stools
6. 1 catalogue stand
7. 1 electrical point
8. One (1) Conference Registration
9. One (1) appointed person to man the booth (exclusive of conference registration)



\*Image for illustration purpose only; actual design may vary.



## SPONSORSHIP AND EXHIBITION APPLICATION

(please check below)

- |   |   |
|---|---|
| <input type="checkbox"/> Diamond US \$50,000          | <input type="checkbox"/> Conference Bag US \$15,000   |
| <input type="checkbox"/> Gold US \$30,000             | <input type="checkbox"/> Pillar Wraps US \$15,000     |
| <input type="checkbox"/> Silver US \$20,000           | <input type="checkbox"/> USB Drive US \$15,000        |
| <input type="checkbox"/> Bronze US \$10,000           | <input type="checkbox"/> Charging Station US \$10,000 |
| <input type="checkbox"/> Awards Dinner US \$25,000    | <input type="checkbox"/> Luncheon US \$10,000         |
| <input type="checkbox"/> Speaker's Dinner US \$15,000 | <input type="checkbox"/> Lanyard US \$10,000          |
| <input type="checkbox"/> Welcome Cocktail US \$20,000 | <input type="checkbox"/> Exhibition Kiosk US \$3,975  |

**For more information about Sponsorship and Exhibition Opportunities, please contact:**

**Ms. Erica Cheng**  
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**Ms. Dinah Chan**  
**Tel: +86 18610066608 | Email: dinah@gedyinc.com**

Name		Job Title	
Company		Membership I.D. #	
Address			
City	State	Country	Zip/Postal Code
Phone	Fax	Email	
REQUIRED FOR NON-U.S. APPLICANTS			
		Date of Birth	Country of Citizenship

Payment must accompany the Sponsorship Form.

**Method of Payment:** (Please check your choice)

- Check or money order enclosed** (payable to ICSC)
- Credit Card:**  Mastercard  Visa  AMEX  Discover US\$ \_\_\_\_\_

Credit Card Number (include all digits)	Expiration Date (month/year)
Name (as it appears on credit card)	Signature

**Wire Transfer:** US\$ \_\_\_\_\_  
 For the account of the International Council of Shopping Centers Inc.  
 A/C # 483043657998 | Wire Routing 026009593 | Swift Code: BOFAUS3N  
 Bank of America, 222 Broadway, New York, NY 10038, USA

**Bank Draft:** US\$ \_\_\_\_\_  
 Must be drawn on U.S. Bank and made payable to ICSC. Please indicate RECon Asia-Pacific 2018 on the back of the bank draft and mail to International Council of Shopping Centers; P.O. Box 419822, Boston, MA 02241-9822, USA.

**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](http://www.icsc.org/event-terms-and-conditions), which are hereby incorporated by reference.