



 **ICSC**
RETAIL
FORWARD

**SPONSORSHIP & ADVERTISING
OPPORTUNITIES**

WHAT IS ICSC RETAIL FORWARD?

ICSC RETAIL FORWARD is a high-ROI event designed to spark deals and strengthen connections in record time. Attendees access targeted dealmaking opportunities and a casual networking reception, along with curated content at select events. Join us to gain brand exposure and build new partnerships with top retail real estate professionals in your market.

WHY SPONSOR?

Get the attention of retailers, tenants, brokers, owners, and high-level decisionmakers who can help raise your brand's visibility on the regional and national level. Choose from a variety of sponsorship opportunities designed to align directly with your marketing objectives.

WHY PARTICIPATE?

- Access fast-tracked dealmaking opportunities
- Get the attention of influential retail real estate professionals
- Foster meaningful business relationships and generate leads



SPONSORSHIP OPPORTUNITIES

	PLATINUM \$4,000 (Limit 4)	GOLD \$2,000	SILVER \$1,000
Complimentary draped dealmaking table in prime location	2	1	
Complimentary draped dealmaking table			1
Reserved VIP seating at content session	•		
Logo on attendee lanyards	•		
Print ad in The Site Shopper retailer trade book*	2-page	1-page	
Company logo on event web page, emails, and signage	•	•	•
Company URL on event web page, and emails	•	•	•
Logo in The Site Shopper retailer trade book*	•	•	•
Complimentary event registrations	4	3	2

*See page 5 for details on The Site Shopper.

For more information, contact sales@ICSC.com.

ADDITIONAL SPONSORSHIP OPPORTUNITIES

NETWORKING RECEPTION SPONSOR - \$3,000 (Limit 4)

- Logo and URL on event page and emails
- Logo on event signage
- Option to display branded items/literature near bar
- Branded napkins at the Networking Reception
- Signature cocktail
- One (1) complimentary registration

CONTENT SPONSOR - \$2,500 (Limit 2)*

- Logo and URL on event page and emails
- Logo on event signage
- Branded pens and notebooks for attendees
- Complimentary draped table in the content session Ballroom

COFFEE BREAK SPONSOR - \$1,500

- Logo on coffee break signage
- Logo on coffee cup sleeves

*Content sponsorship is only available at select events.

For more information, contact sales@ICSC.com.

THE SITE SHOPPER

Printed retailer trade book filled with detailed site criteria from attending retailers. Only available on-site to all event attendees. Platinum sponsors receive two full-page ads. Gold sponsors receive one full-page ad.

Ad Specs

Full-page: 8.5" W x 11"H

Safety area: 7.5"W x 11"H (to accommodate binding)

Ads do not bleed and are printed with a white frame, 0.125" on each side.

Please note: an ad submission deadline will be provided by your sales contact.



For more information, contact sales@ICSC.com.

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.

