



ICSC U.S. Law Conference

October 14 – 16, 2020 | #ICSCLaw



SPONSORSHIP OPPORTUNITIES

The U.S. Law Conference provides retail real estate legal professionals opportunities to gain industry-specific knowledge and insight from leading authorities and network with industry peers. This year's event will be virtual, and all sponsorship will be digital. The target audience include attorneys, other real estate professionals with a transactional practice focusing on shopping center real estate, and title company representatives that are referred business by the attendees. The geographic focus is national. This year, we celebrate the 50th anniversary of the conference.

Please note: Sponsorship opportunities for this conference are not available for law firms or title companies.

Custom Content Opportunity | U.S. Law Conference

Leading up to and during the conference there are seven sponsorship opportunities. Sponsorship packages include:

Pre-Conference Branding

- Sponsor acknowledgement on all email blasts prior to conference sent out to approximately 7,000 members and non-members
- Sponsor logo and hyperlink on U.S. Law Conference event page on ICSC.com
- Sponsors receive four banner advertisements in *Shopping Centers Today* prior to the virtual conference: Ads run September 23, October 2, 7, and 12
- Sponsor logo promoted on ICSC's social medial channels
- For \$15,000 Sponsors (two): logo on thumb drives mailed to attendees prior to conference (must receive by September 17)

Live Conference Branding

- Banner logo on U.S. Law Conference event page on virtual platform
- Custom page fully dedicated to sponsor on virtual platform
- One 30-second video that attendees need to watch before viewing a general session. (Videos can be pre-recorded with ICSC's contracted video production team if sponsor does not have a pre-produced 30-second video.)
- Verbal recognition in welcome address
- Sponsor acknowledgement on post-conference survey

Sponsorship Fees

\$10,000 – Includes Pre-conference Branding (except for thumb drive branding) and all Live Conference Branding. Sponsorship is limited to five companies.

\$15,000 – Includes all Pre-Conference and Live Conference Branding. Sponsorship is limited to two companies. Must receive by September 17.

All content and subject matter is subject to ICSC approval.

For more information, or to become a sponsor, please contact **Carlos Baudett** (+1 646 265 3736 or CBaudett@icsc.com) or **Keith Colavito** (+1 914 391 1080 or KColavito@icsc.com).