

ICSC 2022 SPONSORSHIP & ADVERTISING OPPORTUNITIES



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.


C+CT DIGITAL NEWSLETTER

ICSC's email newsletter, delivered to nearly 60,000 subscribers, features breaking news, industry insights and trends. Don't miss an opportunity to be top-of-mind to key industry decision makers.

Header Position
\$6,600

Today's news
from the
Marketplaces
Industry



Primaris allows one-cart online shopping across all participating properties

Canadian landlord Primaris has launched an online marketplace called Piri Marche that allows customers to use a single cart to shop real-time inventory across all participating stores in its portfolio. The platform launched for five properties on Monday. [Read more](#)

Inline Ad
Position 1
\$2,970

Inline Ad
Position 2
\$2,970

Most retail REITs are performing at pre-pandemic levels

Federal, Phillips Edison & Co., Kimco Realty, Regency Centers, Simon and Tanger reported that leasing, traffic and sales are up in the third quarter. [Read more](#)

Inline Ad
Position 3
\$2,970

Inline Ad
Position 4
\$2,970

A JCPenney traded for \$105 million, plus 21 more retail property deals

A strip of Chicago high street retail sold for \$160 million, Palm Beach Gardens, California's Burbank Town Center sold for \$136 million, and tons more. [See all](#)

Legacy Place sold for \$101.7 million

Canadian landlord Primaris has launched an online marketplace called Piri Marche that allows customers to use a single cart to shop real-time inventory across all participating stores in its portfolio. The platform launched for five properties on Monday. [Read more](#)

Inline Banner Ad
\$5,500

Most retail REITs are performing at pre-pandemic levels

Federal, Phillips Edison & Co., Kimco Realty, Regency Centers, Simon and Tanger reported that leasing, traffic and sales are up in the third quarter. [Read more](#)

Frequency	Sizes	Cost
3x per week	Header Ad: 756 pixels wide x 110 pixels high Inline Ad: 360 pixels wide x 250 pixels high Inline Banner Ad: 756 pixels wide x 175 pixels high	Prices vary. See image on left.

C+CT header and inline ads sold in packages of four insertions.
Advertiser can select run dates.
Inline banner ad placement is either Position 1-2 or Position 3-4 based on availability.

DIGITAL NEWS AD REQUIREMENTS

Header and Inline Ads

- Only static images accepted: JPG or PNG formats, along with a URL. Animated or flash banner ads will not be accepted.
- 40K – Maximum file size
- 0.5 pt black frame around ads with white backgrounds.

Inline Banner Ad

- Static image or animated ads accepted along with a URL.
 - Static: JPEG or PNG formats. 40K – Maximum file size.
 - Animated: GIF format. 1MB – Maximum file size.



SPONSORED CONTENT

Showcase your brand by promoting your company's expertise amongst ICSC's vast network of marketplaces industry professionals. ICSC sponsored content opportunities enable customers and prospects to engage with your brand and benefit from expert knowledge while they are actively looking for information. Generate awareness, gain qualified leads, and influence brand perception through a multichannel approach via ICSC's website, digital newsletter, and social media channels. Take advantage of two sponsored content options: News Brief (500 words or less) or News Feature (1,500 words or less).

BRANDING

- Include your sponsored content on C+CT, ICSC's source for breaking industry news, feature stories and thought leadership
- Your content is presented in a style which resembles the publication's editorial format
- Your sponsored content **Brief** will be promoted for 2 weeks on C+CT's Home Page on the content tile "module" under "latest"
- Your sponsored content **Feature** will be promoted for 2 weeks on C+CT's Header and two weeks on the content tile "module" under "latest"
- Your branded content will be archived for one year on ICSC.com

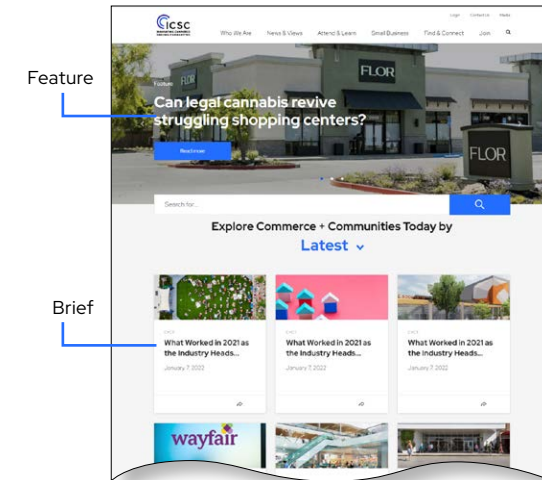
MARKETING

- Sponsored content is promoted via a 1x post on ICSC social channels: LinkedIn, Twitter and Instagram Stories
- Sponsored content is branded on C+CT, distributed to all ICSC North American members

PACKAGES

Sponsored content fees:

News Brief	\$2,035
News Feature	\$3,325

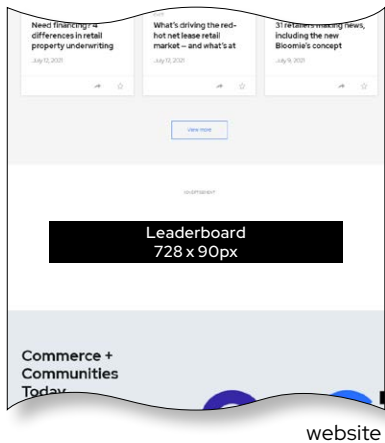


WEBSITE & MOBILE

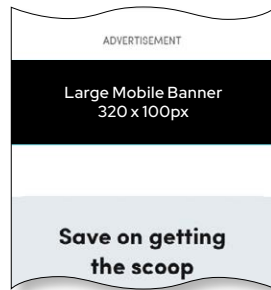
Our digital audience is active, engaged and invested:

7.4M annual pageviews	335k monthly pageviews	2.3 min average session time	21% frequent, returning visitors	82% U.S. based	118k+ strong social audience
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BANNER ADVERTISING PLACEMENTS



website



mobile

RUN-OF-SITE ADVERTISING

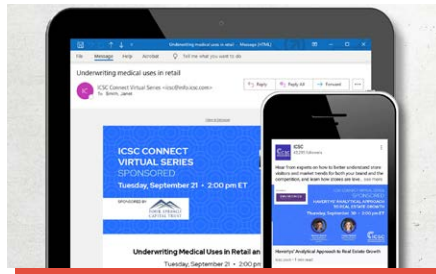
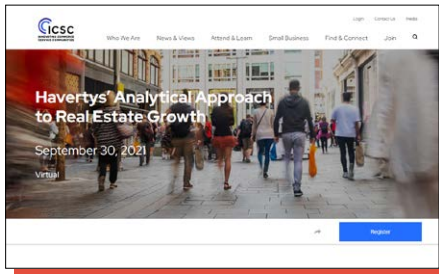
Rotate your ad on the most visited pages. All website and mobile app advertising will run simultaneously.

Website Ad Size	728 pixels wide x 90 pixels high
Mobile Ad Size	320 pixels wide x 100 pixels high
Run-of-Site Rates	\$1,500/month for banner ad on run-of-site or channel-specific pages
Mechanicals	Please send a PNG file with a static URL. Animated or flash banners will not be accepted.
Resolution	72 dpi
Link	Include the exact URL for your link
Lead Time	7 business days
Reporting	Clients will be provided with a monthly status report following your campaign

VIRTUAL SERIES SPONSORSHIP

ICSC Connect Virtual Series addresses critical business needs and solutions impacting retail and real estate professionals across all segments of the industry. Sponsoring these webinars presents the opportunity to gather qualified leads while aligning your company with industry experts in areas that support your business initiatives.

- Offered twice weekly on Tuesdays and Thursdays
- Business, Professional Learning and Public Policy topics
- Live sessions available to ICSC members/Limited access for non-members



BRANDING

- Maximum of one sponsor per webinar
- Sponsor logo to appear on title and end slides
- Sponsor acknowledged on all promotional material distributed
- Sponsor branding on ICSC event page at ICSC.com

MARKETING

- Virtual Series marketed to all ICSC North American members
- Sponsor will receive templated marketing HTML to push out to their customers and prospects
- Virtual Series promoted via ICSC email (3), social channels (2 posts) and Commerce + Communities Today (C+CT) News Feature

PACKAGES

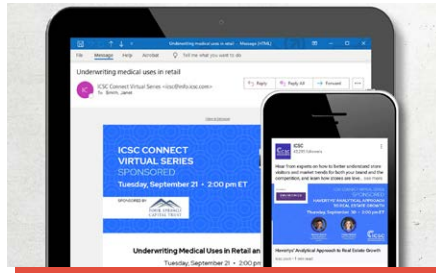
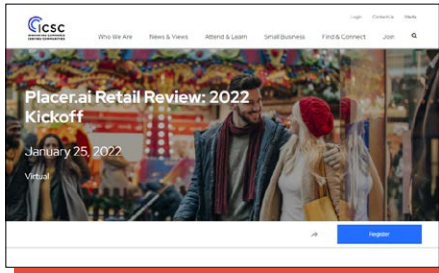
- Sponsorship fees:
 - One..... \$5,500
 - Two..... \$10,500
 - Three..... \$15,750
- Post event reporting delivered one week after live event includes:
 - Full attendee list broken down by registrants/ live attendees
 - Time each viewer spent on webinar (line items, not average)
 - Chat history (no names)

Sponsorship agreement must be signed and sponsor logo and URL received at least 3 weeks in advance of designated Virtual Series live event.

For more information, contact sales@ICSC.com.

SPONSORED WEBINAR

ICSC Connect Sponsored Webinars offer the opportunity to build your brand by sharing your content with our vast network of retail and real estate professionals. Generate awareness and gain qualified leads through multi-channel promotional activities and audience engagement. Convene your own panel of experts in any area - finance, legal, construction, or design - to share their knowledge and answer questions or present a case study with your customer via ICSC's webinar platform.



BRANDING

- Sponsor logo branded throughout presentation
- Sponsor acknowledged on all promotional material distributed
- Sponsor branding on ICSC event page at ICSC.com

MARKETING

- Sponsored webinars marketed to all ICSC North American members
- Sponsor will receive templated marketing HTML to push out to their customers and prospects
- Sponsored webinars promoted via ICSC email (3), social channels (2 posts) and Commerce + Communities Today (C+CT) News Feature

PACKAGES

- Sponsorship fees:
 - One..... \$7,000
 - Two \$13,500
 - Three..... \$19,500
- Post event reporting delivered one week after live event includes:
- Full attendee list broken down by registrants/live attendees, plus email address for registrants who have not opted out of 3rd party emails
- Time each viewer spent on webinar (line items, not average)
- Chat history (no names)

Sponsorship agreement must be signed and sponsor logo and URL received at least 4 weeks in advance of designated Sponsored webinar live event.

ICSC reserves the right to review presentations and request changes in the event language does not align with membership needs. Additional guidelines to be shared prior to signing sponsorship agreement.

Sponsored webinars are free for ICSC members, \$25 for non-members. Only ICSC members will have access to post-webinar recordings.

ICSC@ EVENTS: U.S.

The ICSC@ event series is our signature regional two to three-day gatherings of innovators and deal makers, who are dedicated to strengthening communities and economies by bringing the spaces where consumers shop, dine, work, play and gather to life. Take advantage of the opportunity to elevate your company's brand visibility in front of the industry's top decision makers within the marketplaces industry at these events:

ICSC@MONTEREY • ICSC@CAROLINAS • ICSC@RED RIVER • ICSC@NEW ENGLAND • ICSC@FLORIDA
 ICSC@PA/NJ/DE • ICSC@WESTERN • ICSC@CENTRAL • ICSC@SOUTHEAST

	PLATINUM MAX 6 SPONSORS	GOLD	SILVER	BRONZE	RECEPTION
BENEFITS AND COMPANY LOGO BRANDING					
Company logo on lanyards (pending production deadlines)	•				
Two full conference event pass	•				
Two C+CT email static inline ads (pre-show issues)	•				
On-site signage recognizing event sponsors placed in prominent locations for maximum exposure	•	•	•	•	
Event web page including URL of choice	•	•	•	•	
Event emails including URL of choice	•	•	•	•	
Banner ad in event mobile app	•				
Company logo acknowledgment in event mobile app	•	•	•	•	
Looping on digital screen during lunch (when available) or static signage	•	•	•	•	
Featured on screen in between content sessions	•	•	•		
One C+CT email static inline ad (pre-show issue)		•			
Looping on digital screens at Networking Reception	•	•	•		•
On-site event signage at entrance of Networking Reception	•	•	•		•
PRICING PER EVENT	\$7,500	\$5,500	\$3,500	\$1,500	\$750

ADDITIONAL BRANDING OPPORTUNITIES

Take advantage of a variety of additional branding and signage opportunities throughout the interior and exterior of each venue such as banners, clings and digital, to engage attendees and promote your company's brand.

NEW OVERHEAD BOOTH BANNER

Increase visibility and drive traffic to your booth with this stand-out branding opportunity. Available only at ICSC@RED RIVER, ICSC@FLORIDA, ICSC@WESTERN, ICSC@SOUTHEAST.

ICSC@ EVENTS: CANADA

The ICSC@ event series is our signature regional two to three-day gatherings of innovators and deal makers, who are dedicated to strengthening communities and economies by bringing the spaces where consumers shop, dine, work, play and gather to life. Take advantage of the opportunity to elevate your company's brand visibility in front of the industry's top decision makers within the marketplaces industry.

	PLATINUM	GOLD	SILVER	RECEPTION
BENEFITS AND COMPANY LOGO BRANDING				
Event related emails with URL of choice	•	•		
Event webpage with URL of choice	•	•	•	
On-site signage recognizing event sponsors	•	•	•	
Verbal recognition at the beginning of all sessions	•			
Looping on digital screen during select event functions	ICSC@WHISTLER ONLY	ICSC@WHISTLER ONLY		
"Thank You" ad on TV in each Fairmont Chateau Whistler guest room	ICSC@WHISTLER ONLY	ICSC@WHISTLER ONLY		
Shuttle bus banner	ICSC@WHISTLER ONLY			
Event lanyard (limited to 450 lanyards per sponsor, includes the ICSC logo)	ICSC@WHISTLER ONLY			
Displayed on TV monitors at Mallard Lounge & Terrace	ICSC@WHISTLER ONLY			
One window decal located in hallway between Fairmont exhibit hall	ICSC@WHISTLER ONLY			
Two complimentary registrations	ICSC@WHISTLER ONLY			
Keynote session: VIP table and meet & greet with keynote speaker Sinead Bovell	ICSC@WHISTLER ONLY			
Looping on digital screens during lunches (when available) or static signage	ICSC@CANADA ONLY	ICSC@CANADA ONLY	•	
Featured on screen in between content sessions	ICSC@CANADA ONLY	ICSC@CANADA ONLY		
Verbal recognition during the introduction at the lunches	ICSC@CANADA ONLY	ICSC@CANADA ONLY		
Banner on deal making floor	ICSC@CANADA ONLY			
On computer screens at registration counters	ICSC@CANADA ONLY			
Looping on digital screens at Networking Reception	ICSC@WHISTLER ONLY	ICSC@WHISTLER ONLY		•
On-site event signage at entrance of Networking Reception	ICSC@WHISTLER ONLY	ICSC@WHISTLER ONLY		•
One guest complimentary admission to Networking Reception	ICSC@WHISTLER ONLY			
PRICING BY EVENT				
ICSC@WHISTLER	\$6,500 CDN	\$2,000 CDN	N/A	N/A
ICSC@CANADA	\$13,000 CDN	\$8,500 CDN	\$4,000 CDN	\$850 CDN

EVENT SPONSORSHIP FORM

Please complete for ICSC@ event sponsorship. Pricing is by event.

CONFERENCES

- ICSC@CAROLINAS
- ICSC@MONTEREY
- ICSC@NEW ENGLAND
- ICSC@PA/NJ/DE
- ICSC@CENTRAL
- ICSC@FLORIDA
- ICSC@RED RIVER
- ICSC@SOUTHEAST
- ICSC@WESTERN

SPONSORSHIP OPPORTUNITIES (PER EVENT)

- PLATINUM \$7,500
- GOLD \$5,500
- SILVER \$3,500
- RECEPTION \$750

ICSC@WHISTLER

- PLATINUM \$6,500 CDN
- GOLD \$2,000 CDN

ICSC@CANADA

- PLATINUM \$13,000 CDN
- GOLD \$8,500 CDN
- SILVER \$4,000 CDN
- RECEPTION \$850 CDN

For information and pricing on additional branding and signage opportunities available throughout the interior and exterior of venues, such as banners, clings and digital, contact sales@ICSC.com.

RETURN APPLICATION TO

Michael McGrath • mmcgrath@ICSC.com

Please include a high resolution .EPS and .JPEG version of your company logo with your payment information.

TERMS, CONDITIONS AND RULES

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