

ICSC 2026 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 decisionmakers.

Header Position
\$6,600

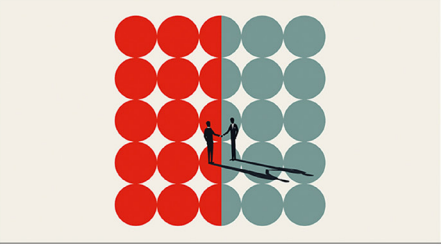




COMMERCE + COMMUNITIES TODAY

October 30, 2023

Today's news from the
Marketplaces Industry



Realty Income Will Acquire Spirit Realty for \$9.3 Billion in Stock

Realty Income will acquire Spirit Realty, creating a company with an enterprise value of \$63 billion and more than 15,000 net lease properties. The deal means access to more tenants, more economies of scale and the ability to borrow money more cheaply. [Read more](#)

Inline Ad
Position 1
\$3,000

Inline Ad
Position 2
\$3,000

State Lawmakers Target PFAS Chemicals Found in Drinking Water; Florida Study May Have Nationwide Impact

The Florida Department of Environmental Protection's Waste Cleanup Program conducted a survey of 15 dry cleaning facilities eligible for state-funded cleanup of perfluoroalkyl and poly-fluoroalkyl substances. It indicates that PFAS regulation may become an issue at dry cleaner cleanup sites nationwide. [Read more](#)

Inline Ad
Position 3
\$3,000

Inline Ad
Position 4
\$3,000

Primar's online shopping platform expands to participating properties

Canadian landlord Primar has launched an online marketplace called Pri 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](#)

| Frequency | Sizes | Cost |
|-------------|--|---------------------------------|
| 4x per week | Header Ad: 650 pixels wide x 110 pixels high Inline Ad: 315 pixels wide x 265 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: JPEG 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.

Inline Banner Ad
\$5,500

Most retail REITs are performing at pre-pandemic levels

Federal Realty, Eastman, Regency Centers, Simon and Tanger reported that leasing traffic and sales are

C+CT SPONSORED CONTENT

Showcase your brand by promoting your company's expertise amongst ICSC's vast network of Marketplaces Industry professionals. C+CT 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 C+CT homepage, C+CT digital newsletter and ICSC 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 two weeks on C+CT's homepage on the first row of tiles under "Commerce + Communities Today"
- Your sponsored content **Feature** will be promoted for two weeks on the carousel at the top of C+CT's homepage and then another two weeks on the first row of tiles under "Commerce + Communities Today"
- Your branded content will be archived for one year on ICSC.com

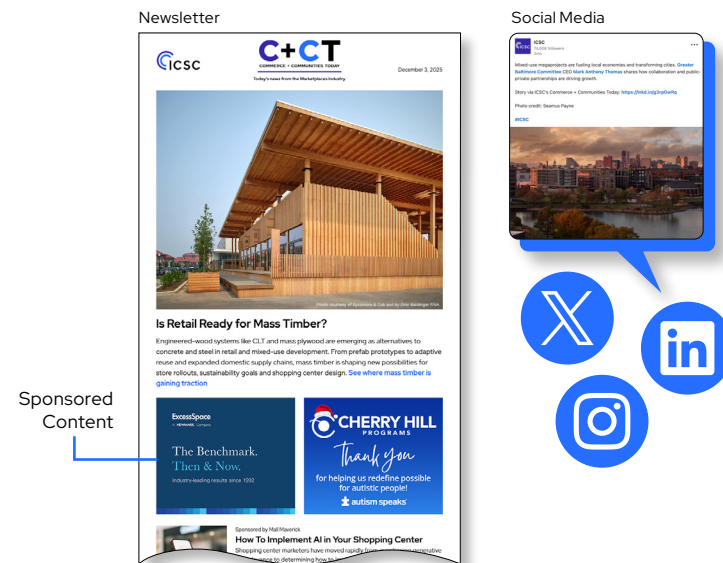
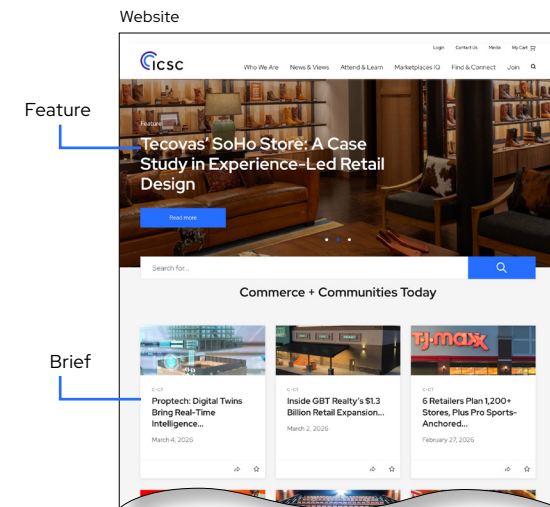
MARKETING

- Sponsored content is promoted via a one-time post on each LinkedIn, Twitter and Instagram Stories
- Sponsored content is labeled as such on the website, in the newsletter and on social media

PACKAGES

Sponsored content fees:

| | |
|--------------------|---------|
| News Brief | \$3,000 |
| News Feature | \$4,250 |



WEBSITE & MOBILE

Our digital audience is active, engaged and invested:

3.3M

annual
views

275.5k

monthly
views

80k

average
monthly users

3.45 min

average
session time

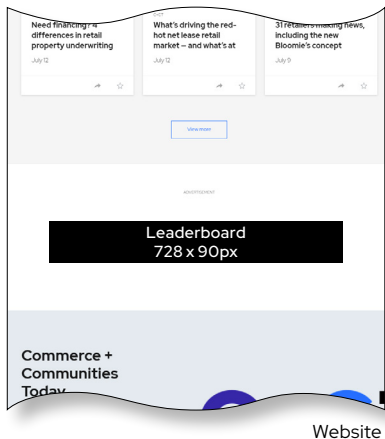
86%

U.S.
based

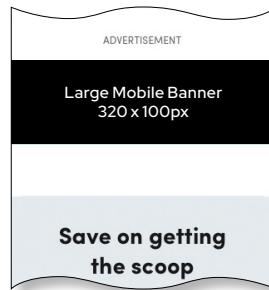
150k

strong social
audience

BANNER ADVERTISING PLACEMENTS



Website



Mobile

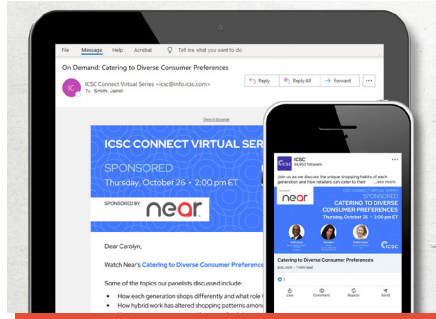
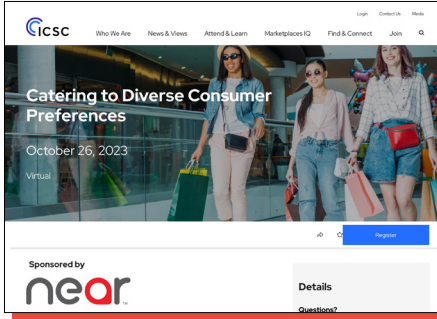
RUN-OF-SITE ADVERTISING

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 | Seven business days |
| Reporting | Clients will be provided with a monthly status report following your campaign |

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 multichannel 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 (three), social channels (two posts) and Commerce + Communities Today (C+CT) News Feature

PACKAGES

- Sponsorship fee \$7,000
- 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 four 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.

For more information, contact sales@ICSC.com.

ICSC PREMIER EVENTS

The ICSC Premier event series is our must-attend annual global gatherings of the Marketplaces Industry's networked community of dealmakers, negotiators and moneymakers.



May 18 – 20, 2026
Las Vegas Convention Center
Las Vegas, NV



December 9 – 10, 2026
Javits Center
New York, NY

ICSC@ EVENTS: U.S.

The ICSC@ event series is our signature regional two- to three-day gatherings of innovators and dealmakers 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 decisionmakers within the Marketplaces Industry at these events:

ICSC@RED RIVER • ICSC@MID-ATLANTIC • ICSC@MONTEREY • ICSC@CAROLINAS • ICSC@NEW ENGLAND
 ICSC@FLORIDA • ICSC@WESTERN • ICSC@MIDWEST • ICSC@SOUTHEAST

| | PLATINUM MAX 6 SPONSORS | GOLD | SILVER | BRONZE | RECEPTION |
|---|----------------------------|---------|---------|---------|-----------|
| BENEFITS AND COMPANY LOGO BRANDING | | | | | |
| Company logo on lanyards (pending production deadlines) | • | | | | |
| Three full conference event passes | • | | | | |
| One full conference pass Gold Sponsors | | • | | | |
| On-site signage recognizing event sponsors placed in prominent locations for maximum exposure | • | • | • | • | |
| One custom meterboard (sponsor to provide artwork) | • | | | | |
| "Thank You to Our Sponsors" hanging banner (when available) | • | | | | |
| 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 | • | • | • | | |
| Looping on digital screens at Networking Reception | • | • | • | | • |
| On-site event signage at entrance of Networking Reception | • | • | • | | • |
| PRICING PER EVENT | | | | | |
| ICSC@RED RIVER, ICSC@NEW ENGLAND, ICSC@FLORIDA and ICSC@WESTERN | \$10,000 | \$7,000 | \$5,000 | \$2,500 | \$1,000 |
| ICSC@MID-ATLANTIC, ICSC@MONTEREY, ICSC@CAROLINAS, ICSC@MIDWEST and ICSC@SOUTHEAST | \$6,000 | \$3,000 | \$2,000 | \$1,000 | \$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.

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 dealmakers 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 decisionmakers within the Marketplaces Industry at these events.

| | PLATINUM | GOLD | SILVER | RECEPTION |
|--|--------------------|--------------------|-------------|-------------|
| BENEFITS AND COMPANY LOGO BRANDING | | | | |
| Event related emails with URL of choice | • | • | | |
| Event web page 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 | | |
| 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: 2 seats at VIP table and meet & greet with keynote speaker | 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 dealmaking 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 complimentary guest admission to Networking Reception | ICSC@WHISTLER ONLY | | | |
| PRICING BY EVENT | | | | |
| ICSC@WHISTLER | \$10,000 CAD | \$5,000 CAD | N/A | N/A |
| ICSC@CANADA | \$16,500 CAD | \$11,500 CAD | \$6,500 CAD | \$3,750 CAD |



ICSC.com • #ICSC