

*Promotional and Sponsorship
Opportunities Guide*

Poised
for
Progress

RECCON

THE GLOBAL RETAIL REAL ESTATE CONVENTION

May 23–25, 2010 ■ Las Vegas Convention Center ■ Las Vegas, NV

RECon Promotional and Sponsorship Opportunities Guide

Want to have a truly great RECon experience? Promote your company's uniqueness in advance. New this year, International Council of Shopping Centers (ICSC) is offering a range of marketing opportunities – both free and paid – to assist you in reaching your target audience. Explore your options to begin maximizing your presence at RECon today.

Advertising Opportunities

ONLINE ADVERTISING

More and more attendees are using show websites to plan their visit to RECon. ICSC receives thousands of website visitors each month with the majority logging on to view exhibitor lists and event schedules.

You can maximize your visibility to this online audience by supplementing your enhanced listing in the RECon online directory with either an enhanced booth listing or via a banner ad. Ads will run through May 25, 2010.

Banner Ads: \$350

Place a banner ad on the attendee search pages of the online directory at www.icsc.org/2010SC. Exhibitors and attendees use these pages to plan their show appointments. On the **search introduction page** (offer limited to 10 advertisers) your banner will be featured at the first point of entry to the directory. **Artwork Specifications:** All banners must be in GIF or JPG format. Animated GIF is acceptable. Size is 468 x 60 pixels. File size no larger than 25k.

Enhanced Online Directory Listing: \$250

Upgrade your standard online directory listing with your company logo and active links to your website. **Artwork Specifications:** All logos must be in GIF or JPG format. Animated GIF is acceptable. File size no larger than 150 x 150 pixels and 25k.

SCT Week Button Ads: Costs vary (see order form)

Reinforce your presence at RECon through online advertising. **SCT Week** is the weekly e-newsletter of *Shopping Centers Today* magazine. **SCT Week** is emailed each Monday to 60,000 ICSC members who have signed up for a subscription. **SCT Week** provides insightful coverage of breaking news in the retail real estate industry, with an update on the previous week's property transactions and personnel announcements. **Ad Specifications:** 120 x 90 pixels; JPEG or GIF files are acceptable. No animated or flash banners. Company website

link can be added. Ads sold in packages of 4 insertions only in consecutive order. Visit www.icsc.org and click on Publications tab for more information.

RECon Logo: Complimentary

Exhibitors may use the *Poised for Progress* RECon logo for insertion in advertising or emails to promote their presence at the Convention.

PRINT ADVERTISING

Badge Mailer Inserts (maximum of 4): \$17,500

Catch attendees' attention by sending your company's message along with the individual badges that are mailed out directly to all of RECon's pre-registrants. **Deadline: March 12**

Leasing Mall & Trade Expo Maps or At-A-Glance Directory: \$20,000 each

Put your company on the back cover of these frequently utilized and very convenient guides distributed to all attendees. **Deadline: March 12**

At-Door Directory Ad: \$2,900 – \$3,350

The RECon at-door directory will list all programs, sessions and exhibitors in a new conveniently compact size. **Deadline: March 29**

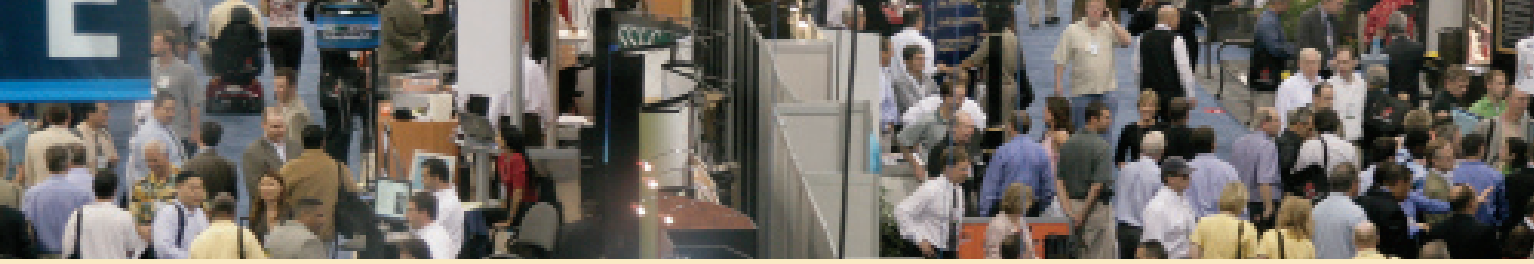
SCT Convention Daily: \$1,990 – \$2,500

SCT Convention Daily will be published the first day of the Leasing Mall (Sunday, May 23). The Daily will be distributed to every Leasing Mall and Trade Show Exhibitor, at breakfast sessions, hotel rooms and throughout the Convention hall. **Deadline: April 16**

Other Opportunities

Online Matchmaking: Complimentary

NetworkNow! is a complimentary online matchmaking tool designed to automatically match and select the best possible connections for you based on the information you provide. It allows you to schedule meetings with participating exhibitors and attendees and create a personalized, printable show floor plan. The easy-to-use matching, searching and visualization tools enable you to quickly identify other participants with whom you would like to meet and develop business partnerships. You can search all participating exhibitors and attendees, request an appointment, keep track with an up-to-date appointment calendar and review the delegate list and floor plan to search for your favorite attendees.



Attendee List Rentals

Pressure Sensitive (Self-Adhesive) Labels: \$1,000

Electronic Email List (One Time Use Only): \$750

We've got the pre-registered attendee list and the vehicles to easily expand your reach. Rent labels from our highly qualified list for a one time email/direct mail campaign.

Show Specials: Complimentary

Entice buyers to visit your booth by offering RECon Specials such as: volume-based discounts, select items offered at an attractive price, etc. Attendees must visit your booth at RECon in order to take advantage of your Show Special. Submit your Show Special to ICSC and we'll include it online and in the At-Door Directory.

New Product or Service Announcements: Complimentary

Are you debuting a new item or product line at RECon? Let RECon attendees know about it. List your new product and/or service offerings today and let attendees plan to see you at the show.

PUBLIC RELATIONS

Free Editorial Opportunities

Public Relations involves supplying information that is factual, interesting and newsworthy to media. PR differs from advertising in that you do not pay for time or space. You have to earn coverage with interesting, timely material.

Press Kit Distribution in Press Room: Complimentary

Create a press kit with information about your company and new products as a tool for editors to use. If you don't know what to include in a press kit, ICSC has assembled some tips and tools to help you create one. Visit www.icsc.org/2010SC for more details. Prepare 15-20 press kits for the Press Room. Please drop off press kits in the Press Room during set-up of the Leasing Mall and Trade Expo.

Send Information to the Trade and Consumer Press: Complimentary

You can target consumer (newspapers, magazines and websites) or trade (industry journals and websites). In either case, make sure that your information is relevant to the editorial content and readership of each media outlet you contact and give yourself plenty of lead time. (Most monthly print publications need information at least two months before each issue.)

NOTE: You can request a list of pre-registered press if you want to target your outreach. This list is typically available 6-8 weeks before the show and will be most helpful in inviting press to see you at RECon. Contact Erin Hershkowitz at ehershkowitz@icsc.org to request this list. Please include your company name and booth number with the request.

On-Site Sponsorships

Whether positioning your products in key traffic areas like the entrance to Central or South Halls or by lending your name to RECon activities such as a session or opening day reception, sponsorships offer great at-market visibility. Prices vary according to the type and scope of sponsorship.

Bus Wraps (maximum of 4): \$50,000

Have your company's image ride along with RECon attendees as they commute back and forth from Las Vegas hotels to the Convention Center. Exclusive logo exposure on the exterior sides and headrests of the buses running during the Convention are available. **Deadline: March 12**

Press Room: \$2,500

Sponsor the Press Room and amenities for all media who call RECon home during the Convention. Expected trade and consumer press attendance is 300 including both domestic and international. Sponsorship includes a sign with your company name, logo and booth number.

You Are Here Kiosks and Email Kiosks: \$2,500 each

Sponsor the company booth locator and email kiosk and your logo will be seen by thousands of RECon attendees. **Deadline: March 12**

All Sponsors will be listed on the RECon website, in email communications, in the At-Door Directory and will have added visibility via signage during RECon.

For more information, contact Rita Malek at +1 646 728 3539 or rmalek@icsc.org

RECon Promotional and Sponsorship Opportunities Order Form

Please select any of the following complimentary opportunities you would like more information on.

- NetworkNow! Show Specials New Product or Service Announcements Pre-registered Press List
 Press Kit Distribution in Press Room Use of RECon Logo

Please select and provide payment information to ensure timely processing of your request.

- Enhanced Online Directory Listing: **\$250**
 Banner Ads: **\$350**
 SCT Week Button Ads:
 Position 1 (4 insertions): **\$2,200** (12 insertions): **\$5,400** Position 2 (4 insertions): **\$1,800** (12 insertions): **\$4,200**
 Position 3 (4 insertions): **\$1,600** (12 insertions): **\$3,600** Position 4 (4 insertions): **\$1,400** (12 insertions): **\$3,000**
 Position 5 (4 insertions): **\$1,400** (12 insertions): **\$3,000** Position 6 (4 insertions): **\$1,200** (12 insertions): **\$2,700**
 Attendee List Rental: Excel List **\$750** Pressure Sensitive Labels **\$1,000**
 SCT Convention Daily: Half Page (7¼" x 4⅞") **\$1,990** Full Page (7 ½" x 10") **\$2,500**
 Press Room: **\$2,500**
 You Are Here Kiosks: **\$2,500**
 Email Kiosks: **\$2,500**
 At-Door Directory Ad: 5" x 8⅜" **\$2,900** Premium Divider **\$3,350**
 Badge Mailer Inserts: **\$17,500**
 Leasing Mall & Trade Expo Maps: **\$20,000**
 At-A-Glance Directory: **\$20,000**
 Bus Wraps: **\$50,000**

Contact _____

Company _____ Booth Number _____

Address _____

City _____ State _____ Country _____ Zip/Postal Code _____

Phone _____ Fax _____ Email _____

Check or money order enclosed (payable to ICSC) Total _____

Credit Card: MasterCard Visa Amex Discover Total _____

Credit Card Number (include all digits) _____ Expiration Date (month/year) _____

Name (as it appears on credit card) _____ Signature _____

Fax: + 1 732 694 1740

Mail: ICSC
Attn: Rita Malek
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New York, NY 10020

For questions contact:
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