



Sponsorship & Advertising Opportunities

# Canadian Convention

Metro Toronto Convention Centre | Toronto, ON  
October 1 – 3, 2018



## 2018 SPONSORSHIP OPPORTUNITIES

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### **Platinum Sponsor | \$13,000 CDN (Maximum 8 Sponsors)**

Recognition on the following event related communications:

One full-page company profile (not to exceed 150 words) with company logo in the at-door program directory\*

Company logo on the following benefits:

Banner on deal making floor | Event web page | "Thank You" page of event directory

Computer screen at registration counters

Company name and logo looping during select event functions

Company name and logo looping during lunches

Company name on on-site event signage

Verbally recognized at the beginning of all sessions

\$500 of your sponsorship will go to the ICSC Foundation Canada\*\*

Sponsor ribbon for all registered company attendees

### **Gold Sponsor | \$8,500 CDN**

Recognition on the following event related communications:

One half-page company profile (not to exceed 50 words) with company logo in the at-door program directory\*

Company name on on-site event signage

Company name and logo looping during select event functions

Company name and logo looping during lunches

Company name and logo will be displayed on signage at the Member-Hosted Reception

\$500 of your sponsorship will go toward the "greening" of the convention

\$500 of your sponsorship will go to the ICSC Foundation Canada\*\*

Sponsor ribbon for all registered company attendees

### **Bronze Sponsor | \$4,000 CDN**

Recognition on the following event related communications:

Company name on on-site event signage

Company name and logo looping during lunches

\$500 of your sponsorship will go to the ICSC Foundation Canada\*\*

Sponsor ribbon for all registered company attendees

### **Green Sponsor | \$2,000 CDN**

Company name and logo looping during lunches

Company name loop during select event functions

\$500 of your sponsorship will go to the ICSC Foundation Canada\*\*

Sponsor ribbon for all registered company attendees

### **Member-Hosted Reception Sponsor | \$850 CDN**

Company logo on on-site signage at Member-Hosted Reception

Company logo to loop during Member-Hosted Reception

Company name on "Thank You" page in event directory\*

Sponsor ribbon for all registered company attendees

\* **Deadline: August 31, 2018** unless otherwise specified

## OTHER SPONSOR & ADVERTISING OPPORTUNITIES

### Escalator Handrail Advertising (maximum 4) | \$11,500 CDN

HST included in all fees (ICSC GST/HST #R122853757)

Canadian Convention offers this unique opportunity to advertise effectively and affordably on the escalator handrails.

Located in high traffic passageways, Time2ad® Inc. is one of the most effective ways to reach your audience.

Space is limited and offered on a first-come, first served basis.

#### Benefits

- High traffic passageways
- 100% viewership
- Connects your company/brand with attendees
- Great for building booth traffic

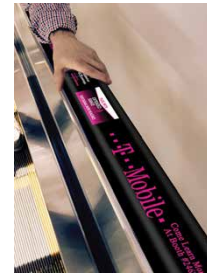
Rate includes media and production

Each advertising section is separated by a 5" space dedicated to the name of the event

Advertisement repeats continuously to fit the length of the escalator handrail

Escalators EM-5 and EM-6 measure 115 feet or 35 meters

One escalator includes both handrails



**Deadline: August 31, 2018**

### Digital Advertising Walls | \$865 CDN per 15 second spot

The digital walls are located in high-traffic areas within the North West and North East Lobbies, these digital wall can display both static and dynamic digital content, which presents an exciting opportunity to display your company's multimedia messaging for any event.

#### Specifications, Preferred File Types and Deadlines

- Screen Dimensions: Overall size: 15.93' x 4.50'
- Eight 55" LCDs tiled
- Specifications: 3840 x 1080 pixels, .jpg, .mov, .mp4

**Deadline: August 31, 2018**



## PRINT & DIGITAL ADVERTISING OPPORTUNITIES

### CANADIAN CONVENTION DIRECTORY

Full page \$2,600 USD

½ page \$1,900 USD

**Ad Reservation Deadline: August 31, 2018**

**Ad Materials Due: September 7, 2018**

### OCTOBER SCT

Full page \$5,280 USD

½ page \$3,880 USD

**Ad Reservation Deadline: August 24, 2018**

**Ad Materials Due: August 31, 2018**

### SCT WEEK

(4 weeks total) \$1,800 USD

# CANADIAN SHOPPING CENTRE AWARDS

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## Gold | \$5,500 CDN

One full page, four-color ad in winner's program

One full page, four-color ad in awards section of program

Company logo on the following benefits:

High visibility on on-site signage throughout event | Winner's program | Looping during awards presentation | Awards section of program

Company logo and URL on event web page

Company logo and URL on award show emails

Verbal recognition from podium

Gold sponsor ribbon for all registered company attendees

## Silver | \$3,000 CDN

One half-page, four-color ad in winner's program

One half-page, four-color ad in awards section of program

Company logo on the following benefits:

High visibility on on-site signage throughout event | Looping during awards presentation

Winner's program | Awards section of program

Company logo and URL on event web page

Company logo and URL on award show emails

Verbal recognition from podium

Silver sponsor ribbon for all registered company attendees

## Category Sponsor | \$2,000 CDN

Company logo on the following benefits:

High visibility on on-site signage throughout event | To appear in headline in awards section of program | To appear at beginning of category awards during award show presentation

Winner's program

Company logo and URL on event web page

Verbal recognition from podium

Sponsor ribbon for all registered company attendees

## NEW SPONSORSHIP OPPORTUNITIES FOR 2018!

### Water Sponsor | \$2,000 CDN (maximum 1 sponsor)

- Company logo on water coolers throughout the show room floor
- Company logo on event page as Water Cooler Sponsor
- Company logo on event signs
- Company logo on "Thank You" page of event directory

### Lanyard Sponsor | \$5,500 CDN (maximum of 2 sponsors)

- Company name on on-site event signage
- Company logo on on-site signage at Member-Hosted Reception
- Company name and logo looping during select event functions
- Company name and logo looping during lunches
- Sponsor ribbon for all registered company attendees

### Wireless Network Opportunities | \$15,000 CDN (maximum of 2 sponsors)

Wifi service will be available in meeting rooms, exhibit halls, the John Bassett Theatre and associated public space during the Canadian Convention.

The service will be activated on the first day of the event and remain active for the duration of the event.

Wireless Network sponsorship includes customizing of the network (SSID) along with login page to display sponsor's logo with users redirected to a specified web page. Please Note: choice of optional login page also provides statistics on the number of users and the bandwidth used during the event.

#### **Company logo on the following benefits:**

- Signage outside the exhibit hall
- "Thank You" page of event directory
- Event webpage
- Event emails
- Company logo looping during select event functions

**For questions contact your local Business Development Manager:**

**Michael Belli**  
Western USA and Canada  
Tel: +1 714 313 1942; mbelli@icsc.org

**Amie Leibovitz**  
Southern USA, Texas and Puerto Rico  
Tel: +1 773 360 1179; aleibovitz@icsc.org

**Jose Mario Calderon**  
Latin America and Caribbean  
Tel: +1 646 728 3627; jcalderon@ICSC.org

**Sally Stephenson**  
Tel: +1 847 835 1617  
sstephenson@icsc.org

**Sheila Charton**  
Northeast and Mid-Atlantic USA  
Tel: +1 646 728 3545; scharton@icsc.org

**SPONSORSHIP**

- Platinum | \$13,000 CDN     Gold | \$ 8,500 CDN     Bronze | \$ 4,000 CDN     Green | \$ 2,000 CDN     Reception | \$850 CDN
- Global Awards:  Gold | \$ 5,500 CDN     Silver | \$ 3,000 CDN     Category | \$ 2,000 CDN
- Escalator Handrail | \$11,500 CDN     Digital Wall | \$865 CDN
- Print: Canadian Convention Directory  Full Page | \$ 2,600 USD     Half Page | \$ 1,900 USD
- October SCT  Full Page | \$ 5,280 USD     Half Page | \$ 3,880 USD    Digital:  SCT Week | \$ 1,800 USD
- Water Sponsor | \$ 2,000 CDN     Lanyard Sponsor | \$ 5,500 CDN     Wireless Network | \$ 15,000 CDN

**Terms, Conditions and Rules**

This sponsorship application is subject to the Terms and Conditions for ICSC Sponsorship/Advertising Opportunities available at [www.icsc.org/event-terms-and-conditions](http://www.icsc.org/event-terms-and-conditions), which are hereby incorporated by reference.

**Return application to:**

Fax: +1 732 694 1748    Mail: International Council of Shopping Centers, P.O. Box 419822, Boston, MA 02241-9822  
Please forward an .eps and .jpg version of your company logo with your payment information to **Esther Boyce: eboyce@icsc.org**.

Contact \_\_\_\_\_ Title \_\_\_\_\_

Company \_\_\_\_\_ Company Membership I.D. # \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Country \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_ (2018NE-S)

**REQUIRED FOR NON-U.S. APPLICANTS**

\_\_\_\_\_ Date of Birth \_\_\_\_\_ Country of Citizenship \_\_\_\_\_

**Payment Information:**

Cheque enclosed (payable to ICSC)    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 \_\_\_\_\_

SPONSORSHIP APPLICATION