



# New York Deal Making

Javits Convention Center | New York City | December 4 – 6, 2018

## Sponsorship & Advertising Opportunities



# 2018 SPONSORSHIP OPPORTUNITIES

## Presenting Sponsors \$ 50,000 each (maximum of 2 sponsors)

- Six (6) full conference passes
- One (1) full page ad in New York Deal Making directory
- Sixteen (16) *Shopping Center Today Week* ads
- One (1) full page ad in November and December *Shopping Centers Today*
- Company logo on event signage
- Door Clings (18 double sided doors) in the Crystal Palace and on the Concourse level
- One (1) reserved table at Keynote session
- Company logo and url on event emails
- Sponsor ribbon for all registered company attendees

## Gold \$ 30,000 each (maximum of 4 sponsors)

- Four (4) full conference passes to New York Deal Making
- One (1) full page ad in New York Deal Making directory
- One (1) full page ad in November issue of *Shopping Centers Today* (New York Deal Making Preview)
- Eight (8) *Shopping Centers Today Week* ads
- Mobile App ad on New York Deal Making event site (1 month)
- Company logo on event signage
- Company logo on lanyards
- Reserved seating for four (4)\* at Keynote Lunch
- Company logo to loop during select functions
- "Show Highlights" Map Your Show listing\*\*
- Sponsor designation sign outside booth on trade show floor\*\*
- Company logo and URL on event web page
- Company logo and URL on event emails
- Company logo on "Thank You" page in New York Deal Making directory†
- Sponsor ribbon for all registered company attendees

## Silver \$ 15,000 each (maximum of 4 sponsors)

- Two (2) full conference passes to New York Deal Making
- One (1) 1/2 page ad in November issue of *Shopping Centers Today* (New York Deal Making Preview)
- One (1) 1/2 page ad in New York Deal Making directory
- Four (4) *Shopping Centers Today Week* ads
- Company logo on event signage
- Company logo to loop during select functions
- Reserved Seating for (2)\* at Keynote Lunch
- "Diamond Package" Map Your Show listing\*\*
- Company logo and URL on event page
- Company logo and URL on event emails
- Company logo on "Thank You" page in New York Deal Making directory†
- Sponsor ribbon for all registered company attendees

## Bronze \$ 10,000 each (maximum of 6 sponsors)

- One (1) full conference pass
- One (1) 1/2 page ad in New York Deal Making directory
- One (1) 1/2 page ad in November issue of *Shopping Centers Today* (New York Deal Making Preview)
- Company logo on event signage
- Company logo to loop during select functions
- "Gold Package" Map Your Show listing\*\*
- Company logo and URL on event web page
- Company logo on "Thank You" page in New York Deal Making directory†
- Sponsor ribbon for all registered company attendees

## Reception \$ 850

- Company logo on reception signage
- Company logo to loop during reception
- Company logo on "Thank You" page in New York Deal Making directory†
- Sponsor ribbon for all registered company attendees

\* Full conference passes are required for entry

\*\* pending separate purchase of New York Deal Making booth space

† pending production deadline of November 1, 2018

# 2018 SPONSORSHIP OPPORTUNITIES

## Charging Lounge \$ 20,000 (maximum 1 sponsor)

- Company logo on signage
- Company logo on New York Deal Making event web page
- Company logo and url on event emails
- Company logo on charging station
- Company logo on "Thank You" page in New York Deal Making directory†

## Architectural Models \$ 12,500 each (maximum of 2 sponsors)

- Includes: 20' x 20' space, 12'H (maximum)
- No Hanging Banners
- Please ask your Business Development Manager for details.

## Continental Breakfast \$ 10,000 each (maximum 2 sponsors)

- Company logo on signage
- Company logo on "Thank You" page in New York Deal Making directory†
- Company logo on New York Deal Making emails promoting the breakfast
- Company logo in printed New York Deal Making Preliminary and Final Programs

## Keynote Lunch \$ 25,000 each (maximum 2 sponsors)

- Reserved seating for three (3) at Sponsor table during keynote lunch\*\*
- Company logo and url on event emails
- Company logo on signage at luncheon
- Company logo on "Thank You" page in New York Deal Making directory†
- Company logo on video loop
- Company logo in printed material
- Company logo on event web page
- Verbal recognition from podium

## Wi-fi Buy Out \$ 60,000 (maximum 1 sponsor)

- Customized Wi-Fi landing page
- Company logo on New York Deal Making emails
- Company logo on "Thank You" page in directory†
- Company logo on signage
- Company logo on event web page
- Company logo in printed material

† pending production deadline of November 1, 2018

\*\* Full conference passes are required for entry

## Print & Digital Advertising

### New York Deal Making Directory

Full page \$ 2,600

1/2 page \$ 1,900

Ad Reservation Deadline: October 26, 2018  
Ad Materials Due: November 2, 2018

### New York Deal Making Preview (November issue) \$ 5,280

Includes full page ad, full page editorial, and video coverage at New York Deal Making

### December SCT

Full page \$ 5,280

1/2 page \$ 3,880

Ad Reservation Deadline: October 19, 2018  
Ad Materials Due: October 26, 2018

### SCT Week (4 weeks total) \$ 1,800



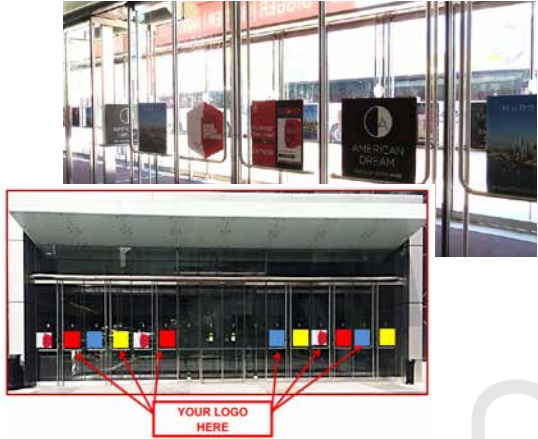
ADVERTISING

# 2018 SPONSORSHIP OPPORTUNITIES

## BANNERS & SIGNAGE

**Door Clings**     \$ 15,000 per sponsor, max 2 sponsors

Includes: Crystal Palace and Concourse Doors 18 double sided door clings



## JAVITS ADVERTISING

**Outdoor Marquee**     \$ 2,500 per 8 seconds

The Javits Center's double-sided, full-color, full-motion LED Marquee is located on 11th Avenue and 36th Street just before the entrance to the Lincoln Tunnel. Throughout the show, advertisers have exclusive 24/7 access to over 65,000 daily impressions.

30' wide x 20' high double-sided LED screen

Graphic information: 640x480 JPEG @ 72dpi set to 8 second duration

**Advertising deadline: November 1, 2018**



**Indoor Marquee**     \$ 2,500 per 8 seconds

The JCTV (indoor video advertising system) consists of a 600 sq. ft. LED JumboTron situated at the center of the Crystal Palace and 70 plasma TVs with audio and video located throughout 4 levels of the Javits Center.

The same content will be displayed on the JumboTron and TVs.

**Advertising deadline: November 1, 2018**

**Indoor and Outdoor Package**     \$ 5,000 per spot

**Shuttle Buses (maximum 2 sponsors)**

Please ask your Business Development Manager for more details.

ETC.

**Key cards**     \$ 20,000 each (maximum 2 sponsors)

Hotel key cards are in attendees' hands every day during New York Deal Making, so make sure it's your custom-designed key card they're using. Sponsor-provided key cards are distributed to New York Deal Making attendees upon check-in at the following hotels: Courtyard, Crowne Plaza, Double Tree, Element, Fairfield Inn & Suites, Four Points Midtown, Four Points Midtown West, Homewood Suites, Intercontinental, Marriott Marquis, Millennium, Sheraton, Staybridge, Westin, Wyndham TS South, and Wyndham New Yorker

**Note:** Key cards will include ICSC New York Deal Making event logo and each sponsor's logo. Pricing is for all hotels and includes the hotel distribution charge.

SPONSORSHIP

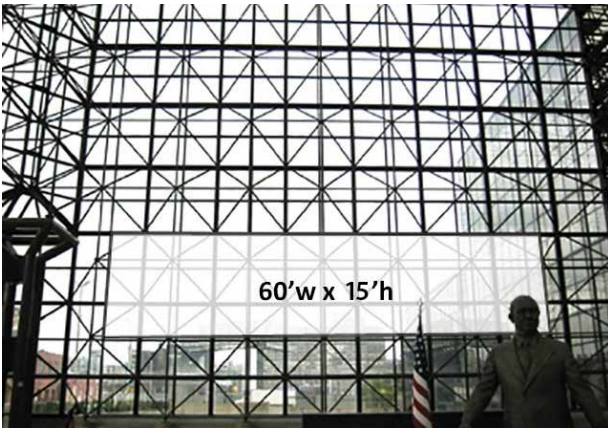
# 2018 SPONSORSHIP OPPORTUNITIES

## INTERIOR CRYSTAL PALACE BANNERS

DEADLINE FOR SIGNAGE: November 1, 2018

Banner Type	Placement	Size	Price
B4.01	Crystal Palace South Wall	60' x 15'	\$ 25,000
B4.03	Crystal palace North Wall	60' x 15'	\$ 25,000
CP25	Crystal Palace Interior Wall	10' x 20'	\$ 15,000
3B Column	Located in Crystal Palace adjacent to Hall 3B	Two 10' x 30' banners	\$ 20,000
Champagne Column A	Crystal Palace, 4-sided Champagne Column	One 10' x 20' banner Three 10' x 30' banners	\$ 40,000
Champagne Column B	Crystal Palace, 4-sided Champagne Column	One 10' x 20' banner Three 10' x 30' banners	\$ 40,000
Champagne Column C	Crystal Palace, 4-sided Champagne Column	One 10' x 20' banner Three 10' x 30' banners	\$ 35,000
Champagne Column D	Crystal Palace, 4-sided Champagne Column	One 10' x 20' banner Three 10' x 30' banners	\$ 35,000
Escalator Glass	Concourse to 3A/3B	23" high x 30' long	1 banner \$ 7,500 2 banners \$ 15,000
Escalator Glass	Level 1 to Concourse	23" high x 37' long	1 banner \$ 7,500 2 banners \$ 15,000
Concourse Stairs	North Concourse stairs to Crystal Palace (contains 2 sets of stairs)	56 steps to top, 28 stairs on each side: 6 1/2" high x 13' wide	\$ 20,000

# 2018 SPONSORSHIP OPPORTUNITIES



## B4.01

- 60' wide x 15' high
- Hangs over glass windows
- Mounted from the Javits banner system
- Must not be lower than the top of Champagne Column
- Crystal Palace South Wall



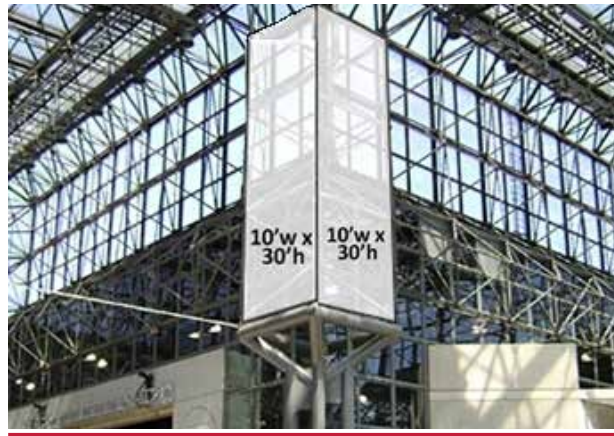
## B4.03

- 60' wide x 15' high
- Hangs over glass windows
- Mounted from the Javits banner system
- Must not be lower than the top of Champagne Column
- Crystal Palace North Wall



## CP25

- 10' wide x 20' high
- Mounted from interior hang points
- Located in Crystal Palace



## 3B Column

- Two 10' wide x 30' high banners
- Mounted from interior hang points
- Located in Crystal Palace adjacent to hall 3B

SPONSORSHIP

# 2018 SPONSORSHIP OPPORTUNITIES



View of Crystal Palace from Level 3 entrance

## Champagne Column A and B

These front and center Champagne Columns aren't just the focal point for all registering attendees—they're also visible from outside of the Javits Center.

## Champagne Column C and D

Leave a lingering impression as the last New York Deal Making visual with these trade show floor exit-view Champagne Columns.



- 10'wide x 20'high
- Mounted from interior hang points
- Located in Crystal Palace (Champagne Column)

SPONSORSHIP



# 2018 SPONSORSHIP OPPORTUNITIES



## Escalator Glass (MAXIMUM 2 SPONSORS)

Brand the Javits center escalators with your unique advertisement.

**2 locations:**

Concourse 3A/3B, 23" high x 30' long  
Level 1 to Concourse , 23" high x 37' long

- 1 sign (Signage on both sides of 1 glass pane on either up or down escalator, 2 signs total)
- 2 signs (Signage on both sides of outermost glass panes on up and down escalator, 4 signs total)

**Advertising deadline: November 1, 2018**



## Concourse Stairs (MAXIMUM 1 SPONSOR)

Let attendees climb your brand! The concourse staircase is the very first thing that New York Deal Making attendees see as they leave the shuttle bus and head to registration.

- North & South Concourse staircases connect Levels 2 & 3
- 56 steps to the top (each staircase)
- 28 steps on each side divided by a glass railing
- Measurements 6 1/2" high x 13' wide

SPONSORSHIP

# 2018 SPONSORSHIP OPPORTUNITIES

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## For questions contact your local Business Development Manager:

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

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Sheila Charton – Northeast and Mid-Atlantic USA  
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Abigail Joubert – Europe, Sub-Saharan Africa, India  
Tel: +44 20 7976 3120; aajoubert@icsc.org

Terri Kelly – Specialty Leasing Wholesalers and Product & Service Suppliers  
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Amie Leibovitz – Southern and Midwest USA, Texas and Puerto Rico  
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Sally Stephenson  
Tel: +1 847 835 1617; sstephenson@icsc.org

QUESTIONS

**SPONSORSHIP APPLICATION**

**\*Deadline: November 1, 2018** unless otherwise specified

**SPONSORSHIP**

- Presenting Sponsor | \$50,000 each
- Gold | \$ 30,000 each
- Silver | \$ 15,000 each
- Bronze | \$ 10,000 each
- Reception | \$ 850
- Charging Lounge | \$ 20,000
- Architectural Models | \$ 12,500
- Continental Breakfast | \$ 10,000
- Keynote Lunch | \$ 25,000 each
- Wi-Fi Buy Out | \$ 60,000

**ADVERTISING**

- New York Deal Making Directory  Full Page | \$ 2,600  1/2 page | \$ 1,900
- New York Deal Making Preview (November issue) Full Page | \$ 5,280
- December SCT  Full Page | \$ 5,280  1/2 page | \$ 3,880  SCT Week | \$ 1,800

**BANNERS & SIGNAGE SPONSORSHIP**

- Door Graphics | \$ 15,000
- Outdoor Marquee | \$ 2,500
- Indoor Marquee | \$ 2,500
- Indoor and Outdoor Package | \$ 5,000
- Keycards | \$ 20,000 each
- B4.01 | \$ 25,000  B4.03 | \$ 25,000  CP25 | \$ 15,000  3B Column | \$ 20,000
- Champagne Column A | \$ 40,000  Champagne Column B | \$ 40,000
- Champagne Column C | \$ 35,000  Champagne Column D | \$ 35,000
- Escalator Glass Concourse 3A/3B  1 Side | \$ 7,500  2 Sides | \$ 15,000
- Escalator Glass Level 1 Concourse  1 side | \$ 7,500  2 sides | \$ 15,000  Concourse Stairs | \$ 20,000

**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.

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

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

Address \_\_\_\_\_

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

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

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

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

**Payment Information:**

Check 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 \_\_\_\_\_