Sponsorship & Exhibition Opportunities

ICSC

RECon
ASIA-PACIFIC

22 – 25 October 2018

Mandarin Oriental | Kuala Lumpur, Malaysia

#ICSCRECon

ABOUT THE EVENT

RECon Asia-Pacific is the premier event in the region to discover how to leverage your strengths as a shopping centre owner/operator, investor, retailer or product/service provider. Much more than a commercial entity, successful shopping centres and retailers help build communities, fuel local economies and inspire innovation. To guarantee your future in the retail real estate industry, you must continually ensure that your shopping centre and stores deliver an experience far beyond the simple purchase of goods and services. RECon Asia-Pacific will provide inspirational vision and the practical advice you need to succeed.

RECon Asia-Pacific isn't just an ideal place to network and make deals—it's a spectacular opportunity to showcase your product and promote your brand. ICSC offers eleven different packages to help you utilize the RECon platform to best appeal to the region's key decision-makers. Your company can sponsor events such as the Welcome Reception and Asia-Pacific Shopping Centre Awards Dinner, or make a visual impact with logo branding on conference signage and printed materials. See the following complete list of offerings.

DIAMOND SPONSOR US $40,000 (Maximum 2 sponsors)

1. Ten (10) conference registrations
2. Four (4) Speaker's Dinner Invitations
3. Two (2) joint kiosks* with standard fitting *Kiosk space only; excluding passes
4. Verbal Recognition by the event moderator on both days of the conference, as well as sponsor recognition at main conference signage, welcome reception and included in all marketing collaterals:
   a) Company Logo/ Text recognized on all sponsors signage
   b) Company Logo/ Text recognized on Relevant Specialist Session signage (if available)
   c) Company logo/ hyperlink recognized on marketing materials (such as ICSC Event webpage, 6 weeks ICSC China event's website banner ad, 2 weeks China Brief button ad, 1 press release in Mandarin at China website)
   d) Company Logo/ Text recognized on text marketing materials (such as Preliminary/Final Programmes)
   e) Company logo recognized on event guide
5. One (1) Advert in Event Guide: A4 Single Page in full colour (Inside Front Cover)
6. Sponsor Ribbons
7. Listed as Diamond Sponsor in all marketing materials for conference
8. Logo on RECon Asia-Pacific emails

GOLD SPONSOR US $25,000

1. Six (6) conference registrations
2. Two (2) Speaker's Dinner Invitations
3. One (1) kiosk* with standard fitting *Kiosk space only; excluding passes
4. Verbal Recognition by the event moderator on both days of the conference, as well as sponsor recognition at main conference signage, welcome reception and included in all marketing collaterals:
   a) Company Logo/ Text recognized on all sponsors signage
   b) Company Logo/ Text recognized on Relevant Specialist Session signage (if available)
   c) Company logo/ hyperlink recognized on marketing materials (such as ICSC Event webpage, 6 weeks ICSC China event's website banner ad, 2 weeks China Brief button ad, 1 press release in Mandarin at China website)
   d) Company Logo/ Text recognized on text marketing materials (such as Preliminary/Final Programmes)
   e) Company logo recognized on event guide
5. One (1) Advert in Event Guide: A4 Single page in full colour
6. Sponsor Ribbons
7. Listed as Gold Sponsor in all marketing materials for conference

SILVER SPONSOR US $20,000

1. Four (4) conference registrations
2. One (1) Speaker's Dinner Invitation
3. One (1) kiosk* with standard fitting *Kiosk space only; excluding passes
4. Verbal Recognition by the event moderator on both days of the conference, as well as sponsor recognition at main conference signage, welcome reception and included in all marketing collaterals:
   a) Company Logo/ Text recognized on all sponsors signage
   b) Company logo/ hyperlink recognized on marketing materials (such as ICSC Event webpage, 6 weeks ICSC China event's website banner ad, 2 weeks China Brief button ad, 1 press release in Mandarin at China website)
   c) Company Logo/ Text recognized on text marketing materials (such as Preliminary/Final Programmes)
   d) Company logo recognized on event guide
5. One (1) Advert in Event Guide: A5 (Half-page) in full colour
6. Sponsor Ribbons
7. Listed as Silver Sponsor in all marketing materials for conference

BRONZE SPONSOR US $10,000

1. Two (2) conference registrations
2. One (1) kiosk* with standard fitting *Kiosk space only; excluding passes
3. Verbal Recognition by the event moderator on both days of the conference, as well as sponsor recognition at main conference signage, welcome reception and included in all marketing collaterals:
   a) Company Logo/ Text recognized on all sponsors signage
   b) Company Logo/ Text recognized on Relevant Specialist Session signage (if available)
   c) Company logo/ hyperlink recognized on marketing materials (such as ICSC Event webpage, 6 weeks ICSC China event's website banner ad, 2 weeks China Brief button ad, 1 press release in Mandarin at China website)
   d) Company Logo/ Text recognized on text marketing materials (such as Preliminary/Final Programmes)
   e) Company logo recognized on event guide
4. Sponsor Ribbons
5. Listed as Bronze Sponsor in all marketing materials for conference

LUNCHEON SPONSOR US $10,000 (Maximum 4 sponsors)

1. Two (2) conference registrations
2. One (1) Speaker's Dinner Invitation
3. One (1) kiosk* with standard fitting *Kiosk space only; excluding passes
4. Verbal Recognition by the event moderator on both days of the conference, as well as sponsor recognition at main conference signage, welcome reception and included in all marketing collaterals:
   a) Company Logo/ Text recognized on all sponsors signage
   b) Company logo/ hyperlink recognized on marketing materials (such as ICSC Event webpage, 6 weeks ICSC China event's website banner ad, 2 weeks China Brief button ad, 1 press release in Mandarin at China website)
   c) Company Logo/ Text recognized on text marketing materials (such as Preliminary/Final Programmes)
   d) Company logo recognized on event guide
5. Sponsor Ribbons
6. Listed as Luncheon Sponsor in all marketing materials for conference
7. Branding at One (1) Round-table during luncheons on both days, including ten (10) seats with pre-invited guests (among paid delegates)

CONFERENCE BAG SPONSOR US $12,500 (Maximum 1 sponsor)

1. Two (2) conference registrations
2. Printing of sponsor's company logo in one (1) colour on Conference Bags *design prepared by ICSC
3. Verbal recognition by the event moderator on both days of the conference, as well as sponsor recognition on main conference signage, at Welcome Reception and included in all marketing collaterals:
   a) Company Logo/ Text recognized on all sponsors signage
   b) Company logo/ hyperlink recognized on marketing materials (such as ICSC Event webpage, 6 weeks ICSC China event's website banner ad, 2 weeks China Brief button ad, 1 press release in Mandarin at China website)
   c) Company Logo/ Text recognized on text marketing materials (such as Preliminary/Final Programmes)
   d) Company logo recognized on event guide
4. Sponsor Ribbons
5. Listed as Conference Bag Sponsor in all marketing materials for conference

LANYARD SPONSOR US $10,000 (Maximum 1 sponsor)

1. Two (2) conference registrations
2. Printing of sponsor's company logo in one (1) colour on Conference lanyards *design prepared by ICSC
3. Verbal recognition by the event moderator on both days of the conference, as well as sponsor recognition on main conference signage, at Welcome Reception and included in all marketing collaterals:
   a) Company Logo/ Text recognized on all sponsors signage
   b) Company logo/ hyperlink recognized on marketing materials (such as ICSC Event webpage, 6 weeks ICSC China event's website banner ad, 2 weeks China Brief button ad, 1 press release in Mandarin at China website)
   c) Company Logo/ Text recognized on text marketing materials (such as Preliminary/Final Programmes)
   d) Company logo recognized on event guide
4. Sponsor Ribbons
5. Listed as Lanyard Sponsor in all marketing materials for conference

CONFERENCE NAME BADGE SPONSOR US $10,000 (Maximum 1 sponsor)

1. Two (2) conference registrations
2. Printing of Sponsor's company logo on the back of the ICSC RECon Asia Name badge in 4 colors.
3. Verbal recognition by the event moderator on both days of the conference, as well as sponsor recognition on main conference signage, at Welcome Reception and included in all marketing collaterals:
   a) Company Logo/ Text recognized on all sponsors signage
   b) Company logo/ hyperlink recognized on marketing materials (such as ICSC Event webpage, 6 weeks ICSC China event's website banner ad, 2 weeks China Brief button ad, 1 press release in Mandarin at China website)
   c) Company Logo/ Text recognized on text marketing materials (such as Preliminary/Final Programmes)
   d) Company logo recognized on event guide
4. Sponsor Ribbons
5. Listed as a Conference Name Badge Sponsor in all marketing materials for conference

AWARDS DINNER SPONSOR US $25,000

1. Four (4) conference registrations
2. Two (2) Speaker's Dinner Invitation
3. One (1) kiosk* with standard fitting *Kiosk space only; excluding passes
4. One (1) Advert in Event Guide: A5 (Half page) in full colour
5. One (1) Awards Dinner Table hosting during conference, including ten (10) seats
6. Verbal Recognition by the event moderator on both days of the conference, as well as sponsor recognition at main conference signage, welcome reception and included in all marketing collaterals:
   a) Company Logo/ Text recognized on all sponsors signage
   b) Company logo/ hyperlink recognized on marketing materials (such as ICSC Event webpage, 6 weeks ICSC China event's website banner ad, 2 weeks China Brief button ad, 1 press release in Mandarin at China website)
   c) Company Logo/ Text recognized on text marketing materials (such as Preliminary/Final Programmes)
   d) Company logo recognized on event guide
7. Listed as Awards Dinner Sponsor in all marketing materials for conference

SPEAKER'S DINNER SPONSOR US $20,000

1. Two (2) conference registrations
2. Four (4) Speaker's Dinner Invitations
3. One (1) kiosk* with standard fitting *Kiosk space only; excluding passes
4. Verbal recognition as a Sponsor of the Speaker's Dinner by moderator during Speaker's Dinner session
5. Verbal Recognition by the event moderator on both days of the conference, as well as sponsor recognition at main conference signage, welcome reception and included in all marketing collaterals:
   a) Company Logo/ Text recognized on all sponsors signage
   b) Company logo/ hyperlink recognized on marketing materials (such as ICSC Event webpage, 6 weeks ICSC China event's website banner ad, 2 weeks China Brief button ad, 1 press release in Mandarin at China website)
   c) Company Logo/ Text recognized on text marketing materials (such as Preliminary/Final Programmes)
   d) Company logo recognized on event guide
6. Sponsor Ribbons
7. Opportunity to make Welcome Remarks during Speaker's Dinner
8. Opportunity to provide a door gift for Speaker's Dinner Guests (*Subject to ICSC approval)
9. Listed as Speaker's Dinner Sponsor in all marketing materials for conference

WELCOME COCKTAIL SPONSOR US $15,000

1. Two (2) conference registrations
2. One (1) Speaker's Dinner Invitation
3. One (1) kiosk* with standard fitting *Kiosk space only; excluding passes
4. Verbal recognition as a Sponsor of the Welcome Cocktail by moderator during Welcome Cocktail session
5. Verbal Recognition by the event moderator on both days of the conference, as well as sponsor recognition at main conference signage, welcome reception and included in all marketing collaterals:
   a) Company Logo/ Text recognized on all sponsors signage
   b) Company logo/ hyperlink recognized on marketing materials (such as ICSC Event webpage, 6 weeks ICSC China event's website banner ad, 2 weeks China Brief button ad, 1 press release in Mandarin at China website)
   c) Company Logo/ Text recognized on text marketing materials (such as Preliminary/Final Programmes)
   d) Company logo recognized on event guide
6. Sponsor Ribbons
7. Opportunity to make Welcome Remarks during Welcome Cocktail
8. Listed as Welcome Cocktail Sponsor in all marketing materials for conference

EXHIBTION KIOSK US $3,500

1. 3M x 2 M Maxima Booth System (*or similar)
2. Digital Printing Graphics mounted on a foam board (300W x 200H /cm)
3. 2 long arm 18W spotlights
4. Planter box with plant
5. 1 bar table and 2 bar stools
6. 1 catalogue stand
7. 1 electrical point
8. 1 (one) Conference Registration
9. 1 (one) appointed person to handle the booth (exclusive of conference registration

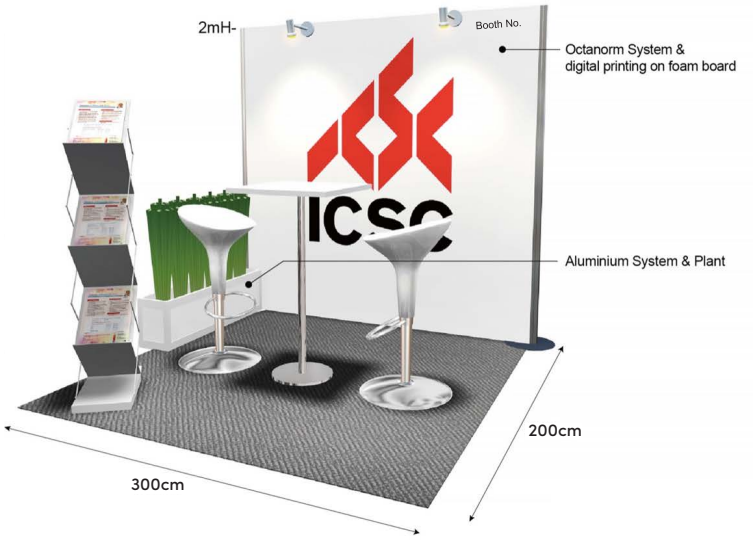

*Image for illustation purpose only; actual design may vary.

SPONSORSHIP AND EXHIBITION APPLICATION

(please check below)

- ☐ **Diamond US $40,000**
- ☐ **Gold US $25,000**
- ☐ **Silver US $20,000**
- ☐ **Bronze US $10,000**
- ☐ **Luncheon US $10,000**
- ☐ **Conference Bag US $12,500**
- ☐ **Lanyard US $10,000**
- ☐ **Conference Badge US $10,000**
- ☐ **Awards Dinner US $25,000**
- ☐ **Speaker's Dinner US $20,000**
- ☐ **Welcome Cocktail US $15,000**
- ☐ **Exhibition Kiosk US $3,500**

For more information about Sponsorship and Exhibition Opportunities, please contact:

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Contact _____ Title _____

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

Return Application to:

Fax: + 1 732 694 1748 | **Mail:** International Council of Shopping Centers; P.O. Box 419822, Boston, MA 02241-9822, USA

Payment must accompany the Sponsorship Form.

Method of Payment: (Please check your choice)

☐ Check or money order enclosed (payable to ICSC)

☐ Credit Card: ☐ Mastercard ☐ Visa ☐ AMEX ☐ Discover US$ _____

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

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

☐ Wire Transfer: US$ _____

For the account of the International Council of Shopping Centers Inc.
A/C # 483043657998 | Wire Routing 026009593 | Swift Code: BOFAUS3N
Bank of America, 222 Broadway, New York, NY 10038, USA

☐ Bank Draft: US$ _____

Must be drawn on U.S. Bank and made payable to ICSC. Please indicate RECon Asia-Pacific 2018 on the back of the bank draft and mail to International Council of Shopping Centers; P.O. Box 419822, Boston, MA 02241-9822, USA.

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, which are hereby incorporated by reference.