



Sponsorship & Advertising Opportunities

# RECON

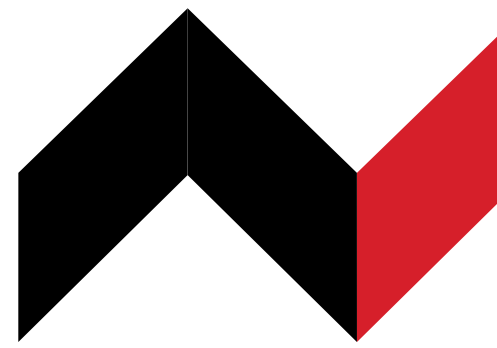
May 20 – 23, 2018

Las Vegas, NV

Las Vegas Convention Center & Westgate Hotel

#ICSCRECon





## RECon and Opening Reception Sponsorships

### Platinum (maximum 4 – only 1 remaining) | \$40,000

- Company logo on the following RECon benefits:
  - Lanyards
  - Event signage
  - One (1) inter-hall golf cart
  - Bus route signage placed at hotels
  - Final event program mailer
  - Badge mailer envelope
  - Event directory
  - "Thank You" ad in *RECon News*
  - "Thank You" ad on window clings inside Las Vegas Convention Center
  - "Thank You" ad on Las Vegas Convention Center LED screens
- Company logo to loop on shuttle buses
- Company logo to loop before select event functions
- Company logo and URL on event webpage
- Company logo and URL on event emails (minimum of 5)
- Two (2) Reserved seats at Keynote session
- One (1) full page ad in event Directory
- One (1) full page ad in April *Shopping Centers Today*
- One (1) full Page ad in *RECon News*
- Map Your Show Highlights\*
- Platinum sponsor ribbons for all registered company attendees

### Gold (maximum 4) | \$10,000

- Downstairs cabana, including:
  - Company logo on entry sign
  - Company logo on one (1) inside table
  - Company logo on cabana mirror cling
- Company logo on main XS LED screens
- Company logo on pool LED screen
- Company logo on the following RECon benefits:
  - "Thank You" ad in *RECon News*
  - Final event program mailer
  - Event directory
- Company logo and URL on event webpage
- Company logo and URL on event emails (minimum of 5)
- One (1) full page ad in *RECon News*
- Gold sponsor ribbons for all registered company attendees

### Silver | \$7,500

- Upstairs cabana, including:
  - Company logo on entry sign
  - Company logo on one (1) inside table
  - Company logo on cabana mirror cling
- Company logo on main XS LED screens
- Company logo on pool LED screen
- Company logo on the following RECon benefits:
  - "Thank You" ad in *RECon News*
  - Final event program mailer
  - Event directory
- Company logo and URL on event webpage
- Company logo and URL on event emails (minimum of 5)
- One (1) full page ad in *RECon News*
- Silver sponsor ribbons for all registered company attendees



\* applicable for Exhibitors only

Note: Logo inclusion and Ads in printed and digital communications pending production deadlines

## SPREE

### Platinum (maximum 1) **SOLD OUT**

- Prominent logo placement near SPREE entrance
- Upstairs Cabana at RECon Opening reception including:
  - Company logo on entry sign
  - Company logo on one (1) inside table
  - Company logo on cabana mirror cling
  - Company logo on main XS LED screens
  - Company logo on pool LED screen
- Company logo and URL on email blasts about SPREE
- Company logo and URL on event webpage
- Prominent placement of company logo on Map Your Show Highlights\*
- One (1) full page tab ad in RECon Directory
- Company logo in RECon Directory

### Gold (maximum 5) | \$3,500

- Prominent logo placement near SPREE entrance
- Company logo and URL on email blasts about SPREE
- Company logo and URL on event webpage
- One (1) full page ad in SPREE RECon section of RECon Directory
- Company logo in RECon Directory

### Silver (maximum 5) | \$2,500

- Prominent logo placement near SPREE entrance
- Company logo and URL on email blasts about SPREE
- Company logo and URL on event webpage
- Company logo in RECon Directory



## Marketplace Mall

### Continental Breakfast (maximum 2) | \$6,500

- Company logo on signage at event
- Company logo in Final event program mailer
- Company logo in event directory
- Company logo on "Thank You" ad in RECon News
- Company logo and URL on event webpage

\* applicable for Exhibitors only

Note: Logo inclusion and Ads in printed and digital communications pending production deadlines

# CEREMONIES & RECEPTIONS

## Global Awards

### Gold | \$6,000

- One (1) full page, four (4) color ad in winner's program
- Company logo in winner's program
- One (1) full page, four (4) color ad in awards show program
- Company logo in awards show program
- Verbal recognition at podium
- High visibility signage throughout event
- Gold sponsor ribbon for all registered company attendees
- Company logo to loop during awards presentation
- Company logo and URL on event website
- Company logo and URL on award show emails

### Silver | \$3,500

- One half (1/2) page, four (4) color ad in winner's program
- Company logo in winner's program
- One half (1/2) page, four (4) color ad in awards show program
- Company logo in awards show program
- Verbal recognition at podium
- High visibility signage throughout event
- Silver sponsor ribbon for all registered company attendees
- Company logo to loop during awards presentation
- Company logo and URL on event website
- Company logo and URL on award show emails

### Bronze | \$1,000

- Company logo in winner's program
- Company logo in awards show program
- Verbal recognition at podium
- High visibility signage throughout event
- Silver sponsor ribbon for all registered company attendees
- Company logo to loop during awards presentation
- Company logo and URL on event website
- Company logo and URL on award show emails

### Category Sponsor | \$1,250

- Verbal recognition at podium
- High visibility signage throughout event
- Sponsor ribbon for all registered company attendees
- Company logo to appear in headline in awards show program
- Company logo to appear at beginning of category awards during award show presentation
- Company logo in winner's program
- Company logo and URL on event website

## RECon Latin America Reception | \$3,000

- Company logo on signage at event
- Company logo on drink menu cards
- Verbal recognition from podium at start of event
- Company logo in event directory
- Company logo on "Thank You" ad in *RECon News*
- Company logo and URL on event webpage
- Company logo and URL on four (4) emails regarding the event



# CEREMONIES & RECEPTIONS

## Foundation Benefit

### Benefits for ALL sponsorships | Recognition on RECon related communications including:

Website | Final program online version\* | Directory | Electronic "Thank You" on convention center's digital screens\*\* | Post-RECon issue of SCT Magazine

\*By March 27, 2018 \*\* By April 20, 2018

#### Premier Sponsor | \$35,000

- 20 Tickets
- Verbal recognition from podium
- Reserved lounge area for guests
- Name a signature cocktail
- Logo wrapped bar
- Recognition on RECon related emails (minimum 3)
- Prominent recognition in E-Journal (looped on "Great Hall" screens)
- On-site signage
- Logo on Foundation web page

#### Platinum Sponsor | \$25,000

- 15 Tickets
- Verbal recognition from podium
- Reserved lounge area for guests
- Name a signature cocktail
- Recognition on ReCon related emails (minimum 3)
- Prominent recognition in E-Journal (looped on "Great Hall" screens)
- On-site signage
- Logo on Foundation web page

#### Gold Sponsor | \$17,500\* / \$20,000

- 12 Tickets | Recognition on Recon related emails (minimum 3)
- Full screen in E-Journal (looped on "Great Hall" screens)
- On-site signage
- Logo on Foundation web page

#### Silver Sponsor | \$12,500\* / \$15,000

- 10 Tickets
- Half screen in E-Journal (looped on "Great Hall" screens)
- On-site signage
- Company name on Foundation web page

#### Bronze Sponsor | \$6,000\* / \$7,000

- 10 Tickets
- Quarter screen in E-Journal (looped on "Great Hall" screens)
- On-site signage
- Company name on Foundation web page

#### Friend | \$3,000\* / \$4,000

- 4 Tickets
- Recognition in E-Journal (looped on "Great Hall" screens)

#### Individual Ticket | \$500\* / \$600

#### E-Journal

Promote your company in the new Benefit E-Journal looped on the "Great Hall" screens during the Benefit and displayed on the Foundation website

- Full screen | \$4,000 • Half screen | \$2,500 • Quarter screen | \$1,500

#### Contribution

Unable to attend but would like to make a contribution in the amount of your choosing.

\* Prices increase on Friday, March 23, 2018

## Diversity Reception

#### Premier (maximum 2) | \$12,500

- Premier company logo and URL on Diversity Reception communications
- Two tickets to the ICSC Foundation Benefit cocktail and networking reception
- Company logo on digital advertising screens throughout Las Vegas Convention Center
- Company logo and url on ICSC RECon event page
- Company logo and url on emails to members (2 htmls)
- Company logo looped at reception
- Verbal recognition from podium
- Sponsor table at event (preferred placement)
- Recognition in post RECon issue of *Shopping Centers Today*
- Company logo on signage at Diversity Reception

#### Gold | \$7,500

- Company logo on ICSC RECon event page
- Company logo and url on emails to members (2 htmls)
- Company logo looped at reception
- Verbal recognition from podium
- Sponsor table at event
- Recognition in post RECon issue of *Shopping Centers Today*
- Company logo on signage at Diversity Reception

#### Silver | \$3,000

- Company logo and url on emails to members (2 htmls)
- Company logo looped at reception
- Verbal recognition from podium
- Recognition in post RECon issue of *Shopping Centers Today*
- Company logo on signage at Diversity Reception

#### Bronze | \$1,500

- Company logo looped at reception
- Company logo on signage at Diversity Reception



# OTHER SPONSOR & ADVERTISING OPPORTUNITIES

## Real Estate Development Model Exhibit Booth Space (only 1 left!) | \$10,000 each

Architectural exhibit space is available in the Grand Lobby of the Las Vegas Convention Center. Booths will be sold on a first-come, first-serve basis.

### Booths include:

- Standard table
- Two (2) stools
- Standard carpet
- Company name sign

### Requirements:

- Space must be staffed during show hours
- Participant(s) must maintain current booth size on exhibit hall floor



## Badge Mailer Inserts (maximum 4 advertisers) | \$19,500

Have a specific message that you want attendees to be aware of before they head out to Las Vegas? Badge Mailer Inserts are a great way to catch their attention. Your company's message will be mailed out along with each badge to every person that is pre-registered for RECon. This opportunity is limited to 4 companies, so don't delay! One Badge Mailer Insert campaign (one ad sent to every pre-registered attendee) costs \$19,500. Badge stock no heavier than .8 oz. and must be approved by ICSC. Deadline to advertise is **March 1, 2018**.

## Leasing Mall Map

~~Inside Front Cover (maximum 1 advertiser)~~ **SOLD OUT**

Inside Back Cover (maximum 1 advertiser) | \$19,500

Back Cover (maximum 1 advertiser) | \$22,000

Put your company message in the hands of every single attendee. A map of the show floors is one of the first things that each attendee picks up when they walk in the Convention Center. The deadline to advertise is **March 20, 2018**.

## RECon Program Directory | \$2,900

The RECon Program Directory will list all programs, sessions and exhibiting companies. The directory is another handy reference for attendees while on-site and is also used year-round as a reference guide, so placing an ad here will give you great exposure not only during RECon, but long after the show doors close as well. Directory ads are \$2,900 and the deadline to purchase is **March 20, 2018**.

## Transportation

Get your very own mobile billboard! These rolling ads for your company will travel up and down the Vegas strip. 78 buses covering 11 different routes that encompass over 30 hotels will all end up at the Las Vegas Convention Center. This is a unique opportunity to gain additional exposure. The shuttle buses make multiple trips per day, constantly marketing your company around Vegas so you can focus on making deals while you're in Vegas! The deadline to purchase is **March 1, 2018**.

### BUS BANNERS & WRAPS

Full Bus Wrap (maximum 1 sponsor per route) | \$25,000 per wrap, per bus

Full wrap covers both sides of the bus and includes printing, installation, removal and downtime of bus. Deadline to purchase and submit artwork is **March 1, 2018**.

Bus Banner (maximum 2 sponsors per bus) | \$2,500 per banner, per each side of bus

2' x 35' banner includes printing, installation, removal and downtime of bus. Deadline to purchase and submit artwork is **March 1, 2018**.

Headrests (maximum 1 sponsor per bus) | \$1,000 per bus, double-sided

Headrests, graphic ads with logo and/or message are displayed on both sides of fabric headrests that are placed on each seat of a shuttle bus. Deadline to purchase and submit logos is **March 1, 2018**.



# OTHER SPONSOR & ADVERTISING OPPORTUNITIES

## Banner Opportunities

| LOCATION   | COST *                                  | SPECIFICATIONS   |
|--|---|--|
| <b>CENTRAL HALL – EXTERIOR BANNERS</b>                             |   |  |
| Shuttle Bus Signs<br>C04b1 - C04b9, (9 signs available)            | \$50,000 (maximum 1 sponsor)            | 15' w x 5' h, double-sided banner. <i>Located outside at the Shuttle bus pick-up and drop-off.</i> <b>SOLD OUT</b> |
| Central Hall Connector To South Hall - C09a                        | \$60,000 (maximum 1 sponsor)            | 84' w x 30' h, single-sided  |
| Central Hall Connector To South Hall - C09b                        | \$65,000 (maximum 1 sponsor)            | 60' w x 50' h, single-sided  |
| <b>CENTRAL HALL – INTERIOR BANNER</b>                              |   |  |
| Central Hall Connector To South Hall - Ci22,<br>(Escalator Banner) | <del>\$10,000</del>                     | <del>25' w x 10' h, double-sided</del> <b>SOLD OUT</b>   |
| <b>SOUTH HALL – EXTERIOR BANNERS</b>                               |   |  |
| South Hall Entrance Columns - S02b1 - S02b4                        | \$5,000 each (maximum 4 sponsors)       | 5' w x 24' h/each, single-sided banner   |
| South Hall Banner - S04a   | \$25,000 (maximum 1 sponsor)            | 40' w x 25' h, single-sided banner   |
| <b>NORTH HALL – EXTERIOR BANNERS</b>                               |   |  |
| Over Door Window Clings - N08a, (12 windows)                       | \$12,500 (maximum 1 sponsor)            | 5' w x 4' h widow clings, double-sided banner  |
| Over Door Window Clings - N08b, (12 windows)                       | \$12,500 (maximum 1 sponsor)            | 5' w x 4' h widow clings, double-sided banner  |
| Taxi Pick-Up Signs - N09b - N09g                                   | \$40,000 (maximum 1 sponsor)            | 35' w x 5' h, double-sided banners (6 banners).<br><i>Located outside at Taxi pick-up and drop-off.</i>            |
| <del>North Hall Entrance Banner - N06a</del>                       | <del>\$20,000 (maximum 1 sponsor)</del> | <del></del> <b>SOLD OUT</b>  |
| <b>GRAND LOBBY – INTERIOR BANNERS</b>                              |   |  |
| Ci04b2   | \$35,000 (maximum 1 sponsor)            | 55' w x 22' h, double-sided banner   |
| A-103a   | \$15,000 (maximum 1 sponsor)            | 25' w x 22' h, double-sided banner   |
| Ci05a  | \$15,000 (maximum 1 sponsor)            | 34' w x 8' h, single-sided banner  |

\* All banner costs include GES production, installation and dismantle



# OTHER SPONSOR & ADVERTISING OPPORTUNITIES



Shuttle Bus Signs  
C04b1 - C04b9  
(9 signs available)



Central Hall Connector  
To South Hall - C09a



Central Hall Connector  
To South Hall - C09b



Central Hall Connector  
To South Hall - Ci22, (Escalator  
Banner)



South Hall Entrance Columns -  
S02b1 - S02b4



South Hall Banner - S04a



Over Door Window Clings -  
N08a, (12 windows)



Over Door Window Clings -  
N08b, (12 windows)



Taxi Pick-Up Signs - N09b - N09g



North Hall Entrance Banner -  
N06a



Ci04b2



A-103a



Ci05a





# OTHER ADVERTISING & SPONSOR OPPORTUNITIES

## RECon News (published by Shopping Centers Today) | \$2,500

Great reach for a great price. RECon News will be published on Monday, May 21 and Tuesday, May 22 when every aspect of the show is open for business. RECon News is a RECon-centric version of SCT's monthly magazine that has become very popular with attendees. The deadline to purchase is **April 25, 2018**.

## Escalator Handrails | \$10,000 per escalator (2 handrails) (6 remaining – ask your Business Development Manager for details)

RECon attendees won't want to let your business go! Escalator handrails are located in high-traffic passageways and are one of the most effective ways to reach your audience. Handrail ads repeat continuously across the length of both escalator handrails (about 140 feet each) and are separated by a five inch RECon logo. The rate includes left and right handrails of one escalator, all media and production costs.

## "You Are Here" Booth Locators (3 remaining) | \$35,000

Located throughout Convention Center

## Digital Ads in LVCC | \$5,000 per 8 second spot

| LOCATION                    | PANEL CONFIGURATION | RATIO  | RESOLUTION |
|-----------------------------|---------------------|--------|------------|
| Grand Lobby West            | 1                   | 5:2    | 2560x896   |
| Grand Lobby East            | 1                   | 4:1    | 2560x768   |
| N3 Lobby                    | 1                   | 16:9   | 1920x1080  |
| N2 Lobby                    | 1                   | 16:9   | 1920x1080  |
| Info Desk                   | 1                   | 16:9   | 1920x1080  |
| N4 Upstairs Lobby           | 5x2                 | 4.4:1  | 1920x432   |
| S1 Lobby                    | 5x2                 | 4.4:1  | 1920x432   |
| C3 Lobby                    | 5x2                 | 4.4:1  | 1920x432   |
| C4 Lobby                    | 4x1                 | 7.11:1 | 1920x270   |
| 2 <sup>nd</sup> Floor Admin | 4x1                 | 7.11:1 | 1920x270   |
| Paradise Bridge             | 4x1                 | 7.11:1 | 1920x270   |

## Wifi | \$40,000

Wifi buyout including all lobbies, meeting rooms, and common areas. Sponsor fee includes one (1) splash page with URL of choice

## Charging Lounge (maximum 2 sponsors) | \$20,000 per sponsor

Includes company logo on:

- Banner above lounge
- Final event program (pending production deadline)
- The RECon event webpage
- "Thank You" page in event directory
- RECon emails

Lounge will be located in the rear of C5 Hall and includes:

Furniture, wifi hot spot, Bose music and speakers, six (6) massage chairs and charging stations.

## Outside Golf Carts (maximum 2 advertisers) | \$15,000 includes 2 carts

Brand your company message on RECon's complimentary shuttle service that will transport attendees between halls outside the Las Vegas Convention Center. Company logo included on rooftop, seat backs and exterior visor area of windshield)

## Marketplace Mall Aisle Signs (maximum 3 sponsors) | \$3,500 per aisle sign

Includes 3' high x 8' w double-sided company logo branding.



# FOR QUESTIONS CONTACT YOUR LOCAL BUSINESS DEVELOPMENT MANAGER:

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

**Jose Mario Calderon** - Western USA, Canada, Caribbean & Latin America  
Tel: +1 646 728 3627; jcalderon@icsc.org

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

**Abigail Joubert** - Europe, Sub-Saharan Africa, India  
Tel: +44 20 7976 3120; ajoubert@icsc.org

**Terri Kelly** - SPREE / Marketplace Mall  
Tel: +1 781 709 2412; tkelly@icsc.org

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

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





# RECON

May 20 – 23, 2018 | Las Vegas, NV  
Las Vegas Convention Center & Westgate Hotel | #ICSCRECon  
**SPONSORSHIP & ADVERTISING APPLICATION**

### RECON OPENING RECEPTION SPONSORSHIPS

- Platinum | \$40,000    Gold | \$10,000    Silver | \$7,500

### SPREE

- ~~Platinum~~ Sold Out    Gold | \$3,500    Silver | \$2,500

### MARKETPLACE MALL

- Continental Breakfast Sponsorship | \$6,500

### CEREMONIES & RECEPTIONS

- Maxi Awards    Gold | \$6,000    Silver | \$3,500    Bronze | \$1,000    Category Sponsor | \$1,250

- RECon Latin America Reception | \$3,000

- Foundation Benefit    Premier | \$35,000    Platinum | \$25,000    Gold | \$17,500\*/\$20,000    Silver | \$12,500\*/\$15,000

- Bronze | \$6,000\*/\$7,000    Friend | \$3,000\*/\$4,000    Individual Ticket | \$500\*/\$600

- E-Journal |  Full screen \$4,000    Half screen \$2,500    Quarter screen \$1,500

\*Prices increase on Friday, March 23, 2018.

- RECon Diversity Reception    Premier | \$12,500    Gold | \$7,500    Silver | \$3,000

### OTHER ADVERTISING & SPONSORSHIP OPPORTUNITIES

- Architectural Model Booth | \$10,000

- Badge Mailer Inserts | \$19,500

Quantity: \_\_\_\_\_

Leasing Mall Map

- ~~Inside Front Cover~~ Sold Out

- Inside Back Cover | \$19,500

- Back Cover | \$22,000

**Deadline: March 20, 2018**

- RECon Program Directory | \$2,900

**Deadline: March 20, 2018**

- Full Bus Wrap | \$25,000

Quantity: \_\_\_\_\_

- Bus Banner | \$2,500

Quantity: \_\_\_\_\_

- Bus Headrests | \$1,000

Quantity: \_\_\_\_\_

### EXTERIOR BANNERS

- C04b1 – C04b9 Shuttle Bus Signs | \$50,000

- C09a Central Hall connector to South Hall | \$60,000

- C09b Central Hall Connector | \$65,000

South Hall Entrance Columns | \$5,000 each select:

- S02b1    S02b2    S02b3    S02b4

- S04a South Hall Banner | \$25,000

- N08a Over Door Window Clings | \$12,500

- N08b Over Door Window Clings | \$12,500

- N09b – N09g Taxi Pick Up | \$40,000

- ~~N06a North Hall Entrance Banner~~ Sold Out

### INTERIOR BANNERS

- Ci04b2 Grand Lobby Double-sided Banner | \$35,000

- A-103a Grand Lobby Double-sided Banner | \$35,000

- Ci05a Grand Lobby Single-sided Banner | \$15,000

- ~~Ci22 Central Hall Connector to South Hall Escalator Banner~~ Sold Out

- RECon News | \$2,500

**Deadline: April 25, 2018**

- Escalator Handrails | \$10,000

- "You Are Here" Booth Locators |

\$35,000

Quantity: \_\_\_\_\_

- Outside Golf Carts | \$15,000

Quantity: \_\_\_\_\_

- Marketplace Mall Aisle Signs | \$3,500

Quantity: \_\_\_\_\_

- Charging Lounge | \$20,000

- LVCC Digital Ads | \$5,000

Quantity: \_\_\_\_\_

### 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 1800   **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 \_\_\_\_\_