

ICSC RECON 2017

SPONSORSHIP OPPORTUNITIES

TRADESHOW BOOTH / RECEPTION MAY 21–24, 2017

IN PARTNERSHIP WITH



ICSC RECON 2017



Since 2001, the Washington DC Economic Partnership has represented Washington, DC at International Council of Shopping Centers' (ICSC) Real Estate Convention (RECon) in Las Vegas, the largest retail industry convention in the world.



WDCEP engages with over 35,000 retail real estate professionals and provides a platform for the DC delegation to network with key decision makers during the District Retail Reception.

WHY PARTNER?

- WDCEP Tradeshow Booth Rental, Management, Marketing & Promotion:
- Washington, DC's presence at ICSC is a noted one, with ideal location placement, and a 40'x 50' booth size.
- Five (5) meeting rooms will be available for private conferences and WDCEP will assist with the coordination of the meeting room assignments.
- WDCEP will also manage the booth set up, break down, food and beverage arrangements, and clean up.
- Our partners only need to be responsible for arranging meetings, travel, and project renderings – we'll leave the deal making up to you!
- Through your partnership with WDCEP, your brand will have the opportunity to gain exposure to the anticipated 35,000 attendees and WDCEP's marketing and PR team will ensure the right people gain exposure to your brand

DISTRICT RETAIL RECEPTION

@ SLS HOTEL LAS VEGAS

Sunday, May 21, 2017
7:00 pm – 9:00 pm

The District Reception during ICSC RECon will be held at one of Las Vegas's premier evening lounges in the heart of city. Over 600 guests and sponsors will gather to celebrate Washington, DC.

As a sponsor, you will have the opportunity to showcase your company through various branding opportunities and network with key decision makers.

BOOTH SPONSORSHIPS



The Washington, DC Economic Partnership (WDCEP) eases the time and financial commitment for its partners by leveraging its 15-year ICSC participation and management experience. By partnering with WDCEP, you'll receive access between May 22-24 to the following:

Leverage our experience and purchasing power and join the DC delegation at the 2017 ICSC RECon.

DIAMOND - \$20,000

As a sponsor, you will receive:

- Prominent placement of your project's static renderings in the We DC booth space (max 6)
- The use of the WDCEP conference rooms for meetings
- Your project/neighborhood will be displayed in rotation on a large video wall in the center of the WDCEP tradeshow booth
- Name/logo recognition on the entry way of the booth
- Opportunity for wrapping the exterior wall of the booth with extra-large images of your project This is an opportunity of 40–50 feet of frontage to showcase your project
- Opportunity to display your marketing materials on literature racks in our booth

PLATINUM - \$15,000

As a sponsor, you will receive:

- Prominent placement of your project's static rendering in the WDCEP booth space (max 2)
- The use of the WDCEP conference rooms for meetings
- Your project/neighborhood will be displayed in rotation on a large video wall in the center of the WDCEP booth
- Name/logo recognition on the entry way of the booth
- Opportunity to display your marketing materials on literature racks in booth

GOLD - \$10,000

As a sponsor, you will receive:

- Exclusive sponsor of the video wall which highlights prominent DC Development projects. Featured on the video wall: Washington, DC presented by [company logo]
- The use of WDCEP conference rooms for meetings
- Opportunity to display business cards at the WDCEP booth reception desk

COCKTAIL HOUR - \$7,500

May 22, 2016, 4:00 pm – 5:30 pm

- Entertain key clients and prospective customers in the Washington, DC tradeshow booth. As a sponsor, you will have a platform to shine among the eager retailers, brokers and developers who have a desire to learn more about a potential move or expansion to DC.
- Exclusive sponsor of the cocktail hour
- Opportunity to invite guests to attend
- Promotional support and acknowledgement in all communication pertaining to the cocktail hour (digital + print)

CORPORATE SPONSOR / OPTION 1 - \$4,500

As a sponsor, you will receive:

- Name/logo recognition on the entry way of the booth
- Your logo will be displayed in rotation on the large video wall in the center of the booth
- Your company's marketing material displayed in the booth

CORPORATE SPONSOR / OPTION 2 - \$4,500

As a sponsor, you will receive:

- Your logo on one DC map which will be placed on a networking table in the booth's lobby panels are located on either side of the entrance and offer you space to market two projects.
- Company's marketing materials will be displayed in the booth

HOSPITALITY CAFÉ - \$3,500 (exclusive)

Sponsor the WDCEP's Café and receive title sponsorship of the room.

- Exposure to the DC delegations, key stakeholders and hundreds of potential clients and businesses that visit the booth.
- Logo recognition on the entryway of the Café
- Opportunity to provide promotional materials in the Café

DISTRICT RECEPTION SPONSORSHIPS

**Foxtail Nightclub & Pool Club
at the SLS Hotel Las Vegas**

Sunday, May 21, 2017

6:00 pm – 7:00 pm Pre-Reception VIP Hour
7:00 pm – 9:00 pm District Reception



The annual District Reception is a signature event where more than 600 guests and sponsors gather to celebrate DC’s thriving retail economy. Enjoy cocktails and conversation while you mingle with some of the District’s biggest powerhouses in retail and real estate.

As a sponsor, you’ll showcase your company through customized branding opportunities and network with a matrix of key decision makers from the retail real estate industry.

**VIP HOUR SPONSOR (Limit 1 sponsor)
\$30,000**

- Exclusive Sponsorship of the VIP hour to (6:00 to 7:00 PM).
- Inclusion of company’s name and logo on event invitation
- Includes signage at the entry to the VIP hour and your company logo listed as VIP Hour Presenting Sponsor on various branding throughout the event
- Opportunity to provide a small promotional item for event patrons during VIP hour at event (*item must be approved by WDCEP)
- Logo on all marketing materials promoting the reception
- 15 VIP tickets to attend the VIP Hour and the District Reception
- Access to a designated VIP area during the reception

MONUMENTAL SPONSOR - \$20,000

As a sponsor, you will receive:

- Logo placement on the step-and-repeat, which is visible to all guests
- Logo on all marketing materials promoting the event
- Logo displayed on welcome signage at registration area
- Logo displayed on tent cards at select locations throughout the venue
- Signature drink branding (e. g. WDCEP martini)
- Opportunity to provide company branded napkins
- 10 VIP tickets to attend the VIP Hour and the Reception
- Branded cabana for your company’s guests



CONTACT

TIFFANY GARY
Director, Corporate Partnerships
202-661-8672 / tgary@wdcep.com

KEITH SELLARS
President & CEO
202-661-8684 / ksellars@wdcep.com

DISTRICT RECEPTION SPONSORSHIPS (CONTINUED)

At the District Reception at ICSC Las Vegas, WDCEP will highlight your brand throughout the venue. From a VIP cabana with branding opportunities to large screen displays located on the stage, showcase your business to hundreds of high-level city officials, business leaders, and brokers.



NATIONAL SPONSOR

\$15,000

As a sponsor, you will receive:

- Logo on all marketing materials promoting the event
- Logo displayed on welcome signage at registration area
- Logo displayed on tent cards at select locations throughout the venue
- Signature drink branding (e.g. WDCEP martini)
- Opportunity to provide company branded napkins
- Branded Cabana for your company's guests
- 5 VIP tickets to attend the VIP Hour and the reception



CAPITOL SPONSOR

\$7,500

As a sponsor, you will receive:

- Logo on all marketing materials promoting the event
- Logo and project/advertisement displayed on video wall
- Logo displayed on tent cards at select locations throughout the venue
- 4 VIP tickets to attend the VIP Hour and the Reception

CONTACT

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KEITH SELLARS
President & CEO
202-661-8684 / ksellars@wdcep.com

SPONSOR FORM



CONTACT INFORMATION

Company _____

Contact _____

Title _____

Phone/Email _____

Address _____

City/State/Zip _____

TRADESHOW BOOTH PARTNERSHIP

- Diamond \$20,000
- Platinum \$15,000
- Gold \$10,000
- Cocktail Hour \$7,500
- Corporate Option 1: \$4,500
- Corporate Option 2: \$4,500
- Hospitality Cafe \$3,500

DISTRICT RECEPTION

- VIP Hour \$30,000
- Monumental Sponsor \$20,000
- National Sponsor \$15,000
- Capitol Sponsor \$7,500

PAYMENT INFORMATION

Check

(all checks should be payable to: Washington, DC Economic Partnership, attn: Accounting Department)

Credit Card

Visa MasterCard American Express

Card Number / Security Code _____

Expiration Date _____

Name on card _____

Signature _____

TOTAL AMOUNT

MAIL/FAX PAYMENTS TO

Washington, DC Economic Partnership
 Attn: ICSC 2017 – DC
 1495 F Street, NW Washington, DC 20004
 Fax: (202) 661-8671

The Washington, DC Economic Partnership (the Partnership) is recognized as an organization exempt from federal income tax as described under Section 501(c)(3) of the Internal Revenue Code. As such, certain payments to the Partnership may qualify for the charitable contribution deduction. Please consult a qualified tax advisor.

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1. SPONSOR CANCELLATION POLICY

1.1 NO REFUNDS. THERE ARE NO REFUNDS FOR CANCELLATIONS BY SPONSORS. IF A SPONSOR CANCELS AT ANY TIME, FOR ANY REASON, THE EXHIBITOR OR SPONSOR WILL BE RESPONSIBLE FOR THE ENTIRE SPONSOR FEE.

1.2 CONFERENCE AND PROGRAMS SUBJECT TO CHANGE. WDCEP RESERVES THE RIGHT TO RELOCATE OR RESCHEDULE PROGRAMS. IF A RESCHEDULED CONFERENCE OR CONFERENCE PROGRAM CONFLICTS WITH A SPONSOR'S SCHEDULE, SUCH SPONSOR MAY ELECT TO SEEK A CREDIT OF EQUAL OR LESSER VALUE TO BE USED AT ANY AFFILIATE WDCEP EVENT. SUCH CREDIT SHALL BE VALID FOR ONE (1) YEAR FROM THE DATE OF THE ORIGINALLY SCHEDULED CONFERENCE DATE.

2. PAYMENT TERMS
 PAYMENTS FOR ALL SPONSORSHIP ARE DUE WITHIN 30 BUSINESS DAYS

3. FORCE MAJEURE
 IN THE EVENT THAT EITHER PARTY TO THIS AGREEMENT IS UNABLE TO PERFORM ITS OBLIGATIONS HEREUNDER OR TO ENJOY ANY OF ITS BENEFITS BECAUSE OF SUBSTANTIAL DAMAGE OR DESTRUCTION TO THE VENUE OR ORGANIZATION DUE TO ANY CAUSE, A NATURAL DISASTER, OR ACTION OR DECREE OF GOVERNMENTAL BODY WITH APPROPRIATE JURISDICTION (HEREINAFTER REFERRED TO AS A "FORCE MAJEURE EVENT"), THE PARTY THAT HAS BEEN SO AFFECTED SHALL IMMEDIATELY GIVE NOTICE TO THE OTHER PARTY OF SUCH FACT AND SHALL DO EVERYTHING POSSIBLE TO RESUME ITS PERFORMANCE. IF THE PARTY IS UNABLE TO PERFORM, THE PARTY THAT RECEIVED SUCH NOTICE MAY TERMINATE THIS AGREEMENT BY GIVING NOTICE THEREOF TO THE PARTY UNABLE TO PERFORM BECAUSE OF SUCH FORCE MAJEURE EVENT.