



## THE INDUSTRIAL COLD STORAGE CONFERENCE

### I.CON COLD STORAGE 2024

OCT. 7 | CAESARS PALACE | LAS VEGAS  
naiop.org/coldstorage24

**I.CON Cold Storage is the first national conference for cold storage developers, owners and investors.**

The inaugural I.CON Cold Storage sold out of registrations and sponsorships.

**Demographics:** 460 attendees, including three of the top four developers of cold storage warehouses (Lineage Logistics, Americold Logistics, NewCold).

#### Attendees by Scope of Business

- 34%** Developers, Owners, Investors
- 54%** Architects, Engineers, Contractors and Related Fields
- 7%** Brokers
- 3%** Other
- 2%** Attorneys, Accountants, Consultants and Related Fields

#### Attendees by Title

**86%** of attendees are senior management.

#### Attendees by Location for I.CON Cold Storage '23 in Atlanta

- 41%** South
- 21%** Texas and West
- 19%** Northeast and Mid-Atlantic
- 17%** Midwest



#### What Attendees Say About I.CON Cold Storage

**“NAIOP did a wonderful job of bringing together a diverse audience from all aspects of the cold storage industry for a great educational and networking event. Highly impressive considering this was an inaugural event and I’m looking forward to many more to come.”**

Andrew Winkle  
President, Cold Chain Components

**“Very informative and insightful first NAIOP conference focusing on cold storage! I liked the speaker and topics diversity.”**

Chris Porter  
Executive Director, PGIM Real Estate

**“Future is bright and the demand to attend this event is a must for the cold storage community.”**

David Nance  
Senior Project Manager, Choate Construction Company

**“The perfect place to learn about current trends in the industrial real estate landscape and network with industry leaders and decision-makers.”**

Roohi Toosi  
President, APEX Environmental & Water Resources, LLC

**“This cold storage conference was the best inaugural launch of any program by NAIOP. You tapped into a need and executed flawlessly. Do it again!”**

KC Conway  
Commercial Real Estate Economist and Futurist



Leading commercial real estate companies gain significant value from their long-term partnerships with NAIOP. Top sponsors have supported NAIOP for over 16 years on average, and several have partnered with the association for nearly 25 years. They know that NAIOP provides unparalleled access to their target audience of industry power players.

Top-level Sponsorships

**Premier Sponsorship \$14,995**

- **Exclusive sponsorship of one premium item. Examples include conference Wi-Fi, charging station, hotel keycard, or badge lanyard sponsorship. Call for currently available opportunities.**
- 10 conference registrations.
- Option to purchase additional registrations at a 20% discount.
- Top logo placement on conference digital and print media.
- Co-sponsorship of networking reception.
- Co-sponsorship of education sessions (does not include keynotes).
- One tabletop exhibit in premium location. You may also elect to substitute your tabletop exhibit for two additional conference registrations or one full-page ad in Development magazine.
- **Banner ad on conference mobile app for attendees. Limited to the first 10 confirmed Presenting and Premier sponsors.**
- **Premium onsite digital signage. Your logo will run before general/keynote sessions begin on the conference PowerPoint loop.**

**Platinum Sponsorship \$12,995**

- Four conference registrations.
- Option to purchase additional registrations at a 20% discount.
- Premium logo placement on conference digital and print media.
- Co-sponsorship of networking reception.
- Co-sponsorship of education sessions (does not include keynotes).
- One tabletop exhibit is the default benefit. You may also elect to substitute your tabletop exhibit for two additional conference registrations or one full-page ad in Development magazine.

Standard Sponsorships

**Gold Sponsorship \$5,995**

- Three conference registrations.
- Option to purchase additional registrations at a 20% discount, limit of five discounted registrations.
- Signage throughout conference, including in education sessions.
- Logo placement on conference digital and print media.
- One tabletop exhibit is the default benefit. You may also elect to substitute your tabletop exhibit for two additional conference registrations or one half-page ad in Development magazine.

**Silver Sponsorship \$4,995**

- Two conference registrations.
- Option to purchase additional registrations at a 20% discount, limit of five discounted registrations.
- Logo recognition on signage in conference common areas only.
- Logo placement on conference digital and print media.
- One tabletop exhibit is the default benefit. You may also elect to substitute your tabletop exhibit for two additional conference registrations or one third-page ad in Development magazine.

**Who Sponsors I.CON Cold Storage?**

Alston Construction  
 Alta Refrigeration, Inc.  
 ARCO Design/Build  
 BentallGreenOak  
 Bohler Engineering  
 Bridge Industrial  
 Brinkmann Constructors  
 Catalyze  
 CBRE  
 CenterPoint Properties  
 Choate Construction Company  
 CMC Design Build, Inc.  
 Concrete Fiber Solutions  
 Costar Group  
 Cushman & Wakefield  
 Dynamic Energy Solutions, LLC

Epstein  
 Evans General Contractors  
 E-Z Riser Roof Raising  
 FCL Builders  
 Food Properties Group  
 FREEZ Construction  
 Global Roofing Group  
 Griffco Design/Build, Inc.  
 Hernandez Construction  
 JLL  
 Kingspan Insulated Panels  
 Layton Construction  
 Metl-Span  
 MG2  
 Novus Architects  
 Partner Engineering & Science

PGIM Real Estate  
 Powers Brown Architecture  
 PREMIER Design+Build Group  
 Primus Builders  
 Providence Engineering  
 Saxum Real Estate  
 Stantec  
 Stellar  
 Ti Cold  
 Walker Consultants  
 Ware Malcomb  
 WDS Construction  
 Westmount Realty Capital, LLC  
 Whiting-Turner Contracting Company



**10 Industrial Insights from I.CON Cold Storage 2023 | Sept. 12-13 in Atlanta**

NAIOP's industrial conferences are known for exceptional information from leading experts in addition to invaluable networking. Find key takeaways from [I.CON Cold Storage 2023](#), NAIOP's first cold storage conference, below and read the full pieces on the [Market Share](#) blog.

1. Current cold storage inventory is 37 years old on average and lacks the energy efficiency, technology or physical design for bigger trucks and more loading that companies like Walmart or Amazon require.

Read more: [Peeling Back the Onion of Capital Markets and Cold Storage Development](#)



2. There is great opportunity in the cold storage space; however, it is far more complex than other industrial buildings, making speculative development especially challenging.

Read more: [Getting into Cold Storage: Investors, Developers and Operators Share Strategies for Success](#)

3. Speed to market is critical in order to be competitive in the cold storage sector.

Read more: [The Who, Where and Why of Cold Storage End Users](#)



4. Populations are shifting away from the West Coast and toward the Great Lakes, Gulf Coast region and Southeast – all major areas that are gaining population but don't have necessary cold storage facilities in place.

Read more: [Peeling Back the Onion of Capital Markets and Cold Storage Development](#)

5. Weighing second-generation space versus build-to-suit frequently depends on pricing and timeline for delivery.

Read more: [Inside Industrial Cold Storage Leasing](#)



6. The industrial cold storage industry continues to expand utilization of prefabricated refrigeration systems to address cost, schedule, quality and safety.

Read more: [The Pros and Cons of Packaged Industrial Refrigeration Equipment](#)

7. Each cold storage facility is going to look different, making it imperative to sit down with the end user to determine their needs early in the process.

Read more: [No One-size-fits-all Solution for Cold Storage Design and Construction](#)

8. For dry warehouse, around 5% of a user's operating expenses will go toward rent; for cold storage, it can be more than 30%.

Read more: [Getting into Cold Storage: Investors, Developers and Operators Share Strategies for Success](#)



9. When it comes to structural design, cold storage facilities keep getting taller.

Read more: [No One-size-fits-all Solution for Cold Storage Design and Construction](#)

10. What's in the future for cold storage? Sustainability, transparency and convenience.

Read more: [The Who, Where and Why of Cold Storage End Users](#)