

The International Classified Media Association (ICMA) is the global community of leading players in the Classified Media Industry.

"Bluerank has been visiting all ICMA conferences since 2008. It was a great decision from the very beginning - at present we can see benefits of our brand awareness growth among ICMA members but more importantly each meeting is a great opportunity to make new business.

As a result, our [homepage](#) worldwide map of projects is consistently growing twice a year."

Maciej Galecki, CEO Bluerank, Poland

Dear Potential Vendor,

Welcome to the [International Classified Media Association \(ICMA\)](#). ICMA is the global leading community of trusted influencers in the Classified Media Industry. We are dedicated to enhance our members' business capabilities by sharing best practices and new innovations openly. Our network reaches experienced specialists and new potential customers worldwide for your benefit.



As the CEO of a media company, I know how important it is implement new processes and technologies to facilitate growth and improve profitability. I know first hand the value the ICMA vendors provide offering the tools and technologies to help transform businesses SEO, SEM, revenues, and overall sustainability.

The [ICMA conferences](#) serve and add substantial value to this growing classifieds market segment. The plenary program provides education sessions from the leaders in mobile and social media, while the extended coffee breaks, lunches, vendor round table hour and solid social programme offer one of a kind networking opportunities. The ICMA conferences inspire and introduce you to the leading classified players in the marketplace.

We invite you to try us out for the ICMA Cologne, Germany "[Marketplace Innovations](#)" taking place 17-20 April 2013. You are invited to make the competitive difference to your business.

Martha de la Torre
ICMA Chair and CEO and Co-Founder of El Clasificado, USA

ICMA Conferences

Three full days dedicated to educational sessions on key topics, networking with the global leaders and fun social networking in destinations around the world.

Sessions to include but not limited to:

- ☐ Mobile
- ☐ Social Media
- ☐ Technology
- ☐ Online
- ☐ Marketing
- ☐ Sales
- ☐ Sharing Best Practice
- ☐ Workshops

Prior Speakers include:

- ☐ General Manager and Vice President, eBay Classifieds Group
- ☐ Director, Local Markets, Google
- ☐ VP Local and Communities, Yahoo! Online
- ☐ CEO, Oodle
- ☐ Senior Director of Consumer Products; Cars.com
- ☐ Head of Online Sales, Google
- ☐ ICMA Members present and share data providing solid experience and knowledge sharing from peers in similar situations

Dates: 17-20 April 2013 in Cologne, Germany
Autumn 2013 in Prague, Czech Republic

Opportunity: Learn, Share and Network

- ☐ Learning from the experts in the industry
- ☐ Learning about the latest technologies
- ☐ Networking with International companies

One of the many highlights that set us apart from other conferences, is the fact that some of our members go way back which creates a very special atmosphere, everyone is very open, glad to see some familiar faces and always interested in meeting new people.

Vendor Round Tables

Vendor Round Tables Networking Session with a Twist!

- ☐ This session will allow 5-8 publishers per table 5-7 minutes to exchange business cards and be briefed on the vendor's best case study before the bell rings indicating it's time to move onto the next vendor!
- ☐ The best all around vendor presentation (timely, informational, beneficial, etc) will be voted on by the publishers and the winning vendor will be awarded a speaking slot at the next ICMA conference..

Dates: 17-20 April 2013 in Cologne, Germany
Autumn 2013 in Prague, Czech Republic

Opportunity: Network, Educate and Grow

- ☐ Solid networking with the leading worldwide players in the classifieds industry
- ☐ Opportunity to educate the publishers on your solution
- ☐ Increase your potential client list



ICMA Webinars

Webinars catered to the latest industry needs.

Topics include but not limited to:

- ☐ Mobile
- ☐ Social Media
- ☐ SEO
- ☐ SEM

2013 Dates:

23 January
27 February
20 March

Keyword Research for Classified Sites

Webinar hosted by [Gravity R&D](#)

Webinar hosted by [SiteBlackBox](#)

Opportunity: Knowledge, Solutions

- ☐ Knowledge gaining sessions
- ☐ Solutions catered to your niche



ICMA Classified Media Innovation Award

The annual spring [ICMA Classified Media Innovation Award](#) recognizes the leaders in innovation in the classified media industry.

Categories include, but not limited to:

- ☐ Overall top Classified Media Innovation
- ☐ Show Me the Money
- ☐ Technology
- ☐ Quick Implementation

Dates: 17-20 April 2013 in Cologne, Germany

Opportunity: Recognition, Inspiration, Revenue

- ☐ Gain recognition as an innovation leader
- ☐ Inspire your company and others
- ☐ Create potential revenue growth

We invite you to check out the top innovations of [2011](#) and [2012](#) respectively.



ICMA International Network

Let ICMA connect YOU with really interesting professionals in 2013!

Current ICMA Membership

☐ 70 member companies - to name a few

- | | |
|---|---|
| <input type="checkbox"/> eBay | <input type="checkbox"/> Friday Ad |
| <input type="checkbox"/> Sanoma | <input type="checkbox"/> UsedEverywhere.com |
| <input type="checkbox"/> El Clasificado | <input type="checkbox"/> Grupo Intercom |
| <input type="checkbox"/> Recycler | <input type="checkbox"/> Markt.de |
| <input type="checkbox"/> JunkMail | <input type="checkbox"/> Singapore Press |
| <input type="checkbox"/> MIH Internet | <input type="checkbox"/> Styria |
| <input type="checkbox"/> GETIT | <input type="checkbox"/> Waseet |
| <input type="checkbox"/> Sahibinden | <input type="checkbox"/> SPIR |

☐ 32 countries worldwide - to list a few

- | | |
|------------------------------------|---|
| <input type="checkbox"/> USA | <input type="checkbox"/> Austria |
| <input type="checkbox"/> Germany | <input type="checkbox"/> United Arab Emirates |
| <input type="checkbox"/> France | <input type="checkbox"/> Spain |
| <input type="checkbox"/> Singapore | <input type="checkbox"/> Finland |
| <input type="checkbox"/> Africa | <input type="checkbox"/> India |
| <input type="checkbox"/> Turkey | <input type="checkbox"/> France |



ICMA provides a neutral forum to facilitate an effective exchange of information between publishers.

ICMA Associate Membership

Associate Membership is available to solution providers of the classified media industry. ICMA's Associate Members receive many benefits, but the main benefit stems from the networking with global leaders of the classified industry.

Benefits for Associate Members:

- ☐ **50% off** Exhibitor/Sponsor Package Rates
- ☐ Promotional listing on the ICMA website
- ☐ Access to news and report database
- ☐ Display banner ad on the ICMA website for one month
- ☐ Post company press releases on ICMA website
- ☐ 2 eNewsletter advertisements
- ☐ 2 eblasts sent to over 600 Members and 1800 potential members
- ☐ Host a webinar

- ☐ **Total Cost: €2,250 / \$3,065**

To become a part of the ICMA family, complete the [application](#) form.

ICMA 2013 Exhibitor Package

Interested in the opportunity to network and display your products to 100+ leading publishers around the world at the "Marketplace Innovations" Conference?

Participate as an Exhibitor:

- ☐ Company logo and url on the ICMA website and included in the monthly conference e-Newsletter
- ☐ Company description listed on the ICMA website
- ☐ Vendor Round Table Networking
- ☐ Company logo and description rotated on slide show at the beginning of the conference
- ☐ Tabletop display for 3 days
- ☐ Two full conference registration
- ☐ Logo on front cover of conference booklet and company description inside booklet
- ☐ Company brochure in the conference folder

- ☐ **Total Cost: €2,995 / \$4,015**

To participate in this unique opportunity, [register here!](http://www.icmaonline.org)

ICMA 2013 Sponsor Package

Interested in the opportunity to network and display your products to 100+ leading publishers around the world at the "Marketplace Innovations" Conference?

Participate as a Sponsor:

All sponsorships include:

- ☐ Company logo and url on the ICMA website and included in the monthly conference e-Newsletter
- ☐ Company description listed on the ICMA website
- ☐ Vendor Round Table Networking
- ☐ Company logo and description rotated on slide show at the beginning of the conference
- ☐ Logo on front cover of conference booklet and company description inside booklet
- ☐ Company brochure in the conference folder

Choose one or more of the following packages:

**Package details can be [found here](#)*

- | | |
|---|--|
| <input type="checkbox"/> Welcome Reception & Dinner | <input type="checkbox"/> Delegate Registration Table |
| <input type="checkbox"/> Plenary Session Raffle | <input type="checkbox"/> Seat Drop |
| <input type="checkbox"/> Name Badges | <input type="checkbox"/> ICMA Member Lounge |
| <input type="checkbox"/> Conference Bags | <input type="checkbox"/> Dedicated eBlast |

To participate complete the [registration form](#).