



**ICMA**

International Classified  
Media Association

# Athens 22-24 October 2014

## Marketplace Monetisation Strategies



Delegates from Previous  
Conferences Include  
Executives From:

**SCHIBSTED**

**axel springer**

**Sanoma Digital**  
FINLAND

**MASCUS**

**backpage.com**

**ebay**

**Google**

**IMMOBILIEN  
SCOUT24**

**YAHOO!**

**AutoTrader**  
.CO.UK

**AUTO  
SCOUT24**

**Conference Hotel  
Event Location**

**Athenaeum  
Intercontinental Hotel**  
Syngrou Avenue 89-93  
Athens 11745  
Greece

Phone: +30-210-9206000

### WELCOME RECEPTION & DINNER SPONSORSHIP

€ 6000 / US \$8345

Kick off the conference and gain exposure to ICMA delegates from the beginning of the conference!

**BEFORE CONFERENCE**

- Company logo, URL and 200 word description on ICMA Athens Conference website
- Exposure in all Athens related eNewsletters to the lead up of the conference
- Brand acknowledgement listed on ICMA social sites (Facebook, Twitter, LinkedIn, Google+)

**DURING CONFERENCE**

- Brand recognition in conference booklet, including:
  - Logo on front cover of conference booklet
  - Logo and promotional text inside conference booklet
- Your company logo on the conference slide deck (playing prior to speakers and during breaks)
- Conference folder insert
- Sponsor identification as “Presenting Sponsor” on an oversized sign at reception entrance and creative signage throughout reception
- Baskets of sponsor products to be displayed in fitting locations
- Promotional material (brochure, pamphlet, USB stick, etc) placed on delegates seats
- Your company’s banners displayed around the Welcome Reception & Dinner room for all delegates to see
- Sponsor tent card signage at the buffet table
- Sponsor table center pieces on each of the delegate’s tables
- Recognition of your company presented during the Welcome Reception opening speech

**AFTER CONFERENCE:**

Follow up the conference by conducting a webinar for ICMA Members and delegates

\*Signage & branding to be provided by respective sponsor

### GREEK GROUP DINNER SPONSORSHIP

€ 5000 / US \$6960

There's no better place to create brand awareness & gain customers then during the group dinner!

**BEFORE CONFERENCE**

- Company logo, URL and 200 word description on ICMA Conference website
- Exposure in all Athens related eNewsletters to the lead up of the conference
- Brand acknowledgement listed on ICMA social sites (Facebook, Twitter, LinkedIn, Google+)

**DURING CONFERENCE**

- Brand recognition in conference booklet including:
  - Logo on front cover of conference booklet
  - Logo and promotional text inside conference booklet
- Your company logo on the conference slide deck (playing prior to speakers and during breaks)
- Conference folder insert
- On site recognition, including prominent placement of name or company logo as the “Greek Group Dinner Sponsor” on an oversized sign at the dinner entrance
- Sponsor tent card signage and tagline for all delegate tables
- Sponsor products/gifts (brochure, pamphlet, USB stick, pen) to be placed on delegates seat

**AFTER CONFERENCE**

- Follow up the conference by conducting a webinar for ICMA Members and delegates

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### FRIDAY NIGHT OUT SPONSORSHIP

**€ 4000 / US \$5570**

This high profile sponsorship provides you with brand recognition amongst the leading innovators in the classified media industry. By exposing your brand to industry leaders you will create new connections and increase your sales!

#### BEFORE CONFERENCE

- Company logo, URL and 200 word description on ICMA “Marketplace Monetisation Strategy” Conference website
- Exposure in all Athens related eNewsletters to the lead up of the conference
- Brand acknowledgement listed on ICMA social sites (Facebook, Twitter, LinkedIn Google+)

#### DURING CONFERENCE

- Brand recognition in conference booklet including:
  - Logo on front cover of conference booklet
  - Logo and promotional text inside conference booklet
- Your company logo on the conference slide deck (playing prior to speakers and during breaks)
- Conference folder insert
- Sponsor identification as “Friday Night Out” on an oversized sign at reception entrance and creative signage throughout reception.
- Recognition of your company presented during the Friday Night Out opening speech
- Opportunity to provide a branded gift to attendees of the party.

\*Signage & branding to be provided by respective sponsor.

### ICMA LOUNGE SPONSORSHIP

**€ 3000 / US \$4175**

ICMA conference delegates gather in the lounge for coffee breaks throughout the 2 day event. By sponsoring the lounge space, you are gaining brand awareness & maximum exposure to your desired audience.

#### BEFORE CONFERENCE

- Company logo, URL and 200 word description on ICMA “Marketplace Monetisation Strategies” Conference website
- Exposure in all Athens related eNewsletters to the lead up of the conference
- Brand acknowledgement listed on ICMA social sites (Facebook, Twitter, LinkedIn Google+)

#### DURING CONFERENCE

- Brand recognition in conference booklet including:
  - Logo on front cover of conference booklet
  - Logo and promotional text inside conference booklet
- Your company logo on the conference slide deck (playing prior to speakers and during breaks)
- Conference folder insert
- Sponsor identification as “ICMA Lounge Sponsor” on an oversized sign at the ICMA Lounge entrance and creative signage throughout lounge, including name signs on high top tables
- Baskets of sponsor products/gifts to be displayed in fitting locations around the lounge

\*Signage & branding to be provided by respective sponsor.