



ICMA

International Classified
Media Association

Athens 22-24 October 2014

Marketplace Monetisation Strategies

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:
 - o Logo on front cover of conference booklet
 - o 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:
 - o Logo on front cover of conference booklet
 - o 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

*Signage & branding to be provided by respective sponsor



Delegates from Previous
Conferences Include
Executives From:

SCHIBSTED

axel springer

SanomaDigital
FINLAND

MASCUS

backpage.com

ebay

Google

IMMOBILIEN
SCOUT 24

Y!
YAHOO!

Auto
Trader
CO.UK

AUTO
SCOUT 24

**Conference Hotel
Event Location**

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

Phone: +30-210-9206000

ICMA * Vijzelgracht 53 C * 1017 HP * Amsterdam * The Netherlands
Skype: icmahannah hannah@icmaonline.org M: +31 (0) 615 067 378



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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:
 - o Logo on front cover of conference booklet
 - o 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.

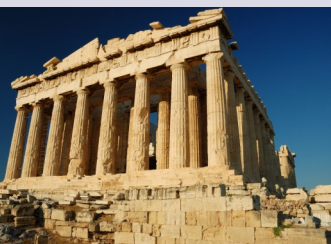
BEFORE CONFERENCE

- 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:
 - o Logo on front cover of conference booklet
 - o 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.



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