



ICMA

International Classified
Media Association

Athens 22-24 October 2014

Marketplace Monetisation Strategies



Join ICMA in Athens for the opportunity to meet key decision makers in the classified media industry, via an array of options and ad-on's to suit your needs, and help to ensure you're getting your products and services in front of the right audience.

EXHIBITION PACKAGE

€ 3145/ US \$4275

The Exhibition package includes two full conference registrations, including all coffee breaks and lunches during the conference, the welcome reception dinner, social activities, and two Friday Night Out party tickets. In addition, we ensure your company's presence is prevalent with a healthy dose of promotional opportunities (print, online, and social exposure for your brand). (Excluding travel to and from the conference and any "member only sessions")

Before the Conference

- Your logo included on the online registration form
- Your company logo and description (max 200 words) on our conference website
- Exposure in all Athens-related e newsletters in the lead-up to the conference, reaching our complete database (2,500+ contacts, minimum one mail per month)
- Exposure in vendor related social postings (Facebook, Twitter, LinkedIn)

At the Conference

- An exhibition/meeting space for the duration of the conference, consisting of a table 180 x 60 cm, two chairs, and ample space for pop up banners. Does not include AV, which can be rented for an additional fee
- Your company logo on the front page of our conference booklet
- Your company logo and promotion text (A4 size) in the exhibitor section of the conference booklet
- Promotional collateral to be included in the conference bag (no more than one A4 sheet or smaller)
- Your company logo on the conference slide deck (playing prior to speakers and during breaks)
- **"Learn from the Experts"** panel session. The moderated panel will consist of a maximum 5 vendors. Limited availability on a first come first served basis

After the Conference

- A case study slide deck (provider by the vendor) included on the post conference presentations page of our website, accessed by all ICMA members and conference attendees

Perfect for those unable to attend the full conference, but still want to ensure a presence at the event.

ONE DAY VENDOR TICKET

€ 948 / US \$1300

Includes **ONE** ticket to either days of the conference, a dedicated eBlast prior to or after the conference, lunch and coffee breaks and any social activities and dinners planned on the day, excluding the Friday Night Out ticket. (Excludes travel to and from the conference, hotel and any "member only" sessions).

TWO DAY VENDOR TICKET

€ 1444 / US \$1980

Looking to enjoy the full conference, without the exhibition booth? Includes everything in the above one day vendor ticket (for the entire conference), plus one Friday Night Out ticket.

CONFERENCE HOTEL

€ 145 single / US \$155 per night

As an additional service to our vendors, we have arranged special rates and are happy to handle the booking for you.

Please note that room rates include a buffet breakfast and entrance to the spa facilities. These room rates are limited, so please be sure to register online quickly. A credit card is required to hold your booking.

Conference Hotel Event Location

Athenaeum
Intercontinental Hotel
Syngrou Avenue 89-93
Athens 11745
Greece

Phone: +30-210-9206000

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Looking for additional marketing opportunities for your brand? We have just the opportunities to work with your strategy and budget to ensure you reach your target market!

“LEARN FROM THE EXPERTS” PANEL SPONSORSHIP

€1295 / US \$1777

This sponsorship includes a guaranteed seat on the vendor panel session. This package offers sponsorship of the “Learn from the Experts” panel session including a listing in the conference booklet and the beverages, enticing the delegation to join in for a pre-dinner drink, where they can learn about the solutions that help shape the future of their businesses.

PLENARY SESSION SPEAKING SLOT

€1249 / US \$1695

This two minute speaking opportunity is great for new vendors or those returning with a new products or services! Spaces are limited to 2 vendors in total, Thursday 23 October or Friday 24 October.

CONFERENCE MOBILE APP SPONSORSHIP

€1249 / US \$1695

Sponsor the development of our conference app, and we'll include your logo with a link. We'll also ensure that your sponsorship is touted in our email promotions and on our website.

NAME BADGE & LANYARD SPONSORSHIP

€449 / US \$618

Provide your branded lanyards for the delegate name badges and we'll include your logo on the badge itself. A way to ensure you're always hanging out front and centre with the guests!

DELEGATE REGISTRATION TABLE

€349 / US \$479

A great option for those who would like their brand front and centre at our registration desk. Just provide your banner, signage, and flyers. You also have the option to provide pens and notebooks that will be included with the delegate welcome packs.

SEAT DROP

€349 / US \$479

Surprise the delegates with a gift from your company prior to the start of a plenary session. Pens, water bottles, USB sticks, moleskins, etc, are always popular! (Gifts provided by sponsors).

DEDICATED eBLAST

€349 / US \$479

Looking to send a message prior to or after the conference? Have a new product or service you want to promote? We're happy to integrate this blast into your overall marketing plan by creating this promotional mailing and sending it to our complete database. eBlasts are sent on a max of 1 mail per week, on a first-come-first-honoured basis. ICMA guidelines apply (deliverables formats, content, etc).

CONFERENCE BOOKLET ADVERTISING

from € 249 / US \$528

Interested in additional exposure in the conference booklet, the tool used to guide the guests throughout the duration of the event? There are a limited number of spaces in our conference booklet, though please note that availability is on a first-come-first-honoured basis.

- Back cover €649 / US \$890
- Inside front €449 / US \$615
- Inside back €249 / US \$528

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