



**ICMA**

Making classified media work better!  
International Classified Media Association

Meet the decision  
makers of classified  
media companies  
from all over the  
world!



# Atlanta Exhibitor Package

## Before — company exposure:

- Your logo will be included on the **online registration form** allowing the delegates to **pre-arrange a meeting directly** with you! (Commitment forms must be received by **Friday 6 January** to participate.)
- Your colour logo with a link to your website will be prominently included in the monthly **AFCP/ICMA “Expanding Horizons” conference e-Newsletter**, which will be emailed out to over 600 ICMA member contacts of the Association, and 1800 potential member contacts from January—April 2012.
- Your company’s description of 200 words, listed on the ICMA Atlanta Conference **website**.

## During the 3 day AFCP/ICMA Conference

- **NEW! Vendor Round Tables Networking Session with a Twist!** This session will allow 5-8 publishers per table 5 minutes to exchange business cards and be briefed on the vendors 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.
- Introduction at the beginning of the conference by Slide Deck with your logo and one line of text. This will take place at the beginning of Thursday and Friday morning and during the plenary sessions breaks.
- **Tabletop display** (180 x 60 cm, incl. 2 chairs) for 3 days
- **Two full conference registrations**, including all the scheduled coffee breaks, lunches and dinners, but excluding the ‘member only’ sessions, for example the Sharing Best Practice and the Business Leaders’ Forum.
- Two entry tickets to the **ICMA Gala Party** (normal price € 130,- p.p.)
- Logo on **front cover of Conference booklet** plus company description listed inside.
- **Company exposure**, including your company’s brochure in the **Conference Folder**, which will be handed out to all participants at registration. (max.4 pages, A4)

## Attendees:

Talk to over 300 attendees at the Atlanta conference  
Below list a sampling of the delegates who have attended our past Conferences

eBay Classifieds Group, Denmark- GM  
Pennysaver, USA –CEO  
Schibsted Classifieds, Norway—CEO  
Friday-Ad, United Kingdom - *Managing Director*  
JunkMail Publishing, South Africa - *Managing Director*  
Quoka Verlag GmbH, Germany - *Managing Director*  
Sanoma, Finland - *Vice President*  
Bazar, Germany- *CEO*  
News Span Media Corp., USA— *CEO*

## Hotel

The AFCP/ICMA conference will take place at the

Sheraton Atlanta Hotel  
165 Courtland Street NE  
Atlanta, GA 30303  
United States

Tel. +1 404 659 6500  
Fax. +1404 524 1259  
Website: <http://www.sheratonatlantahotel.com/>

*Room rates are still in negotiation stages.*



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# Exhibitor Add-Ons

## Advertising Options in Conference Booklet

Looking for a way to get your company name out to your target market?  
Look no further - we have the solution!

- You can place a full page colour advertisement on the Conference Booklet that the delegates will carry with them all 3 days!
- We have 3 highly visible locations to offer as follows:

**Outside Back Cover** € 795

**Inside Front Cover** € 595

**Inside Back Cover** € 395

- The specifications are as follows:

Full page size ad - 188 mm width x 277 mm height

Full colour CMYK

Files can be compressed to .zip or .sit files

Ads should sent in one of the following formats:

High resolution (certified) pdf

Photoshop tif

Eps

High quality jpg (resolution minimum 300 dpi on print size)

Illustrator eps file (please convert texts to contours and embed images)

- Please note the advertisement must be delivered to ICMA by  
**Friday 24 February 2012**

- This is offered on a first come first served basis, there are only 3 coveted spots so be sure to sign up early to ensure your place!

To guarantee your prime advertising opportunity contact Heather at [heather@icmaonline.org](mailto:heather@icmaonline.org).

ICMA  
Vijzelgracht 53 C  
1017 HP Amsterdam  
The Netherlands

M: +31 (0) 615 067 378  
Skype: icmaheather  
[heather@icmaonline.org](mailto:heather@icmaonline.org)  
[www.icmaonline.org](http://www.icmaonline.org)





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**Please tick the Exhibitor Add-On you would like to register for:**

- Outside Back Cover €795\*
- Inside Front Cover €595\*
- Inside Back Cover €395\*

Kindly note all Exhibitor Add-On commitments are excepted on a first come first served basis.

**Recent Exhibitors:**



**ICMA Head Office should be notified in writing of any cancellations.** By sending in this exhibitor commitment form you have committed yourself to be an ICMA exhibitor for the conference in Atlanta, GA 18-21 April 2012. Cancellations before 2 March 2012 will result in a penalty payment equal to 50% of the exhibitor fee. After 2 March 2012 there will be no refund for the exhibitor registration fee.

ICMA  
Vijzelgracht 53 C  
1017 HP Amsterdam  
The Netherlands

M: +31 (0) 615 067 378  
Skype: icmaheather  
heather@icmaonline.org  
www.icmaonline.org

# Exhibitor Commitment form

Please complete the following to confirm your participation as an Exhibitor and email this form to [heather@icmaonline.org](mailto:heather@icmaonline.org)

**YES, for only € 2995\* I would like to participate as an Exhibitor at the AFCP/ICMA "Expanding Horizons" conference 18-21 April 2012 in Atlanta, GA, USA**

**Company name:** \_\_\_\_\_

Address: \_\_\_\_\_

Postal code / City: \_\_\_\_\_

Country / EU VAT # \_\_\_\_\_

**I would like to pay the following way:**

- by **Bank transfer** (ABN Amro, Amsterdam, IBAN No. NL07ABNA0490080227, Swift Code ABNANL2A (we prefer a bank transfer))
- Charge to **my credit card** (There will be an extra charge of 5% on the overall payment paid by credit card, this is due to bank charges and beyond our control)

Credit Card:  Visa  Mastercard/Eurocard

Credit Card No: ..... Exp. : ..... / .....

Card holder's name: ..... CVC Code: .....

Signature .....

**Attendee 1: Full name** \_\_\_\_\_

Job Title: \_\_\_\_\_

Email: \_\_\_\_\_

I would like to reserve a room night arrival: \_\_\_\_/\_\_\_\_/\_\_\_\_ departure \_\_\_\_/\_\_\_\_/\_\_\_\_

**Excluding Breakfast:** Single/Double €160 \_\_\_\_\_

**Including Breakfast:** Single €175 \_\_\_\_\_ Double €190 \_\_\_\_\_

Sharing room with \_\_\_\_\_

**Attendee 2: Full name** \_\_\_\_\_

Job Title: \_\_\_\_\_

Email: \_\_\_\_\_

I would like to reserve a room night arrival: \_\_\_\_/\_\_\_\_/\_\_\_\_ departure \_\_\_\_/\_\_\_\_/\_\_\_\_

**Excluding Breakfast:** Single/Double €160 \_\_\_\_\_

**Including Breakfast:** Single €175 \_\_\_\_\_ Double €190 \_\_\_\_\_

Sharing room with \_\_\_\_\_

Please provide Credit Card details here to guarantee your room in the hotel:

Credit Card:  Visa  AMEX  Mastercard/Eurocard

Credit Card No: ..... Exp. : ..... / .....

Card holder's name: ..... CVC Code: .....

**AFCP/ICMA "Expanding Horizons" Global Summit**  
**18-21 April 2012, Sheraton Atlanta Hotel, Atlanta, Georgia, USA**