



**I C M A**

Making classified media work better!  
International Classified Media Association



ICMA  
Vijzelgracht 53 C  
1017 HP Amsterdam  
The Netherlands

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

# Atlanta Sponsorship Opportunities

## All sponsorships include:

- 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.)
- **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 ppt. 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.
- 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**.

## Welcome Reception and Dinner Sponsorship Options

### Package 1: Presentation € 2495

- 1) This package allows for a company representative to make a 5 minute speech at the Welcome Reception. (Kindly note no slides, etc. allowed.) It is a great opportunity for prime exposure and to gain recognition from Day 1 of the Conference.
- 2) Full signage including company name and logo displayed on cards in room, and signage outside entrance (signage to be provided by sponsor)
- 3) Option to place company logo gifts on the tables i.e pens/usb sticks etc. (Gifts to be provided by the sponsor).

### Package 2: Evening € 1995

- 1) Mention of sponsorship including company name and origin addressed to the audience during the Welcome Reception.
- 2) Full signage including company name and logo displayed on cards in room, and signage outside entrance (signage to be provided by sponsor)
- 3) Option to place company logo gifts on the tables i.e pens/usb sticks etc. (Gifts to be provided by the sponsor).

## NEW! Delegate Registration Table

**€ 995**

- 1) Full signage including company name and logo displayed via banners or posters at the delegate registration table. This is prime opportunity for exposure from the start of the conference (signage to be provided by the sponsor)
- 2) Place company pens, folder and notepad for delegates to use throughout the conference at the registration table (gifts to be provided by the sponsor)

## NEW! Plenary Session Raffle

**€ 595**

- 1) Choose between 4 plenary sessions to collect and draw a delegate's business card. The drawn delegate's business card receives a free offering from the sponsor such as a 6 month trial period of their products and services.
- 2) Company logo and description is on display on the projector screen during raffle drawing.
- 3) A 1 sentence description of the company is read by the conference emcee before the start of the raffle

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



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# Sponsor options \*

More sponsor options:

## NEW! Seat Drop

€ 295

Gain company exposure by surprising the delegates with a company gift on their seat prior to the start of a plenary session!

- 1) Opportunity to place one seat drop during one nominated plenary session. This could be company literature, pens, water bottles, usb sticks, etc.



\*Please note:

All sponsor options are offered on a first come first serve basis. Be sure to sign up quickly to guarantee your selection. To secure your first selection contact Heather at [heather@icmaonline.org](mailto:heather@icmaonline.org).

## Cyber Café

€ 795

- 1) Signage with sponsor's logo standing next to and around Cyber Café (signage to be provided by sponsor).
- 2) Your company logo and name used as a screensaver on the computer screens.
- 3) Mouse pads with your company logo and name on it (to be provided by sponsor).

## ICMA Member Lounge

€ 795

- 1) Sponsorship of the official ICMA Member Lounge for informal get-togethers and drinks for 3 day event.
- 2) Full signage including your company name and logo displayed on cards in room, and signage outside entrance (signage will need to be provided by sponsor).



## Name badges

€ 595

- 1) Have your company logo or name printed on the name badge itself!
- 2) And you can sponsor the lanyard/necklace holding each badge so participants can put badges around their necks, by providing ICMA with the lanyards with your company logo on it. Everyone will know the name of your company after wearing the name badge for 3 days and seeing everyone around them with the badge around their necks.

## Dedicated eBlast

€ 295

Looking to get the attention of the attendees before the conference or possibly follow up with them after? Here is your chance by sending a dedicated eblast including a white paper, webinar recording etc. The sky's the limit (as long as we can pop it into our eMarketing tool, that is).

Text and logo's will need to be provided by the sponsor, including the link to the white paper/webinar etc.

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### Conference bags

€ 495

Sponsor the conference bags that will be handed out to each participant at the beginning of the meeting and will include the conference folder. The sponsor will provide ICMA with the conference bags with your company name or logo on it.

Insert your brochure and/or a company gift in the conference bag for even more exposure for your company. Everyone will receive and carry around 'your' bag at the conference.



### Sponsor Attendee Fee\*\*

€ 1095

- 1) This allows for the Sponsor to send a representative from the company to come and network with the delegates at the conference. The Sponsorship Attendee Fee is only available in coordination with one of the sponsorship options provided on this page.
- 2) The fee includes one full conference registration, including all scheduled coffee breaks, lunches and dinners, but excluding the "member only" sessions, for example the Sharing Best Practice Sessions and Business Leaders Forum.
- 3) One entry ticket to the ICMA Gala Party (normal price 130 pp).

*\*\*This is not subject to the Associate Membership discounted rates unless the Associate Member is Exhibiting*

### One Day Sponsor Attendee Fee\*\*

€ 599

- 1) This allows for the Sponsor to send a representative from the company to come and network with the delegates at the conference on either on Thursday 19 April OR Friday 20 April.
- 2) The fee includes day Conference registration for Thursday 19 April OR Friday 20 April, including the scheduled coffee breaks, lunch, but excluding the "member only" sessions, i.e the Sharing Best Practice Sessions and Business Leaders Forum.

*\*\*This is not subject to the Associate Membership discounted rates unless the Associate Member is Exhibiting.*

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### 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. +1 404 524 1259

Website: <http://www.sheratonatlantahotel.com/>

We can offer you a room rate **excluding breakfast** of EUR160 single/double room and **inclusive breakfast** of EUR 175 single/EUR 190 double room per room per night. To guarantee your room, please make your room reservation through ICMA as soon as possible.



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# Sponsorship Commitment form

Please return by email to  
[heather@icmaonline.org](mailto:heather@icmaonline.org)

Please tick which Sponsorship Package you would like to register for:

- ☐ I would like the **Package 1 Welcome Reception Presentation** sponsorship € 2495
- ☐ I would like the **Package 2 Welcome Reception & Dinner** sponsorship € 1995
- ☐ I would like to sponsor the **Delegate Registration Table** € 995
- ☐ I would like to sponsor the **Cyber Café:** € 795
- ☐ I would like to sponsor the **ICMA Member Lounge** € 795
- ☐ I would like to sponsor the **Plenary Session Raffle** € 595
- ☐ I would like to sponsor the **Name Badges** € 595
- ☐ I would like to sponsor the **Conference Bags** € 495
- ☐ I would like to sponsor the **eBlast** € 295
- ☐ I would like to sponsor the **Seat Drop** € 295
- ☐ I would like to attend on the **Sponsor Attendee Registration Fee** € 1095
- ☐ I would like to attend on the **ONE DAY Sponsor Attendee Registration Fee** € 599

**Please note:** ICMA Head Office should be notified in writing of any cancellations. By sending in this sponsorship commitment form you have committed yourself to be an ICMA sponsor at the "Expanding Horizons" conference in Atlanta, GA USA 18-21 April 2012. Cancellations before **2 March 2012** will result in a penalty payment equal to 50% of the sponsorship fee. After 2 March 2012 there will be no refund to the paid for the sponsorship package fee.

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

**Full Address / City:** \_\_\_\_\_

**Country / EU VAT#:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

**Company email:** \_\_\_\_\_

**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 .....

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



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# Sponsor Attendee Registration form

**Sponsor Attendee Registration Fee:** € 1095 per person  
**ONE DAY Sponsor Attendee Registration Fee:** € 599 per person

Please return by email to  
heather@icmaonline.org

**Company name:** \_\_\_\_\_  
**Address:** \_\_\_\_\_  
**Postal code / City:** \_\_\_\_\_  
**Country / EU VAT#** \_\_\_\_\_

- ☐ **YES, for only € 1095** I would like to attend the **AFCP/ICMA Atlanta Conference 18-21 April 2012**  
☐ **YES, for only € 599** I would like to attend the **AFCP/ICMA Atlanta Conference 19 April OR 20 April 2012** *please circle which date you plan to attend*

**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** \_\_\_\_\_

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:** .....

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

- ☐ **YES, for only €1095** I would like to attend the **AFCP/ICMA Atlanta Conference 18-21 April 2012**  
☐ **YES, for only €599** I would like to attend the **AFCP/ICMA Atlanta Conference 19 April OR 20 April 2012** *please circle which date you plan to attend*

**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 \_\_\_\_\_

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