



International Classified Media Association

Making classified media work better!



26–28 May 2005, Barcelona
ICMA General Meeting

EXHIBITOR INFORMATION PACK

Display your products to our members for 3 full days and talk to over 100 decision makers under one roof from classified media companies all over the world. You have never paid so little to gain exposure to such high-quality potential clients in 3 days!

WHAT DOES THE EXHIBITOR PACK INCLUDE IN BARCELONA?

- ◆ Exhibition and registration for ICMA's General Meeting in Barcelona, Spain for a maximum of 2 representatives.
- ◆ Table top display from 26–28 May 2005 (180 x 60 cm, incl. 2 chairs).
- ◆ Possibility to place a back drop display (max 250 cm wide, 50 cm deep and 220 cm high).
- ◆ Inclusion of brochure in conference folder (max 8 pages A4 and delivered before 1 May 2005, for Barcelona GM).
- ◆ Possibility to place your banner (484 x 67 pixels) on our "Events Page" of the website which creates even higher awareness of your company.
- ◆ Participation in Friday Plenary Day with a maximum of 2 persons. Saturday sessions are open to ICMA members only.
- ◆ Two entry tickets to the ICMA Party on Saturday! Additional tickets can be purchased at € 150 per person.

ENHANCED: We have created more network opportunity for you, we added 2 more dinners to the General Meeting. Now you can network with all the participants during the social events, lunches, refreshment breaks and dinners.

NEW!: A panel place on 'Developing Business through Technology' on the Saturday Meeting. Here is your chance to interact with the members and find out what their issues are.

SO WHAT DO YOU PAY?

- ◆ Complete Barcelona exhibitor package as described above for **only € 1,600**.

HOW CAN I EASILY SAVE MONEY?

- ◆ Exhibit at 2 ICMA General Meetings and pay the discounted double pack rate of **€ 2,900** and **save € 300** by registering now!

NOT INCLUDED IN EXHIBITOR PACK:

- ◆ Additional technical items such as power sockets, computer desktops and/or monitors, Internet access and telephone lines. However, these items can be arranged for you on request and charged according to the invoice we receive.
- ◆ Hotel accommodation (price per room at the Fira Palace Hotel in Barcelona is € 194 for a single room and € 210 for a double room - incl. Breakfast & excl. taxes; price per room at the Hyatt Regency in New Delhi is US\$ 145 for a single (approx. € 110) and US\$ 155 (approx. € 118) for a double room – excl. taxes and breakfast.
- ◆ Entry and party ticket for additional persons.

CANCELLATION POLICY

ICMA Head Office should be notified in writing of any cancellations. By sending in the exhibitor commitment form you have committed yourself to be an ICMA GM exhibitor for the Barcelona (and the New Delhi) event. Cancellations before **15 April 2005** will result in a penalty payment equal to 50% of the exhibitor fee. After 15 April 2005 there will be no refund to the paid exhibitor registration fee.



10–12 November 2005, New Delhi
India - ICMA General Meeting



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26–28 May 2005, Barcelona, Spain - ICMA General Meeting

SPONSORSHIP INFORMATION PACK

COLLATERAL MATERIAL:

➤ SPONSOR THE CONFERENCE FOLDER

Provided to all ICMA participants prior to the commencement of the conference (quantity 150)

- Sponsor the conference folder, have your company logo and/or name on the cover of the conference folder.
- Space of approx. 4cm x 4 cm for sponsor advertisement at the cover of the conference folder, including your logo and/or company name.
- Recognition of sponsorship including company logo and name included in promotional brochure (deadline 18 February), pocket guide, welcome letter in conference folder and during general session
- Your Banner (484 x 67 pixels) will be placed in our “Events Page” of the website which creates even higher awareness of your company

Cost: € 950, -

➤ SPONSOR THE NAME BADGES

Branded lanyard to hold name badges and/or branded name badge

- Sponsor the lanyard/necklace holding each badge so participants can put badges around their necks or sponsor the name badge itself.
- Use of company name/logo lanyard/necklace (supplied by the sponsor).
- Company name/logo printed on name badge.
- Recognition of sponsorship including company logo and name included in promotional brochure (deadline 18 February), pocket guide, conference folder and during general session
- Your Banner (484 x 67 pixels) will be placed in our “Events Page” of the website which creates even higher awareness of your company

Cost: € 650, -

➤ SPONSOR THE CONFERENCE BAGS

Branded conference bag

- Sponsor the conference bags that will be handed out to each participant at the beginning of the meeting and will include the conference folder.
- Use of company name/logo on the conference bag (**supplied by the sponsor**).
- Insert of your brochure and/or company gift in the conference bag.
- Recognition of sponsorship including company logo and name included in promotional brochure (deadline 18 February), pocket guide, conference folder and during general session
- Your Banner (484 x 67 pixels) will be placed in our “Events Page” of the website which creates even higher awareness of your company

Cost: € 300, -



CONFERENCE PROGRAMME:

➤ **SPONSOR TWO COFFEE BREAKS (one day)**

Friday 27 or Saturday 28 May, 2005

- Mention of sponsorship including company name and origin addressed to the audience during the general session beforehand
- Table signage including your company logo and name (to be provided by sponsor)
- Recognition of sponsorship including company logo and name included in promotional brochure (deadline 18 February), pocket guide, conference folder and on board inside refreshment area
- Your Banner (484 x 67 pixels) will be placed in our "Events Page" of the website which creates even higher awareness of your company

Cost: € 600, -

➤ **SPONSOR A NETWORKING LUNCH**

Friday 27 or Saturday 28 May

- Mention of sponsorship including company name and origin addressed to the audience during the general session beforehand
- Your brochure or leaflet placed on every seat beforehand
- Table signage including your company logo and name (to be provided by sponsor)
- Recognition of sponsorship including company name and logo included in promotional brochure (deadline 18 February), pocket guide, conference folder and on board in the restaurant
- Your Banner (484 x 67 pixels) will be placed in our "Events Page" of the website which creates even higher awareness of your company

Cost: € 950, -

➤ **SPONSOR THE PUBLISHERS' MEETING**

Saturday 28 May

- Stand-alone sign inside the meeting room with your company logo (provided by sponsor)
- Name cards with your company logo
- Mention of sponsorship including company name and origin addressed to audience during opening of meeting
- Recognition of sponsorship including company name and logo included in promotional brochure (deadline 18 February), pocket guide and conference folder
- Your Banner (484 x 67 pixels) will be placed in our "Events Page" of the website which creates even higher awareness of your company

Cost: € 1,000, -

➤ **SPONSOR THE SALES MANAGERS' WORKSHOP**

Saturday 28 May

- Stand-alone sign inside the meeting room with your company logo (provided by sponsor)
- Name cards with your company logo
- Mention of sponsorship including company name and origin addressed to audience during opening of meeting
- Recognition of sponsorship including company name and logo included in promotional brochure (deadline 18 February), pocket guide and conference folder
- Your Banner (484 x 67 pixels) will be placed in our "Events Page" of the website which creates even higher awareness of your company

Cost: € 500, -



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➤ **COMBINATION - SPONSOR PUBLISHERS' MEETING & THE SALES MANAGERS' WORKSHOP**

Saturday 28 May

- Stand-alone sign inside the meeting room with your company logo (provided by sponsor)
- Name cards with your company logo
- Mention of sponsorship including company name and origin addressed to audience during opening of meeting
- Recognition of sponsorship including company name and logo included in promotional brochure (deadline 18 February), pocket guide and conference folder
- Your Banner (484 x 67 pixels) will be placed in our "Events Page" of the website which creates even higher awareness of your company

Cost: € 1250, - SAVE € 250, -!!

➤ **SPONSOR THE CYBER CAFÉ**
ICMA's "Cyber Café" in the ICMA Lounge

- Signage with sponsor logo and around Cyber Café (to be provided by sponsor)
- Your company logo displayed on the computer screens.
- Mouse pad with company logo on it (to be provided by sponsor)
- Recognition of sponsorship including company logo and name included in promotional brochure (deadline 18 February), pocket guide and conference folder
- Your Banner (484 x 67 pixels) will be placed in our "Events Page" of the website which creates even higher awareness of your company

Cost: € 850, -

SOCIAL PROGRAMME/EVENTS:

➤ **SPONSOR THE WELCOME RECEPTION (Opening Night)**

Thursday 26 May, 18.00 – 19.30

- Drinks and canapés served by hotel caterers (standing) next to your signage in the ICMA Lounge where the reception takes place. Sign to include your company name and logo, plus 'Welcome cocktail courtesy of...' (Sign will need to be provided by sponsor)
- Recognition of sponsorship in ALL printed material – promotional brochure (deadline 18 February), pocket guide and conference folder
- Your Banner (484 x 67 pixels) will be placed in our "Events Page" of the website which creates even higher awareness of your company

Cost: € 600, -

➤ **SPONSOR ICMA'S MEMBER LOUNGE**

Official ICMA Member Lounge in the "Salón Rossini" for informal get-togethers and drinks

- Sponsorship of room for 3-day event.
- 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)
- Recognition of sponsorship in ALL printed material – promotional brochure (deadline 18 February), pocket guide and conference folder
- Your Banner (484 x 67 pixels) will be placed in our "Events Page" of the website which creates even higher awareness of your company

Cost: € 800, -



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SPONSORSHIP COMMITMENT FORM

Return by fax: +31 (0) 20 638 2371 or email k.vanlenthe@icmaonline.org

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

➤ Collateral Material			
<input type="checkbox"/>	Sponsor the conference folder	Euro	950, -
<input type="checkbox"/>	Sponsor the name badges	Euro	650, -
<input type="checkbox"/>	Sponsor the conference bags	Euro	300, -
➤ Conference Programme			
<input type="checkbox"/>	Sponsor two coffee breaks (one day)	Euro	600, -
<input type="checkbox"/>	Sponsor a Networking Lunch	Euro	950, -
<input type="checkbox"/>	Sponsor the Publishers' Meeting	Euro	1,000, -
<input type="checkbox"/>	Sponsor the Sales Managers' Workshop	Euro	500, -
<input type="checkbox"/>	Sponsor the Publishers' Meeting & the Sales Managers' Workshop	Euro	1,250, -
<input checked="" type="checkbox"/>	Sponsor the Cyber Café	Euro	850,- SOLD
➤ Social Programme/Events			
<input type="checkbox"/>	Sponsor the welcome reception	Euro	600, -
<input type="checkbox"/>	Sponsor the ICMA member lounge	Euro	800, -

Get **10% discount** if you book now for the November 2005 General Meeting from 10-12 November at The Hyatt Regency Hotel in New Delhi, India!

☐ Yes, I would like to book now for the New Delhi General Meeting as well and get a **10% discount**

Please complete the following to confirm your participation.

Contact Details

Company name:

Address:

Postal/Zip Code: City:

Country:

Phone: Fax:

Email: Website:

Name Contact Person:

Signature:

Payment Details

☐ Bank transfer (ABN Amro, Amsterdam, Account No. 49.00.80.227, Swift Code ABNANL2A (we prefer a bank transfer)

☐ Charge to my credit card (complete details below)

Credit Card: ☐ Visa ☐ AMEX ☐ Mastercard/Eurocard

Credit Card No:Exp.:

Card holder's name:Signature:

You will automatically be sent a receipt following payment. Please note that payments must be net and free of all commissions. Sponsorship will not be official until full payment has been received.

Please note: By sending in this form you have committed yourself to be an official ICMA GM sponsor for Barcelona (and the New Delhi) event. The package as described in the Sponsorship Information Pack is relevant in this sense. The privileges that apply to the exhibitors therefore do not apply to the sponsors. Cancellation of any sponsorship after 18 March will result in a penalty payment equal to 50% of the sponsorship fee. All sponsorship commitments are accepted on a first come, first served basis.

Please fax/email to ICMA Head Office before Friday 18 February 2005.

You will receive a confirmation immediately following.