



**ICMA**

**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**



## EXHIBITOR COMMITMENT FORM

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

### Exhibitor Package

- Yes, I would like to exhibit our products at the ICMA General Meeting in Barcelona, Spain from 26–28 May 2005. Our presence at this 3-day meeting will cost us € 1,600. See exhibitor information pack for full details.
- Yes, I would like to save money now and book the double exhibitor package. We will then be entitled to exhibit in Barcelona, Spain from 26–28 May 2005 and in New Delhi, India from 10–12 November 2005. Our presence at these 2 meetings will cost us only € 2,900. See exhibitor information pack for full details.

Please complete the following to confirm your participation. A maximum of two individuals representing your company can be registered through this form. If you need to register additional persons, please contact ICMA Head Office.

### Contact Details

Company name: .....

Address: .....

Postal/Zip Code: ..... City: .....

Country: .....

Phone: ..... Fax: .....

Email: ..... Website: .....

1st representative: ..... Job title: .....

2nd representative: ..... Job title: .....

Products/Services to be exhibited: .....

### Hotel Requirements for Fira Palace Hotel, Barcelona, Spain

Date of Arrival: ..... Time of Arrival: ..... Date of Departure: .....

Guest room:

- Deluxe Single Room: €194
- Deluxe Double Room: €210
- Twin beds or  Double bed
- Name of person sharing with: .....

I prefer a non-smoking room

I have other room requirements, please contact me on: .....

*Rates are per room per night and inclusive breakfast and exclusive local taxes. Settlement of all charges is to be made directly to the hotel by each individual upon checkout.*

### Extra Guests

Yes, I would like to register an additional person for the General Meeting in Barcelona for the Plenary Day. Costs €350 (non-member registration fee) per person. Name (s) of additional person(s): .....

Yes, I would like to order ..... extra party tickets (please indicate number), costing €150 per person.

### 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. Exhibitor registrations will not be official until full payment has been received, reservations will be handled on the basis of first come, first served.



## **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, -**



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## **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, -**



**ICMA**

➤ **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 name and logo inside and around Cyber Café (to be provided by sponsor)
- Your company name and logo will be shown on the computer screens.
- Mouse pads with your 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, -**



## SPONSORSHIP COMMITMENT FORM

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

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

<b>&gt; Collateral Material</b>	
<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,-
<b>&gt; Conference Programme</b>	
<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"/>	<del>Sponsor the Cyber Café</del> Euro 850,- <b>SOLD</b>
<b>&gt; Social Programme/Events</b>	
<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
<input type="checkbox"/> Bank transfer (ABN Amro, Amsterdam, Account No. 49.00.80.227, Swift Code ABNANL2A (we prefer a bank transfer)
<input type="checkbox"/> Charge to my credit card (complete details below)
Credit Card: <input type="checkbox"/> Visa <input type="checkbox"/> AMEX <input type="checkbox"/> 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.**