



**ICMA**

International Classified  
Media Association

# Berlin 6-8 May 2015

## “Classifieds in a Sharing Economy”



**Delegates from Previous  
Conferences Include  
Executives From:**

**SCHIBSTED**

**axel springer**

**Sanoma Digital  
FINLAND**

**MASCUS**

**backpage.com**

**Google**

**ebay**

**YAHOO!**

**Auto  
Trader  
.co.uk**

**erento**

**homegate.ch**

**Conference Hotel  
Event Location**

**Intercontinental Hotel**  
Budapester Straße 2  
10787 Berlin  
Germany

**Phone:** +49 30 26020

Join ICMA in Berlin 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 *Now reduced to €1,999*

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 worth €230. In addition, we ensure your company's presence is prevalent with a healthy dose of promotional opportunities (excludes 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 conference related eNewsletters 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 in our conference e-booklet
- 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

### TWO DAY VENDOR TICKET: € 1,444

Looking to enjoy the full conference, full of networking opportunities, but without actually exhibiting? The 2 day vendor ticket allows you to do just that. And includes all lunch and coffee breaks, social activities and dinners planned on the day, and 1 Friday Night Out ticket worth €115 (excludes travel to and from the conference, hotel and any "member only" sessions).

### ADDITIONAL MARKETING OPPORTUNITIES: €200 per option

#### NAME BADGE & LANYARD SPONSORSHIP

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

A great option for those who would like their brand front and centre at our registration desk. Just provide your banner, signage, and flyers.

#### SEAT DROP

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).