



ICMA

International Classified
Media Association

Berlin 6-8 May 2015

“Classifieds in a Sharing Economy”

WELCOME RECEPTION & DINNER SPONSORSHIP: € 2,500

Kick off the conference and gain exposure to ICMA delegates right from the very beginning!

BEFORE CONFERENCE

- Company logo, URL and 200 word description on ICMA Berlin Conference website
- Exposure in all conference related eNewsletters to the lead up of the conference
- Brand acknowledgement listed on ICMA social sites (Facebook, Twitter, LinkedIn, Google+)

DURING CONFERENCE

- Brand recognition in conference e-booklet
- Your company logo on the conference slide deck (playing prior to speakers and during breaks)
- Sponsor identification as “Presenting Sponsor” on an oversized sign at reception entrance and creative signage throughout reception*
- Baskets of sponsor products to be displayed in fitting locations*
- Promotional material (brochure, pamphlet, USB stick, etc) placed on delegates seats*
- Your company’s banners displayed around the Welcome Reception & Dinner room for all delegates to see*
- Sponsor tent card signage at the buffet table*
- Sponsor table center pieces on each of the delegate’s tables*
- Recognition of your company presented during the Welcome Reception opening speech

**All signage, branding and promotional materials to be provided by respective sponsor*

GERMAN FEAST DINNER SPONSORSHIP: €2,500

Create brand awareness & gain customers during the group dinner’s fabulous networking event!

BEFORE CONFERENCE

- Company logo, URL and 200 word description on ICMA Berlin Conference website
- Exposure in all conference related eNewsletters to the lead up of the conference
- Brand acknowledgement listed on ICMA social sites (Facebook, Twitter, LinkedIn, Google+)

DURING CONFERENCE

- Brand recognition in conference e-booklet
- Your company logo on the conference slide deck (playing prior to speakers and during breaks)
- On site recognition, including prominent placement of name or company logo as the “German Feast Dinner Sponsor” on an oversized sign at the dinner entrance*
- Your company’s banners displayed around the Welcome Reception & Dinner room for all delegates to see*
- Sponsor tent card signage and tagline on each of the delegate’s tables*
- Sponsor products/gifts to be placed on delegates seats*

**Signage & branding to be provided by respective sponsor*

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

SCHIBSTED

axel springer

**Sanoma Digital
FINLAND**

MASCUS

backpage.com

ebay

Google

YAHOO!

**Auto
Trader
CO.UK**

erento

homegate.ch

**Conference Hotel
Event Location**

Intercontinental Hotel
Budapester Straße 2
10787 Berlin
Germany

Phone: +49 30 26020



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10787 Berlin
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FRIDAY NIGHT OUT SPONSORSHIP: € 3,000

This high profile sponsorship provides you with brand recognition amongst the leading innovators in the classified media industry. By exposing your brand to industry leaders you will create new connections and increase your sales!

BEFORE CONFERENCE

- Company logo, URL and 200 word description on ICMA Berlin Conference website
- Exposure in all conference related eNewsletters to the lead up of the conference
- Brand acknowledgement listed on ICMA social sites (Facebook, Twitter, LinkedIn Google+)

DURING CONFERENCE

- Brand recognition in conference e-booklet
- Your company logo on the conference slide deck (playing prior to speakers and during breaks)
- Sponsor identification as “Friday Night Out” on an oversized sign at reception entrance and creative signage throughout reception*
- Opportunity to provide a branded gift to attendees of the party*
- Recognition of your company presented during the Friday Night Out opening speech

**Signage & branding to be provided by respective sponsor*

ICMA LOUNGE SPONSORSHIP: €1,500

ICMA conference delegates gather in the lounge for coffee breaks throughout the 2 day event. By sponsoring the lounge space, you are gaining brand awareness & maximum exposure to your desired audience.

BEFORE CONFERENCE

- Company logo, URL and 200 word description on ICMA Berlin Conference website
- Exposure in all conference related eNewsletters to the lead up of the conference
- Brand acknowledgement listed on ICMA social sites (Facebook, Twitter, LinkedIn Google+)

DURING CONFERENCE

- Brand recognition in conference e-booklet
- Your company logo on the conference slide deck (playing prior to speakers and during breaks)
- Conference folder insert
- Sponsor identification as “ICMA Lounge Sponsor” on an oversized sign at the ICMA Lounge entrance and creative signage throughout lounge, including name signs on high top tables*
- Baskets of sponsor products/gifts to be displayed in fitting locations around the lounge*

**Signage & branding to be provided by respective sponsor*