



ICMA

International Classified
Media Association

Meet the decision
makers of classified
media companies
from all over the
world!



ICMA
Vijzelgracht 53 C
1017 HP Amsterdam
The Netherlands

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

Cologne Exhibitor Package

Before — company exposure:

- 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 4 January** to participate.)
- Your colour logo with a link to your website will be prominently included in the monthly **ICMA “Marketplace Innovations” 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 2013.
- Your company's description of 200 words, listed on the ICMA Cologne Conference **website**.
- **NEW!** 2 sentence promotional text to be promoted in the ICMA Cologne LinkedIn group, ICMA Facebook page and Twitter feed.

During the 3 day ICMA Conference

- **NEW! Shaping Your Future Workshops Session!** During the Cologne Conference you will have the opportunity to be on the programme agenda! We are offering the first 10 vendors the chance to participate in two 15 minute workshop sessions on first-come/first-serve basis for Friday 19 April. The vendor workshops, titled "Shaping Your Future Workshops" will be incorporated into the actual programme and will allow you to meet face to face with new and existing clients. Space is limited to ten workshops, which will be located within the same exhibit hall as your technical exhibit booth.
- Introduction at the beginning of the conference by Slide Deck with your logo and one line of text. This will take place at the beginning of Friday and Saturday morning and during the plenary sessions breaks.
- **Tabletop display** (180 x 60 cm, incl. 2 chairs) for 3 days
- **Two full conference registrations**, including all the scheduled coffee breaks, lunches and dinners, but excluding the 'member only' sessions, for example the Sharing Best Practice and the Business Leaders' Forum.
- Two entry tickets to the **ICMA Gala Party** (normal price €130,- p.p.)
- Logo on **front cover of Conference booklet** plus company description listed inside.
- **Company exposure**, including your company's brochure in the **Conference Folder**, which will be handed out to all participants at registration. (max.4 pages, A4)
- **NEW! Social Media** promotion, picture of you at your stand with one line of text posted to the ICMA social media accounts during and after the conference.

Attendees:

Talk to over 100 attendees at the Cologne conference
Below list a sampling of the delegates who have attended our past Conferences

eBay Classifieds Group, Denmark- GM
Pennysaver, USA –CEO
Schibsted Classifieds, Norway—CEO
Friday Media Group, UK- *Managing Director*
Junk Mail Publishing, South Africa - *Managing Director*
Quoka Verlag GmbH, Germany - *Managing Director*
Sanoma, Finland - *Vice President*
Bazar, Germany- *CEO*
News Span Media Corp., USA— *CEO*

Hotel

The ICMA conference will take place at the

Barcelo Hotel

Habsburgerring 9-13
50674 Cologne
Germany

Tel. +49 (0) 221-228 1860
Fax. +49 (0) 221-228 1861

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

We can offer you a room rate **including breakfast** of €85 single/€95 double room per room per night. To guarantee your room, please make your room reservation through ICMA as soon as possible.

ICMA “Marketplace Innovations” Conference

17-20 April 2013 Barcelo Hotel, Cologne Germany



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Exhibitor Add-Ons

Advertising Options in Conference Booklet

Looking for a way to get your company name out to your target market?
Look no further - we have the solution!

- You can place a full page colour advertisement on the Conference Booklet that the delegates will carry with them all 3 days!
- We have 3 highly visible locations to offer as follows:

Outside Back Cover	€ 795
Inside Front Cover	€ 595
Inside Back Cover	€ 395
- The specifications are as follows:
Full page size ad - 188 mm width x 277 mm height
Full colour CMYK
Files can be compressed to .zip or .sit files
Ads should be sent in one of the following formats:
 - High resolution (certified) pdf
 - Photoshop tif
 - Eps
 - High quality jpg (resolution minimum 300 dpi on print size)
 - Illustrator eps file (please convert texts to contours and embed images)
- Please note the advertisement must be delivered to ICMA by
Friday 22 February 2013
- This is offered on a first come first served basis, there are only 3 coveted spots so be sure to sign up early to ensure your place!

To guarantee your prime advertising opportunity contact Heather at heather@icmaonline.org.



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Please tick the Exhibitor Add-On you would like to register for:

<input type="checkbox"/> Outside Back Cover	€795*
<input type="checkbox"/> Inside Front Cover	€595*
<input type="checkbox"/> Inside Back Cover	€395*

Kindly note all Exhibitor Add-On commitments are excepted on a first come first served basis.

Recent Exhibitors:



solutions for online confidence



ICMA Head Office should be notified in writing of any cancellations. By sending in this exhibitor commitment form you have committed yourself to be an ICMA exhibitor for the conference in Cologne, Germany 17-20 April 2013. Cancellations before 1 March 2013 will result in a penalty payment equal to 50% of the exhibitor fee. After 1 March 2013 there will be no refund for the exhibitor registration fee.

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Exhibitor Commitment form

Please complete the following to confirm your participation as an Exhibitor and email this form to heather@icmaonline.org

YES, for only € 2995* I would like to participate as an Exhibitor at the ICMA "Marketplace Innovations" conference 17-20 April in Cologne, Germany

Company name: _____

Address: _____

Postal code / City: _____

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

Attendee 1: Full name _____

Job Title: _____

Email: _____

I would like to reserve a room night arrival: ____/____/____ departure ____/____/____

Including Breakfast: Single €85 ____ Double €95 ____

Sharing room with _____

Attendee 2: Full name _____

Job Title: _____

Email: _____

I would like to reserve a room night arrival: ____/____/____ departure ____/____/____

Including Breakfast: Single €85 ____ Double €95 ____

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:

ICMA "Marketplace Innovations" Conference

17-20 April 2013 Barcelo Hotel, Cologne Germany