



International Classified  
Media Association

# Cologne Sponsorship Opportunities

## All sponsorships include:



- 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.)
- **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. *\*Note: This is not applicable to the One Day Sponsor Attendee*
- Introduction at the beginning of the conference by ppt. 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.
- 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 text to be promoted in the ICMA Cologne LinkedIn Group, Facebook & Twitter pages prior to the start of the conference.
- **NEW! Social Media** promotion, picture of you with your promotional materials during the vendor round table session with one line text posted to the ICMA social media accounts during & after the conference.

## Welcome Reception and Dinner Sponsorship Options

### Package 1: Presentation \$3,050

- 1) This package allows for a company representative to make a 5 minute speech at the Welcome Reception. (Kindly note no slides, etc. allowed.) It is a great opportunity for prime exposure and to gain recognition from Day 1 of the Conference.
- 2) Full signage including company name and logo displayed on cards in room, and signage outside entrance (signage to be provided by sponsor)
- 3) Option to place company logo gifts on the tables i.e pens/usb sticks etc. (Gifts to be provided by the sponsor).

### Package 2: Evening \$2,695

- 1) Mention of sponsorship including company name and origin addressed to the audience during the Welcome Reception.
- 2) Full signage including company name and logo displayed on cards in room, and signage outside entrance (signage to be provided by sponsor)
- 3) Option to place company logo gifts on the tables i.e pens/usb sticks etc. (Gifts to be provided by the sponsor).

## Delegate Registration Table

**\$1,350**

- 1) Full signage including company name and logo displayed via banners or posters at the delegate registration table. This is prime opportunity for exposure from the start of the conference (signage to be provided by the sponsor)
- 2) Place company pens, folder and notepad for delegates to use throughout the conference at the registration table (gifts to be provided by the sponsor)

## Plenary Session Raffle

**\$825**

- 1) Choose between 4 plenary sessions to collect and draw a delegate's business card. The drawn delegate's business card receives a free offering from the sponsor such as a 6 month trial period of their products and services.
- 2) Company logo and description is on display on the projector screen during raffle drawing.
- 3) A 1 sentence description of the company is read by the conference emcee before the start of the raffle

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1017 HP Amsterdam  
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ICMA "Marketplace Innovations" Conference  
17-20 April 2013 Barcelo Hotel, Cologne Germany



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# Sponsor options \*

More sponsor options:

## Seat Drop

**\$425**

Gain company exposure by surprising the delegates with a company gift on their seat prior to the start of a plenary session!

- 1) Opportunity to place one seat drop during one nominated plenary session. This could be company literature, pens, water bottles, usb sticks, etc.



## ICMA Member Lounge

**\$1,075**

- 1) Sponsorship of the official ICMA Member Lounge for informal get-togethers and drinks for the 3 day event.
- 2) 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).

\*Please note:

All sponsor options are offered on a first come first serve basis. Be sure to sign up quickly to guarantee your selection. To secure your first selection contact Heather at [heather@icmaonline.org](mailto:heather@icmaonline.org).



## Name badges

**\$825**

- 1) Have your company logo or name printed on the name badge itself!
- 2) And you can sponsor the lanyard/necklace holding each badge so participants can put badges around their necks, by providing ICMA with the lanyards with your company logo on it. Everyone will know the name of your company after wearing the name badge for 3 days and seeing everyone around them with the badge around their necks.

## Conference Application

**\$1,695**

Want to get your brand noticed leading up to the conference and throughout! This is the package for you!

- 1) Sponsor the ICMA Cologne Conference application which will have your logo and with a link to your website listed as the sponsor.
- 2) Mention of sponsorship including company name and logo listed
  - A. on all conference application promotions, eblasts etc.
  - B. in the conference booklet and on the ICMA Website.

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## Dedicated eBlast

**\$425**

Looking to get the attention of the attendees before the conference or possibly follow up with them after? Here is your chance by sending a dedicated eblast including a white paper, webinar recording etc. The sky's the limit (as long as we can pop it into our eMarketing tool, that is).

Text and logo's will need to be provided by the sponsor, including the link to the white paper/webinar etc.

ICMA "Marketplace Innovations" Conference  
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# Sponsor options\*

## More sponsor options:

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Conference bags	\$675
<p>Sponsor the conference bags that will be handed out to each participant at the beginning of the meeting and will include the conference folder. The sponsor will provide ICMA with the conference bags with your company name or logo on it.</p> <p>Insert your brochure and/or a company gift in the conference bag for even more exposure for your company. Everyone will receive and carry around 'your' bag at the conference.</p>	



Sponsor Attendee Fee**	\$1,475
<ol style="list-style-type: none"> <li>1) This allows for the Sponsor to send a representative from the company to come and network with the delegates at the conference. The Sponsorship Attendee Fee is only available in coordination with one of the sponsorship options provided on this page.</li> <li>2) The fee includes one full conference registration, including all scheduled coffee breaks, lunches and dinners, but excluding the "member only" sessions, for example the Sharing Best Practice Sessions and Business Leaders Forum.</li> <li>3) One entry ticket to the ICMA Gala Party (normal price €130 pp).</li> </ol> <p><i>**This is not subject to the Associate Membership discounted rates unless the Associate Member is Exhibiting</i></p>	

One Day Sponsor Attendee Fee**	\$825
<ol style="list-style-type: none"> <li>1) This allows for the Sponsor to send a representative from the company to come and network with the delegates at the conference on either Friday 19 April <b>OR</b> Saturday 20 April.</li> <li>2) The fee includes day Conference registration for Friday 19 April <b>OR</b> Saturday 20 April, including the scheduled coffee breaks, lunch, but excluding the "member only" sessions, i.e. the Sharing Best Practice Sessions and Business Leaders Forum.</li> </ol> <p><i>*This is not subject to the Associate Membership discounted rates unless the Associate Member is Exhibiting.</i></p> <p><i>*This is not subject to the Shaping Your Future Workshops Sessions on Friday 19 April.</i></p>	

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### 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** \$115 single/ \$125 double room per room per night. To guarantee your room, please make your room reservation through ICMA as soon as possible.

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# Sponsorship Commitment form

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

Please return by email to  
[heather@icmaonline.org](mailto:heather@icmaonline.org)

- |   |         |
|---|---------|
| <input type="checkbox"/> I would like the <b>Package 1 Welcome Reception Presentation</b> sponsorship   | \$3,050 |
| <input type="checkbox"/> I would like the <b>Package 2 Welcome Reception &amp; Dinner</b> sponsorship   | \$2,695 |
| <input type="checkbox"/> I would like to sponsor the <b>Conference Application</b>                      | \$1,695 |
| <input type="checkbox"/> I would like to sponsor the <b>Delegate Registration Table</b>                 | \$1,350 |
| <input type="checkbox"/> I would like to sponsor the <b>ICMA Member Lounge</b>                          | \$1,075 |
| <input type="checkbox"/> I would like to sponsor the <b>Plenary Session Raffle</b>                      | \$825   |
| <input type="checkbox"/> I would like to sponsor the <b>Name Badges</b>                                 | \$825   |
| <input type="checkbox"/> I would like to sponsor the <b>Conference Bags</b>                             | \$675   |
| <input type="checkbox"/> I would like to sponsor the <b>eBlast</b>                                      | \$425   |
| <input type="checkbox"/> I would like to sponsor the <b>Seat Drop</b>                                   | \$425   |
| <input type="checkbox"/> I would like to attend on the <b>Sponsor Attendee Registration Fee</b>         | \$1,475 |
| <input type="checkbox"/> I would like to attend on the <b>ONE DAY Sponsor Attendee Registration Fee</b> | \$825   |

**Please note:** ICMA Head Office should be notified in writing of any cancellations. By sending in this sponsorship commitment form you have committed yourself to be an ICMA sponsor 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 sponsor registration fee.

**Company name:** \_\_\_\_\_

**Full Address / City:** \_\_\_\_\_

**Country / EU VAT#:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

**Company email:** \_\_\_\_\_

**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 .....

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# Sponsor Attendee Registration form

<b>Sponsor Attendee Registration Fee:</b>	<b>\$1,475 per person</b>
<b>ONE DAY Sponsor Attendee Registration Fee:</b>	<b>\$825 per person</b>

Please return by email to  
[heather@icmaonline.org](mailto:heather@icmaonline.org)

Company name: \_\_\_\_\_  
Address: \_\_\_\_\_  
Postal code / City: \_\_\_\_\_  
Country / EU VAT# \_\_\_\_\_

- ☐ YES, for only **\$1,475** I would like to attend the **ICMA Cologne Conference 17-20 April 2013**  
☐ YES, for only **\$825** I would like to attend the **ICMA Cologne Conference 19 April OR 20 April 2013** *please circle which date you plan to attend*

**Attendee 1: Full name** \_\_\_\_\_

Job Title: \_\_\_\_\_

Email: \_\_\_\_\_

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

**Including Breakfast:** Single \$115\_\_\_\_ Double \$125\_\_\_\_

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:.....

- ☐ YES, for only **\$1,475** I would like to attend the **ICMA Cologne Conference 17-20 April 2013**  
☐ YES, for only **\$825** I would like to attend the **ICMA Cologne Conference 19 April OR 20 April 2013** *please circle which date you plan to attend*

**Attendee 2: Full name** \_\_\_\_\_

Job Title: \_\_\_\_\_

Email: \_\_\_\_\_

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

**Including Breakfast:** Single \$115\_\_\_\_ Double \$125\_\_\_\_

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