



INTERNATIONAL CLASSIFIED MEDIA ASSOCIATION

Making classified media work better!

ICMA GENERAL MEETINGS

6-8 May 2004, The Hague, The Netherlands / 11-13 November 2004, Orlando, Florida, U.S.A.

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 THE HAGUE?

- ◆ Exhibition and registration for ICMA's General Meeting in The Hague, The Netherlands for a maximum of 2 representatives.
- ◆ Table top display from 6-8 May 2004 (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 20 April 2004, for The Hague 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.
- ◆ Lunches and refreshment breaks during the entire conference.

SO WHAT DO YOU PAY?

- ◆ Complete The Hague exhibitor package as described above for **only € 1,350-**.

HOW CAN I EASILY SAVE MONEY?

- ◆ Exhibit at 2 ICMA General Meetings and pay the discounted double pack rate of **€ 2,400-** and **save €300-** by registering now! (and avoid next year's price increase)

ADDITIONAL OPPORTUNITY:

- ◆ Possibility to apply to present a 15 minute case study in one of the twin track sessions on the main Plenary Day Friday, 7th May, 2004. There will be ONLY 4 slots available. Each exhibitor MUST provide a 1 page brief to Head Office outlining their case study presentation by Tuesday 10th February, 2004. These will be reviewed by the ICMA Committee to ensure that only the most applicable and pertinent case studies will be approved for presentation. A key criterion will be the business relevance of each case-study showing how a problem was solved, opportunity exploited, revenue generated or costs saved, thus benefiting the business as a whole. Speaker credentials will also be required at a later stage.
- ◆ **If an extra GM ticket is required for the speaker, this will be charged at the non-member rate of € 340-.**

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 Kurhaus in The Hague is € 175,- incl. taxes and breakfast for a single room and € 199,- for a double room, price per room at The Rosen Centre Hotel in Orlando is \$135,- USD for a single (approx. €110) and \$145,- USD (approx. €119) for a double room).

- ◆ 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 Hague (and Orlando) event. Cancellations between **16 February** and **5 April** 2004 will result in a penalty payment equal to 50% of the exhibitor fee. After 5 April 2004 there will be no refund to the paid exhibitor registration fee.



Exhibitor Commitment Form

Return by fax: +31 (0) 20 638 2371 or email j.winston@icmaonline.org

Exhibitor Package

- Yes, I would like to exhibit our products at the ICMA General Meeting in The Hague, The Netherlands from 6-8 May 2004. Our presence at this 3-day meeting will cost us € 1,350-. 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 The Hague, The Netherlands from 6-8 May 2004 and in Orlando, Florida, U.S.A. from 11-13 November 2004. Our presence at these 2 meetings will cost us only € 2,400-. 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.

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 The Hague

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

Date of Departure:.....

Kurhaus Hotel, The Hague, The Netherlands

Deluxe Single Rm: €175-

Deluxe Double Rm: €199-

► Twin beds or Double bed

► Name of person sharing with:.....

I prefer a non-smoking room

I have other room requirements, please contact me

Rates are per room per night and inclusive breakfast and 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 The Hague for the Plenary Day. Costs €340-(non-member registration fee) per person. Name (s) of additional person(s):.....

Yes, I would like to orderextra 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)

YOUR CREDIT CARD DETAILS ARE ALWAYS REQUIRED TO GUARANTEE YOUR HOTEL BOOKING!

Credit Card: Visa AMEX Mastercard/Eurocard

Credit Card No:.....Exp. :.....

Card holder's name:Signature.....



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ICMA General Meeting

6–8 May 2004, The Hague

SPONSORSHIP INFORMATION PACK

COLLATERAL MATERIAL

➤ SPONSOR THE CONFERENCE FOLDER

Provided to all ICMA participants prior to the commencement of the conference (quantity 150)

- Sponsor tabbed dividers in the conference folder – total of 12 tabbed dividers per conference folder
- Space of 8cm x 10cm for sponsor advertisement at bottom right corner of each divider in black & white including sponsor logo, company name and text
- Recognition of sponsorship including company logo and name included in promotional brochure (deadline 16 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 16 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-

CONFERENCE PROGRAMME

➤ SPONSOR TWO COFFEE BREAKS (one day)

Friday 7 or Saturday 8 May

- 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 16 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 7 or Saturday 8 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 16 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 8 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 16 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: € 1,250-

CONFERENCE PROGRAMME CONTINUED...

➤ **SPONSOR THE SALES MANAGERS' WORKSHOP OR CFO MEETING**

Saturday 8 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 16 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: € 550- for Sales Managers' Workshop, €350- for CFO Meeting

➤ **SPONSOR THE CYBER CAFÉ**

ICMA's "Cyber Café" in the ICMA Lounge

- Signage with sponsor's logo standing next to and around Cyber Café (to be provided by sponsor)
- Recognition of sponsorship including company logo and name included in promotional brochure (deadline 16 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: € 700-

SOCIAL PROGRAMME/EVENTS

➤ SPONSOR THE WELCOME RECEPTION (Opening Night)

Thursday 6 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 16 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 "Kandinsky Zaal" 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 16 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-

➤ SPONSOR SAILING ON THE MINERVA!

Thursday 6 May afternoon; Sail out on an ancient Dutch Merchant Ship

- Sponsor spray jackets or caps with company logo (to be provided by sponsor)
- Sponsor the tickets for Sailing on the Minerva
- Mention of sponsorship including company name and origin addressed to participants before, during and after the tour
- Recognition of sponsorship in ALL printed material – promotional brochure (deadline 16 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-

➤ SPONSOR ICMA'S FAMOUS KEUKENHOF GARDENS TOUR

Sunday 9 November, tour Holland's famous Keukenhof Gardens

- Sponsor umbrellas or caps with your company logo (to be provided by sponsor)
- Mention of sponsorship including company name and origin addressed to participants during the trip (i.e. bus tour to and from the Keukenhof)
- Recognition of sponsorship in ALL printed material – promotional brochure (deadline 16 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-



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

> Collateral Material			
<input type="checkbox"/> Sponsor the conference folder	Euro	950-	
<input type="checkbox"/> Sponsor the name badges	Euro	650-	
> Conference Programme			
<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	1,250-	
<input type="checkbox"/> Sponsor the Sales Managers' Workshop or CFO Meeting	Euro	550- or 350-	
<input type="checkbox"/> Sponsor the Cyber Café	Euro	700-	
> Social Programme/Events			
<input type="checkbox"/> Sponsor the welcome reception	Euro	600-	
<input type="checkbox"/> Sponsor the ICMA member lounge	Euro	800-	
<input type="checkbox"/> Sponsor Sailing on the Minerva!	Euro	500-	
<input type="checkbox"/> Sponsor the ICMA Keukenhof tour	Euro	800-	

Get **10% discount** if you book now for the November 2004 General Meeting from 11-13 November at The Rosen Centre Hotel in Orlando, Florida, U.S.A.!

Yes, I would like to book now for the Orlando General Meeting as well and get a **10% discount**

Please complete the following to confirm your participation.

Company Name:.....

Address:.....

Address:.....Postal/Zip Code:.....

City:.....

Country:.....

Phone:.....

Fax:.....

E-mail:.....

Website:.....

Name Contact Person:.....

Signature:.....

Payment Details:

- Bank Transfer (ABN Amro, Amsterdam, Account No. 49.00.80.227, Swift Code ABNANL2A.
- Charge to my credit card (complete details below)

Credit Card: Visa AMEX Mastercard/Eurocard

Credit Card No:.....Exp. date:.....

Cardholder'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 fax/email to ICMA Head Office before Monday 16 February 2004.

You will receive a confirmation immediately following.

Please note: By sending in this form you have committed yourself to be an official ICMA GM sponsor for The Hague (and the Orlando) 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 16 February 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.