



INTERNATIONAL CLASSIFIED MEDIA ASSOCIATION

Making classified media work better!

ICMA GENERAL MEETING

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.

WHAT DOES THE EXHIBITOR PACK INCLUDE IN ORLANDO?

- ◆ Exhibition and registration for ICMA's General Meeting in Orlando, Florida, U.S.A. for a maximum of 2 representatives.
- ◆ Table top display from 11-13 November 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).
- ◆ Logo displayed in promotional brochure to members (delivery of logo required by 16 August 2004).
- ◆ Inclusion of brochure in conference folder (max 8 pages A4 and delivered before 18 October 2004).
- ◆ 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 Gala Party on Saturday! Additional tickets can be purchased at €100- per person.
- ◆ Lunches and refreshment breaks during the entire conference.

SO WHAT DO YOU PAY?

- ◆ Complete Orlando exhibitor package as described above for **only € 1,400-**.

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 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 Orlando event. Cancellations between **16 September and 4 October 2004** will result in a penalty payment equal to 50% of the exhibitor fee. After 4 October 2004 there will be no refund to the paid exhibitor registration fee.



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ICMA

Exhibitor Commitment Form

Return by fax: +31 (0)20 638 2336 or email j.winston@icmaonline.org

Exhibitor Package

Yes, I would like to exhibit our products at the ICMA General Meeting in Orlando, Florida, U.S.A. from 11-13 November 2004. Our presence at this 3-day meeting will cost us € 1,400-. 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 Orlando

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

Date of Departure:.....

The Rosen Centre Hotel, Orlando, Florida, U.S.A.

Deluxe Single Rm: \$136-

Deluxe Double Rm: \$145-

Twin beds or Double bed

Name of person sharing with:.....

I prefer a non-smoking room

I have other room requirements (please specify).....

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 Orlando 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 €100- per person.

Payment Details:

- Bank transfer (ABN Amro, Amsterdam, Account No. 49.00.80.227, Swift Code ABANL2A (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 11-13 November 2004, Orlando

SPONSORSHIP INFORMATION PACK

COLLATERAL MATERIAL

➤ SPONSOR THE CONFERENCE FOLDER

Provided to all ICMA participants prior to the commencement of the conference (quantity 120)

- Sponsor tabbed dividers in the conference folder – total of 10 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 August), 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

- Supply your branded lanyard/necklace to hold ID name badges.
- Company name and logo printed on name badge.
- Recognition of sponsorship including company logo and name included in promotional brochure (deadline 16 August), 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 12 or Saturday 13 November

- 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 August), 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 12 or Saturday 13 November

- 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 August), 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 13 November

- 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 August), 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

Saturday 13 November

- 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 August), 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 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 August), 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 ACTIVITY

➤ SPONSOR THE ALLIGATOR AIRBOAT RIDE

- Supply spray jackets/wind-breakers and/or baseball caps with your company logo to our delegates taking part in the Alligator Airboat Ride.
- Recognition of sponsorship including company logo and name included in promotional brochure (deadline 16 August), 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: € 200- plus you supply the branded spray jackets and/or baseball caps!



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Sponsorship Commitment Form

Return by fax: +31 (0)20 638 2336 or email j.winston@icmaonline.org

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

ITEM	EURO
➤ Collateral Material	
<input type="checkbox"/> Sponsor the conference folder	950-
<input type="checkbox"/> Sponsor the name badges	650-
➤ Conference Programme	
<input type="checkbox"/> Sponsor two coffee breaks (one day)	600-
<input type="checkbox"/> Sponsor a Networking Lunch	950-
<input type="checkbox"/> Sponsor the Publishers' Meeting	1,250-
<input type="checkbox"/> Sponsor the Sales Managers' Workshop	500-
<input type="checkbox"/> Sponsor the Cyber Café	700-
➤ Social Activity	
<input type="checkbox"/> Sponsor Alligator Airboat Ride	200- plus items as above

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 August 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 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 September 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.