



International Classified Media Association

Making classified media work better!

ICMA General Meeting - 10-12 November 2005, New Delhi, India

INFORMATION - EXHIBITOR PACK

Meet the decision makers of classified media companies from all over the world! This is your opportunity to display your products for 3 days and network during various social events with ICMA members. For a small fee, you can join us at the General Meeting in India and gain exposure to high-quality potential clients in 3 days!

INCLUDED IN THE EXHIBITOR PACK:

- ◆ Exhibition and registration for ICMA's General Meeting in Delhi, India for a maximum of 2 representatives.
- ◆ Tabletop display from 10-12 November 2005 (180 x 60 cm, incl. 2 chairs).
- ◆ Possibility to place a backdrop display (max 250 cm wide, 50 cm deep and 220 cm high).
- ◆ Exposure of your company logo in the Conference Brochure (deadline for this brochure is 5 August), in the INDIA newsletter, which will appear twice a month up to the General Meeting. And exposure of your logo and company profile on our "Events Page" and of course in our conference booklet.
- ◆ Inclusion of your brochure in the conference folder (max 8 pages A4 and delivered before 1 November 2005, in India for India 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 Saturday Plenary Day with a maximum of 2 persons. Friday sessions are open to ICMA members only.
- ◆ We offer a very extended social programme for this General Meeting (maximum 2 people).
 - 1) We start off with an exciting Treasure Hunt through Delhi on Thursday afternoon, 10 November.
 - 2) At night, 10 November, a welcome dinner and drinks in the Hyatt Regency – to get (re)acquainted with the attendees.
 - 3) On Friday night, 11 November, we are invited in a traditional farm house for a casual barbeque.
- ◆ Two entry tickets to the ICMA Gala Party on Saturday! Additional tickets can be purchased at € 150- per person.
- ◆ Lunches and refreshment breaks during the entire conference.



COSTS:

- ◆ The India General Meeting Exhibitor Package as described above cost **only € 1,600.**

NOT INCLUDED IN PACKAGE:

- ◆ 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 **Pool View room** at the Hyatt Regency in New Delhi is US\$ 165, for a single (approx. € 137) and US\$ 175 (approx. € 145) for a double room, including breakfast and excl. tax. There are only a small amount of these rooms available. So book fast! Otherwise we have the **Hyatt Club room** available for a single US\$ 200 (approx. € 166) and double room US\$ 210 (approx. € 174), with this room you get lots of extra's, like exclusive use of the Regency Club Lounge, where you can enjoy complimentary coffee, tea and evening cocktails with hors d'oeuvres. This also includes one-way airport transfer by Limousine and complimentary access at Club Olympus, with it's sauna, steam bath and Jacuzzi.
Please indicate your preference on the registration form.



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 India event. Cancellations before **1 October 2005** will result in a penalty payment equal to 50% of the exhibitor fee. After 1 October 2005 there will be no refund to the paid exhibitor registration fee.



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EXHIBITOR COMMITMENT FORM

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

- ☐ **Yes**, I would like to exhibit our products at the ICMA General Meeting in New Delhi, India from 10-12 November 2005. Our presence at this 3-day meeting will cost us **€ 1,600**. See information exhibitor 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.

CONTACT DETAILS

Company name:
Address:
Postal/Zip Code: **City:**
Country:
Phone: **Fax:**
Email: **Website:**
Products/Services to be exhibited:

REPRESENTATIVES

Representative 1

Full name:
Job title:
Direct phone:
Email:

Representative 2

Full name:
Job title:
Direct phone:
Email:

HOTEL REQUIREMENTS

Representative 1

Arrival date:/...../..... **Departure date:**/...../.....

POOL VIEW ROOM:

☐ Single: US\$165* ☐ Double: US\$175* ☐ Smoking room

HYATT CLUB ROOM:

☐ Single - US\$200* ☐ Double - US\$210* ☐ Smoking room

Double room sharing with:

☐ Other room requirements:

Representative 2

Arrival date:/...../..... **Departure date:**/...../.....

POOL VIEW ROOM:

☐ Single: US\$165* ☐ Double: US\$175* ☐ Smoking room

HYATT CLUB ROOM:

☐ Single - US\$200* ☐ Double - US\$210* ☐ Smoking room

Double room sharing with:

☐ Other room requirements:

* Rates are per room per night, including breakfast and exclusive tax. Settlement of all charges is to be made directly to the hotel by each individual upon checkout.

EXTRA GUEST(S)

- ☐ **Yes**, I would like to register an additional person for the General Meeting in Barcelona for the Plenary Day. Costs € 449 (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)

Credit Card: ☐ Visa ☐ AMEX ☐ Mastercard/Eurocard **(ALWAYS REQUIRED FOR YOUR HOTEL BOOKING!)**

Credit Card No: **Exp. :**/.....

Card holder's name: **Signature**

Exhibitor registrations will not be official until full payment has been received, reservations will be handled on the basis of first come, first served.



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INFORMATION - SPONSOR PACK

If you do not have the time to attend the General Meeting, or if you would like to have extra exposure for your company at the event, you can also be a Sponsor! To make sure people DO remember your company name!

ANY SPONSOR PACK YOU BOOK, INCLUDES

- ◆ Exposure of your company logo in the Conference Brochure (deadline for this brochure is 5 August), in the INDIA newsletter, which will appear twice a month up to the General Meeting. And exposure of your logo and company profile on our "Events Page" and of course in our conference booklet.
- ◆ Possibility to place your banner (484 x 67 pixels) on our "Events Page" of the website which creates even higher awareness of your company.



COLLATERAL MATERIAL

SPONSOR THE CONFERENCE BOOKLET - € 950

Sponsor the conference booklet, have your company logo and/or name on the cover of the conference booklet. A space of approx. 4cm x 4 cm for sponsor advertisement, including your logo and/or company name.

This means extra exposure for your company, the conference booklet will be handed out to all the participants at the event! This booklet contains the GM programme, speaker profiles, the attendance list, useful information for everyone!

SPONSOR THE NAME BADGES - € 650

- 1) 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
- 2) And have your company logo or name printed on the name badge itself!

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.

SPONSOR THE CONFERENCE BAGS - € 300

Sponsor the conference bags that will be handed out to each participant at the beginning of the meeting and will include the conference folder. Provide ICMA with the conference bags with your company name or logo on it.

Insert your brochure and/or a company gift in the conference bag for more exposure for your company. Everyone will receive and carry around 'your' bag at the conference.

CONFERENCE PROGRAMME

SPONSOR 2 COFFEE BREAKS (ONE DAY)- € 600

Mention of sponsorship including company name and origin addressed to the audience during the general session beforehand and table signage including your company logo and name (to be provided by sponsor) in the area of the coffee break.



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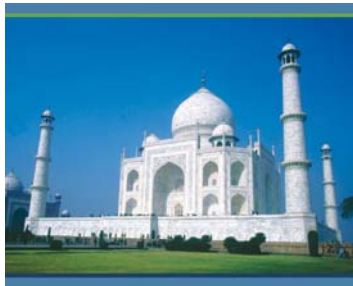
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SPONSOR A NETWORKING LUNCH — FRIDAY 11 OR SATURDAY 12 NOVEMBER — € 950

- 1) Mention of sponsorship including company name and origin addressed to the audience during the general session beforehand
- 2) Your brochure or leaflet placed on every seat beforehand
- 3) Table signage including your company logo and name (to be provided by sponsor)

SPONSOR THE PUBLISHERS' MEETING — € 1.000

- 1) Stand-alone sign inside the meeting room with your company logo (provided by sponsor)
- 2) Name cards with your company logo
- 3) Mention of sponsorship including company name and origin addressed to audience during opening of meeting



SPONSOR THE ONLINE REVENUE GENERATION FORUM — € 500

- 1) Stand-alone sign inside the meeting room with your company logo (provided by sponsor)
- 2) Name cards with your company logo
- 3) Mention of sponsorship including company name and origin addressed to audience during opening of meeting

SPONSOR THE CYBER CAFÉ — € 850

- 1) Signage with sponsor's logo standing next to and around Cyber Café (to be provided by sponsor)
- 2) Your company logo and name used as a screensaver on the computer screens.
- 3) Mouse pads with your company logo and name on it (to be provided by sponsor)

SOCIAL PROGRAMME/EVENTS

SPONSOR THE WELCOME RECEPTION (OPENING NIGHT) — € 600

- 1) Drinks and canapés served by hotel caterers (standing) next to your signage in the ICMA Lounge where the reception takes place.
- 2) Sign to include your company name and logo, plus 'Welcome cocktail courtesy of...' (Sign will need to be provided by sponsor)

SPONSOR ICMA'S MEMBER LOUNGE — € 800

- 1) Sponsorship of the official ICMA Member Lounge in the 'Regency Ball Room III' for informal get-togethers and drinks for 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)





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SPONSORSHIP COMMITMENT FORM

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

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

COLLATERAL MATERIAL

- | | |
|---|-------|
| ☐ Sponsor the conference booklet | € 950 |
| ☐ Sponsor the name badges | € 650 |
| ☐ Sponsor the conference bags | € 300 |

CONFERENCE PROGRAMME

- | | |
|--|---------|
| ☐ Sponsor 2 coffee breaks (one day) | € 600 |
| ☐ Sponsor a networking lunch | € 950 |
| ☐ Sponsor the Publishers' Meeting | € 1.000 |
| ☐ Sponsor the Online Revenue Generation Forum | € 500 |
| ☐ Sponsor the Cyber Café | € 850 |

SOCIAL PROGRAMME / EVENTS

- | | |
|--|-------|
| ☐ Sponsor the Welcome Reception | € 600 |
| ☐ Sponsor ICMA's Member Lounge | € 800 |

Please complete the following to confirm your participation:

CONTACT DETAILS

Company name:
Address:
Postal/Zip Code:City:
Country:
Phone:Fax:
Email:Website:
Name of contact person:
Signature:

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)

Credit Card: ☐ Visa ☐ AMEX ☐ Mastercard/Eurocard **(ALWAYS REQUIRED FOR YOUR HOTEL BOOKING!)**

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

Card holder's name: Signature

Exhibitor registrations will not be official until full payment has been received.

Please note: By sending in this form you have committed yourself to be an official ICMA GM sponsor for India 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 1 October** 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.