



**I C M A**

Making classified media work better!  
International Classified Media Association

# Istanbul Exhibitor Package

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  
www.icmaonline.org

## 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 20 July** to participate.)
- Your colour logo with a link to your website will be prominently included in the monthly **ICMA “Social, Local, Mobile: Classified Media Strategies” conference e-Newsletter**, which will be emailed out to over 600 ICMA member contacts of the Association, and 1800 potential member contacts from July—November 2012.
- Your company’s description of 200 words, listed on the ICMA Istanbul Conference **website**.

## During the 3 day ICMA Conference

- **Vendor Round Tables Networking Session with a Twist!** This session will allow 5-8 publishers per table 5 minutes to exchange business cards and be briefed on the vendors best case study before the bell rings indicating it’s time to move onto the next vendor! The best all around vendor presentation (timely, informational, beneficial, etc) will be voted on by the publishers and the winning vendor will be awarded a speaking slot at the next ICMA conference.
- 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 Thursday and Friday 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 \$180,- 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)

## Hotel

The ICMA conference will take place at the

Hotel Dedeman  
Yildiz Posta Cad. No: 52  
Esentepe 34394  
Istanbul, Turkey

Tel. +90 212 337 39 00  
Fax. +90 212 356 19 50  
Website: <http://www.dedeman.com/us>

We can offer you a room rate **excluding breakfast** of \$165 single/\$170 double & **including breakfast** of \$180 single/\$195 double room per room per night. To guarantee your room, please make your room reservation through ICMA as soon as possible.

## Attendees:

Talk to over 300 attendees at the Istanbul 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-Ad, United Kingdom - *Managing Director*  
JunkMail Publishing, South Africa - *Managing Director*  
Quoka Verlag GmbH, Germany - *Managing Director*  
Sanoma, Finland - *Vice President*  
Bazar, Germany– *CEO*  
News Span Media Corp., USA— *CEO*

ICMA “Social, Local, Mobile: Classified Media Strategies” Conference  
7-10 November 2012 Hotel Dedeman, Istanbul Turkey



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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** \$1,075

**Inside Front Cover** \$800

**Inside Back Cover** \$550

- 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 12 October 2012**
- 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](mailto:heather@icmaonline.org).

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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](mailto:heather@icmaonline.org)

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

- ☐ Outside Back Cover \$1075\*
- ☐ Inside Front Cover \$800\*
- ☐ Inside Back Cover \$550\*

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

Recent Exhibitors:



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 Istanbul, Turkey 7-10 November 2012. Cancellations before **21 September 2012** will result in a penalty payment equal to 50% of the exhibitor fee. After 21 September 2012 there will be no refund for the exhibitor registration fee.

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[www.icmaonline.org](http://www.icmaonline.org)

- ☐ **YES**, for only **\$4,015\*** I would like to participate as an Exhibitor at the **ICMA “Social, Local, Mobile: Classified Media Strategies” conference 7-10 in Istanbul, Turkey**

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

Address: \_\_\_\_\_

Postal code / City: \_\_\_\_\_

Country / EU VAT # \_\_\_\_\_

**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 \_\_\_\_/\_\_\_\_/\_\_\_\_

**Excluding Breakfast:** Single \$165 \_\_\_\_ Double \$170 \_\_\_\_

**Including Breakfast:** Single \$180 \_\_\_\_ Double \$195 \_\_\_\_

Sharing room with \_\_\_\_\_

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

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

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

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

**Excluding Breakfast:** Single \$165 \_\_\_\_ Double \$170 \_\_\_\_

**Including Breakfast:** Single \$180 \_\_\_\_ Double \$195 \_\_\_\_

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: .....

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