



ICMA

International Classified
Media Association

Helsinki 21-24 May 2014

“Monetising Digital: Show me the Money” Exhibitor & Sponsorship Opportunities for Vendors



‘The ICMA community exists in the spirit of bringing buyers and sellers together, and the solutions providers play an integral role in the success of our conferences.’

Delegates from Previous Conferences Include:

CEO, AutoScout24
CEO, AutoTrader.com
Director Local Markets,
Google
President, Immobilien Scout
GmbH
CEO, Etsy
CEO, Sahibinden
President, Sanoma Digital

Conference Hotel Event Location

Scandic Grand Marina & Marina Congress Center

Katajanokanlaituri 7
00160 Helsinki
Finland

Phone: +358 9 16661

E-mail:
grandmarina@scandichotels.com

Our vendors have the opportunity to meet the key decision makers in the classified media industry, something very unique to our organization. We provide our vendors and exhibitors an array of options and ad-ons to suit each company's needs, and help to ensure you're getting your products and services in front of the right audience.

EXHIBITION PACKAGE

€ 2995 / \$4110

We're pleased to invite you and one colleague for the full duration of the conference. This includes all coffee breaks and lunches during the conference, the welcome reception dinner, social activities, and gala party dinner (a €130 /\$180 value).

In addition, we ensure that your company's presence is prevalent with a healthy dose of promotional opportunities (print, online, and social exposure for your brand).

Before the Conference

- Your logo included on the online registration form.
- Your company logo and description (max 200 words) on our conference website.
- Exposure in all Helsinki-related e newsletters in the lead-up to the conference, reaching our complete database (2,500+ contacts, minimum one mail per month).
- Exposure in vendor related social postings (Facebook, Twitter, LinkedIn).

At the Conference

- An exhibition/meeting space for the duration of the conference, consisting of a table 180 x 60 cm, two chairs, and ample space for pop up banners. Does not include AV, which can be rented for an additional fee.
- Your company logo on the front page of our conference booklet.
- Your company logo and promotion text (A4 size) in the exhibitor section of the conference booklet.
- Promotional collateral to be included in the conference bag (no more than 1 A4 sheet or smaller).
- Your company logo on the conference slide deck (playing prior to speakers and during breaks).
- Facilitation of your own '**Shaping your Future**' workshops. These workshops take place on Thursday, and will consist of 2 x 15 minute case study presentations in small groups of rotating delegate audiences. A great way to present your success stories in a more consultative format. Available for the first 10 registered exhibitors!

After the conference

- Your workshop slide deck included on the post conference presentations page of our website, accessed by all ICMA members and conference attendees.

1 DAY VENDOR TICKET

€ 948 / \$1300

Perfect for those who are unable to attend the conference, but still want to ensure a presence at the event. Includes **one** ticket to any day of the conference, a table for the optional 'Shaping Your Future' workshops, a dedicated eBlast prior to or after the conference, lunch and coffee breaks and any social activities and dinners planned on the day, excluding the gala party.

3 DAY VENDOR TICKET

€ 1444 / \$1980

Looking to enjoy the full conference, without the exhibition booth? Includes everything in the above 1 day vendor ticket (for the entire conference), plus a ticket to the gala party dinner.

CONFERENCE HOTEL

€ 145 single / € 155 per night

As an additional service to our vendors, we have arranged special rates and are happy to handle the booking for you. Please note that room rates include a buffet breakfast and entrance to the spa facilities. These room rates are limited, so please be sure to register online quickly. A credit card is required to hold your booking.

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“Monetising Digital: Show me the Money” Vendor Ad-Ons



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Looking for additional marketing opportunities for your brand? We’re happy to work with your strategy and budget to ensure you’re not missing out reaching your target market!

PLENARY SESSION SPEAKING SLOT

€1295 / \$1777

This two minute speaking opportunity is great for new vendors or those returning with a new product or service! Spaces are limited to 2 vendors in total, Friday or Saturday.

CONFERENCE MOBILE APP SPONSORSHIP

€1295 / \$1777

Sponsor the development of our conference app, and we’ll include your logo with a link. We’ll also ensure that your sponsorship is touted in our email promotions and on our website.

DELEGATE REGISTRATION TABLE

€349 / \$479

A great option for those who would like their brand front and centre at our registration desk. Just provide your banner, signage, and flyers. You also have the option to provide pens and notebooks that will be included with the delegate welcome packs.

SEAT DROP

€349 / \$479

Surprise the delegates with a gift from your company prior to the start of a plenary session. Pens, water bottles, USB sticks, moleskins, etc, are always popular!

NAME BADGE & LANYARD SPONSORSHIP

€349 / \$479

Provide your branded lanyards for the delegate name badges and we’ll include your logo on the badge itself. A way to ensure you’re always hanging out front and centre with the guests!

DEDICATED eBLAST

€349 / \$479

Looking to send a message prior to or after the conference? Have a new product or service you want to promote? We’re happy to integrate this blast into your overall marketing plan by creating this promotional mailing and sending it to our complete database. eBlasts are sent on a max of 1 mail per week, on a first-come-first-honoured basis. ICMA guidelines apply (deliverables formats, content, etc).

CONFERENCE BOOKLET ADVERTISING

from € 249 / \$528

Interested additional exposure in the conference booklet, the tool used to guide the guests throughout the duration of the event? There are a limited number of spaces in our conference booklet, though please note that availability is on a first-come-first-honoured basis.

- Back cover €649 / \$890
- Inside front €449 / \$615
- Inside back €249 / \$528