



**ICMA**  
International Classified  
Media Association

# Helsinki 21-24 May 2014

## “Monetising Digital: Show me the Money”

### Exhibitor & Sponsorship Opportunities

Join ICMA in Helsinki for the opportunity to meet the key decision makers in the classified media industry, via an array of options and ad-ons to suit your needs, and help to ensure you're getting your products and services in front of the right audience.

#### EXHIBITION PACKAGE

€ 2995 / US \$4110

The Exhibition package includes two full conference registrations, including all coffee breaks and lunches during the conference, the welcome reception dinner, social activities, and two Innovation Awards gala party tickets (€130 /US \$180 per ticket value). In addition, we ensure your company's presence is prevalent with a healthy dose of promotional opportunities (print, online, and social exposure for your brand). (Excluding travel to and from the conference and any “member only sessions” i.e. Sharing Best Practice & the Business Leaders Forum.)

#### 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 one 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 22 May, 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. Limited availability on a first come first served basis.

#### 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.

#### ONE DAY VENDOR TICKET

€ 948 / US \$1300

Perfect for those who are unable to attend the full conference, but still want to ensure a presence at the event. Includes **ONE** ticket to any day of the conference, 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 Innovation Awards Gala Party ticket (nominal fee of €130/ US\$180 per person). (Excludes travel to and from the conference, hotel and any “member only” sessions i.e. Sharing Best Practice and the Business Leaders Forum.)

#### THREE DAY VENDOR TICKET

€ 1444 / US \$1980

Looking to enjoy the full conference, without the exhibition booth? Includes everything in the above one day vendor ticket (for the entire conference), plus one Innovation Awards Gala Party ticket.

#### 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.



‘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  
Executives From:

**SCHIBSTED**

**axel springer**

**Sanoma Digital**  
FINLAND

**backpage.com**

**MASCUS**

**Google**

**ebay**

**Y!**  
YAHOO!

**IMMOBILIEN**  
SCOUT 24

**AUTO**  
SCOUT 24

**Auto**  
Trader  
co.uk

Conference Hotel  
Event Location

**Scandic Grand Marina &  
Congress Center**  
Katjanokanlaituri 7  
00160 Helsinki  
Finland

Phone: +358 9 16661

E-mail:  
grandmarina@scandichotels.com

ICMA \* Vijzelgracht 53 C \* 1017 HP \* Amsterdam \* The Netherlands  
Skytel: icmashay shay@icmaonline.org M: +31 (0) 615 067 378

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### Vendor Ad-Ons

**Looking for additional marketing opportunities for your brand? We have just the opportunities to work with your strategy and budget to ensure you reach your target market!**

**PLENARY SESSION SPEAKING SLOT****€1295 / US \$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, Thursday 22 May or Friday 23 May.

**CONFERENCE MOBILE APP SPONSORSHIP****€1295 / US \$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.

**NAME BADGE & LANYARD SPONSORSHIP****€449 / US \$618**

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!

**DELEGATE REGISTRATION TABLE****€349 / US \$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 / US \$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! (Gifts provided by sponsors.)

**DEDICATED eBLAST****€349 / US \$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 / US \$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 / US \$890
- Inside front €449 / US \$615
- Inside back €249 / US \$528

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**Delegates from Previous Conferences Include Executives From:**

**Conference Hotel  
Event Location**

**Scandic Grand Marina &  
Congress Center**  
Katajanokanlaituri 7  
00160 Helsinki  
Finland

**Phone:** +358 9 16661

**E-mail:**  
grandmarina@scandichotels.com

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Skype: icmashay shay@icmaonline.org M: +31 (0) 615 067 378