



**ICMA**

International Classified  
Media Association

Meet the decision  
makers of classified  
media companies  
from all over the  
world!



ICMA  
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The Netherlands

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lisa@icmaonline.org  
www.icmaonline.org

# Prague Exhibitor Package

## 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 26 July** to participate.)
- Your colour logo with a link to your website will be prominently included in the monthly **ICMA "Expanding Beyond Classifieds" conference e-Newsletter**, which will be emailed out to over 600 ICMA member contacts of the Association, and 1800 potential member contacts from August—November 2013.
- Your company's description of 200 words, listed on the ICMA Prague Conference website.
- 2 sentence promotional text to be promoted in the ICMA Prague LinkedIn group, ICMA Facebook page and Twitter feed.

## During the 3 day ICMA Conference

- **Shaping Your Future Workshops Session!** During the Prague Conference you will have the opportunity to be on the programme agenda! We are offering the first 10 vendors the chance to participate in three 20 minute workshop sessions on first-come/first-serve basis for Friday 15 November. The vendor workshops, titled "Shaping Your Future Workshops" will be incorporated into the actual programme and will allow you to meet face to face with new and existing clients. Space is limited to ten workshops, so book fast!
- 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 Friday and Saturday 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

### Intercontinental Hotel

Parizska 30  
Prague, 110 00  
Czech Republic

Tel. +420-296-631111

Website: <http://www.icprague.com>

We can offer you a room rate **including breakfast** of \$215 single/\$225 double room per room per night. These rates include service charges, city tax, VAT, full American buffet breakfast, complimentary use of gym, pool, Jacuzzi and sauna. To guarantee your room, please make your room reservation through ICMA as soon as possible.

## Attendees:

Talk to over 100 attendees at the Prague 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 Media Group, UK- *Managing Director*  
Junk Mail 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 "Expanding Beyond Classifieds" Conference  
13-16 November 2013 Intercontinental Prague, Czech Republic



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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**                      \$ 915

**Inside Front Cover**                      \$ 645

**Inside Back Cover**                      \$ 385

- 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 11 October 2013**

- 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 Lisa at  
[lisa@icmaonline.org](mailto:lisa@icmaonline.org).



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