



# ICMA SPRING CONFERENCE VIENNA, MAY 2018

International Classified Marketplace Association (ICMA) hosts two conferences per year consisting of two days of packed programmes, including presentations, panel sessions, debates, workshops, case studies and more. Publishers, finance managers, sales managers, IT specialists, marketing professionals, industry experts and suppliers gather for intense networking, education and discussion in an informal atmosphere.

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## Welcome to the 2018 spring conference organized by International Classified Marketplace Association.

This year, after a successful conference in Barcelona last fall, we are inviting you to beautiful Vienna. We prepared two days of packed programmes, including presentations, panel sessions, debates, workshops, case studies and more. Publishers, finance managers, sales managers, IT specialists, marketing professionals, industry experts and suppliers gather for intense networking, education and discussion in an informal atmosphere.

We have invited some of the most interesting speakers in the industry to talk about this edition's focus:

- Augmented/Virtual/Mixed Reality
- Robotics and Automation
- Mobile technologies
- Big Data

We are looking forward to meeting you in Vienna!



International Classified Marketplace Association (ICMA) is a global community of leading players in the Digital Classified Marketplace Industry.

ICMA's community acts together in order to build capability and to support its members in responding effectively to the many challenges facing the Industry. We are dedicated to promoting excellence, knowledge sharing, market leadership, benchmarking and innovation at every level amongst our international membership.

ICMA has member companies from 32 countries. Our publishers include high-quality classified ads and marketplace publications and websites world-wide.





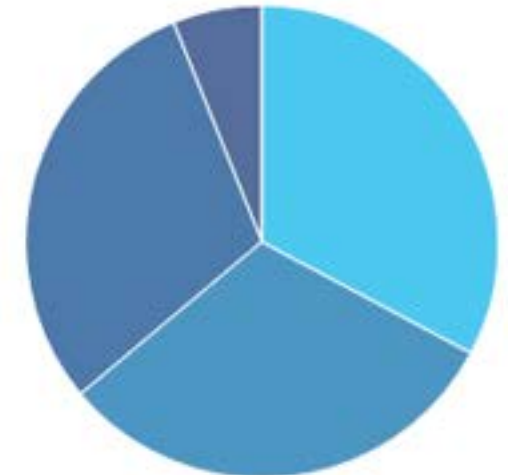
Most of our attendees are in a decision-making position and have experience in the world's most prominent classifieds institutions. Top executives from almost 50 companies in more than 20 countries will be discussing latest trends, present new technologies and share best practices at the friendliest industry event.



Companies from previous editions include: eBay, Olx, Amazon, Schibsted, Lalafo, Basedo, Mascus, restb.ai, Styria Digital, BAZAR Zeitungs, markt.de, Sanoma Digital Finland, ANONNCE, Digital Community Holdings, Encuentra24.com, AIM Group, Russ Media and many more.

**Attendee seniority level**

- 33% Partners, CEO
- 31% Marketing
- 30% Sales
- 6% Other



*„ICMA has created a special conference where you get to talk to, share with and challenge your peers from around the global about what's happening in classified marketplaces.“ - Rob Paterson, Director of Consulting, AIM Group LLC*

Sponsoring the ICMA conference creates an instant value and sustained results for your company! It provides a broader reach to the conference participants and gives sponsors the opportunity to make valuable contacts, thus increasing overall brand awareness and allowing for the promotion of products and services. Pre-, during, and post-event promotion keeps your company at the top of everyone's mind.

### As a sponsor you will

- Present to an audience searching for technical excellence and innovation
- Foster relationships with existing clients
- Obtain qualified leads and prospects
- Enhance your marketing strategy and build brand awareness
- Meet industry leaders and senior decision makers all in one place
- Engage attendees by live demonstration

To check more details on sponsorship packages please go further to our packages section.

### Pre-event benefits:

- Logo and link on event homepage
- Logo, link and description on sponsor page
- Logo in attendees emails
- 10 - 20% discount on registration fee for your customers and clients
- Complimentary conference registration (dependent upon sponsorship level)

### Onsite benefits:

- Logo on signage onsite
- Logo at conference closing
- Name, logo, description in conference program
- Logo on sponsor thank you slide at conference opening

### Post-event benefits:

- Logo and mention in post-event email to attendees
- Full attendees list with name and title

	Diamond	Gold	Silver	Welcome Reception	Local dinner	Friday Night	ICMA Longue	Lanyard+ Logo o.B.	Seat Drop
	7.500 €	4.500 €	2.500 €	2.500 €-8.000 €	2.500 €-5.000 €	3.500 €-5.000 €	1.500 €-3.000 €	300 €	300 €
Limited	2	6	∞	1	1	1	∞	1	∞
Logo + Text Website									
Part Of (All) Newsletters									
Pre Conference Introductory Email									
Social Postings									
Space/ 1 M <sup>2</sup>									
Space/ 2,3 M <sup>2</sup>									
Logo + Text App									
App Advertisement	banner	link							
App Promotional Blast									
Logo On Slide Deck									
Presentation to members on website									

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Presentation 30 Minutes									
Learn From Experts (5 Min Stage)									
Full Conference Tickets	4	2	1						
Ticket Discount For Customers	20%	20%	10%						
Delegate List	inc. Email								
Lanyard + Logo On Badge								Lanyard+ Badge	
Seat Drop									
Sign During Event/Lunch/Dinner									
Product Placement									
Tent Card At Buffet Table									
Mentioning In Speech	on stage	on stage	on stage						



## Book Your package Today!

### The Process Is Simple

1. Review the sponsor information carefully.
2. Choose your sponsorship package.
3. If you want to also exhibit contact our sales team for more information.
4. Select your preferred location.
5. Complete and return the Sponsorship Agreement and Contact Form to [communications@icmaonline.org](mailto:communications@icmaonline.org).
6. Your 30% deposit is due one week after the reservation.
7. 70% of reservation is due prior to the conference
8. Meet us in Vienna!

Item/Action	Must arrive until
Application for package — early-bird deadline	28 February 2018
30% deposit	one week after the reservation no later than 18th of April 2018
Application for package — firm deadline	18th of April 2018
Application for exhibitor space	18th of April 2018
Submit signed order confirmation	As soon as possible and no later than 18th of April 2018
Submit company logo (for conference web site, mobile app and booth logo sign)	Within one week after registration
Company profile (for conference web site and mobile app)	Within one week after registration, but until August 11, 2017, at the latest
Submit title/abstract for presentation (Sponsors that purchased a speaking slot)	Within two weeks after registration, but no later than 1st of April
Marketing sponsorship deliverables (if applicable)	1st of April
Submit session presentation (sponsors that purchased a speaking slot)	18th of April 2018
Exhibition package and vendor ticket	23rd of April 2018
70% of reservation is due prior to the conference	23rd of April 2019
Registration of staff (where complimentary tickets included in package)	Registration at any time

## ICMA Head Office

Address: Coen van Boshuizenlaan 74, 1191 TB Ouderkerkaan de Amstel, The Netherlands.

To get in touch please call +40721538466 or send an e-mail to [communications@icmaonline.org](mailto:communications@icmaonline.org)

## Conference & Marketing Manager



Georgeta Bocșe is responsible for the internal and external marketing and communication, as well as planning and organising the bi-annual conferences. Also included in her role is recruitment of new members and sponsors and the day to day running of ICMA operations. If you have any questions related to ICMA please send Georgeta an email.

