

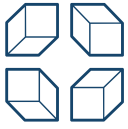
ICEF 2021 ADVERTISING & SPONSORSHIP

Valid from 1st Jan 2021

ICEF

PHYSICAL EVENTS ONLY

	BERLIN (€)	MIAMI (€)	OTHER EVENTS (€)
REGISTRATION DESK SPONSORSHIP			
Registration: Agents (Counter branding, registration packs with A4 insert & logo)	5,000	3,000	-
Registration: Providers (Counter branding, registration packs with A4 insert & logo)	5,000	3,000	-
Registration: Agents & Providers (Counter branding, registration packs with A4 insert & logo)	7,000	5,000	-
EVENT SPONSORSHIP			
Welcome reception	7,000	5,250	4,200
Lunch (Price per day)	6,000	4,500	3,600
Dinner reception	9,000	6,750	5,400
Refreshment break (Price per day)	4,000	3,000	2,400
Hospitality lounge: Dedicated room	7,600	5,700	4,550
Hospitality lounge: Dedicated area	5,400	4,050	3,240
Internet hub	5,400	4,050	3,240
WiFi login cards	4,000	3,000	2,400
Agents hotel room drop	Upon request	Upon request	Upon request
ADVERTISEMENT IN EVENT GUIDE			
Inside front cover	2,000	1,500	-
Inside back cover	1,800	1,350	-
Outside back cover	2,900	2,175	-
Double-page spread	1,800	1,350	-
Full page	1,400	1,050	-
Half page	950	700	-
DISPLAY BRANDING			
Escalator branding	-	2,200	-
Lift branding	2,200	2,200	-
Info point (Price per branded counter, inc. brochure display rack)	1,800	1,350	-
Brochure display rack	900	675	550
Floor stickers (Price per 5 stickers)	1,500	975	-
Column branding (Price per column)	2,500	-	-
BRANDED MERCHANDISE			
Hotel key cards or key card sleeves (Supplied by ICEF)	4,000	3,000	2,400
Neck Cords (Supplied by ICEF / only for service providers)	5,000	3,750	3,000
Bag Insert - brochure/flyer	1,100	825	650
Bag Insert - other (Size limit applies)	2,200	1,650	1,325
Notepads (Provided by sponsor)	2,500	2,000	1,500
Pens (Provided by sponsor)	2,500	2,000	1,500
Agent hotel room drop (Price per day, contact sales for details)	Upon request	Upon request	Upon request
SEMINAR (Promote your organisation, services & product offerings)			
50 mins	990	-	-
25 mins	660	-	-



ICEF 2021 SPONSORSHIP PACKAGES

Valid from 1st Jan 2021

ICEF

PHYSICAL EVENTS

	PLATINUM	GOLD	SILVER
BERLIN	€ 11,000	€ 8,000	€ 5,000
MIAMI	€ 8,250	€ 6,000	€ 3,750
OTHER EVENTS	€ 6,600	€ 4,800	€ 3,000
RECOGNITION AS EVENT SPONSOR			
Your logo on icef.com event page	✓	✓	✓
Your logo on MyICEF portal, where participants access & manage event schedules	✓	✓	✓
Promotion in event info emails sent to all participants	✓	✓	✓
Your logo on event guide cover (Berlin & North America only)	✓	✓	✓
Your logo on every page in the eSchedule PRO event platform	✓	✓	✓
Your logo displayed on event banner(s) and digital signage	✓	✓	✓
Your logo on advertising banner on eSchedulePRO	Position 1	Position 2	Position 3
Your logo on delegate bags	✓	-	-
ADVERTISING			
Advertisement in event guide (Berlin & North America only)	Double page	Full page	Half page
Brochure display rack	2	1	-
Bag insert	Brochure/USB/other	Brochure only	-
Seminar at ICEF Berlin (subject to availability)	50 mins	25 mins	-
Seminar at other ICEF events (subject to availability)	40 mins	-	-

VIRTUAL EVENTS

AMERICAS / ANZA	€ 5,000
HIGHER EDUCATION / SECONDARY	€ 4,000
OTHER EVENTS	€ 3,000
ADVERTISING	
Your logo on icef.com event page	✓
Your logo on MyICEF portal, where participants access & manage event schedules	✓
Your logo on pre-event info emails sent to all participants	✓
Your logo on in-event info emails sent to all participants daily	✓
Your logo on every page in eSchedule PRO event platform	✓
Your logo on all emails sent via eSchedule PRO (all messages sent between participants)	✓
Pre-recorded webinar listed in eSchedule PRO, available on-demand to all participants	✓
Your logo on post-event thank you message sent to all participants	✓
Your logo on advertising banner on eSchedulePRO	✓
PRE-RECORDED WEBINAR AT VIRTUAL & HYBRID EVENTS (25 mins max.)	
Berlin	€ 595
Other events	€ 395

Note:

- 19% sales tax may apply to ICEF Berlin bookings
- Canadian / USA clients may pay in CAD / USD at prevailing exchange rate
- Australian / New Zealand clients may pay in AUD / NZD at prevailing exchange rate
- 10% GST applies to ICEF ANZA 2021 bookings

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