

ICEF

Connect. Recruit. Grow.

ADVERTISING AND SPONSORSHIP 2020



MAXIMISE YOUR ICEF EXPERIENCE. FAST TRACK YOUR BRANDING EFFORTS.

WHY ADVERTISE WITH ICEF?

Put your brand where it counts



Access the world's largest industry network



Stand out from the competition



Increase brand visibility and get results



Maximise your ICEF experience

Why ICEF events?

- More than 25 years of experience connecting educators, student recruitment agents, work & travel professionals, and relevant industry service providers to key markets and networks worldwide
- 17 networking events in 19 locations
- More than 3 600 industry professionals attending annually



EVENT SPONSORSHIP



Display your brand at an ICEF event registration desk for all attendees to see.

Prices starting from:
Registration - agents € 2625
Registration - providers € 2625
Registration - both € 5000



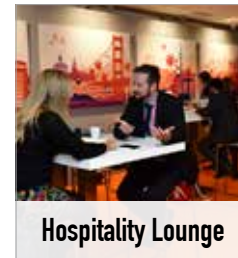
Sponsor a refreshment break and capture the attention of all attendees.

Prices starting from € 2400 per day



ICEF events are renowned for their social networking opportunities. Sponsoring the popular welcome reception will ensure that participants recognise your brand from the first day of the event.

Prices starting from € 4200



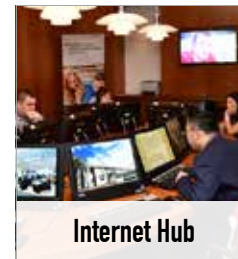
Sponsoring a hospitality lounge ensures that industry professionals will see your brand in an exclusive setting.

Prices starting from:
Dedicated room € 4550
Dedicated area € 3250



Sponsor a lunch and position your brand as an industry leader.

Prices starting from € 3600 per day
(2 days available)



Catch event attendees during a quiet moment with brand placement throughout this popular workspace.

Prices starting from € 4050



Sponsor an ICEF dinner reception during which your brand will be featured throughout the evening.

Prices starting from € 5400



Sponsor the event WiFi and have your brand featured on these popular cards available to all attendees.

Prices starting from € 3250

PRINT & DISPLAY SPONSORSHIP



Increase awareness of your brand by advertising in an ICEF event catalogue and reach ICEF event participants all around the world.

Prices starting from:
Inside front cover € 1 450 | Inside back cover € 1 100
Outside back cover € 1 750
Full page € 850 / Half page € 550



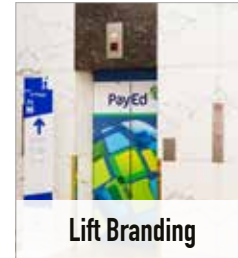
Interactive floor plan access points enable participants to digitally find their meeting locations and are an excellent way of ensuring that your brand will be seen throughout the event.

Prices starting from € 2 200



Place an advertisement in the event guide to ensure exposure to your brand throughout the event.

Prices starting from:
Inside back cover € 1 350
Outside back cover € 2 175
Double-page spread € 1 350
Full page € 1 050 / Half page € 700



Repeatedly impress your brand upon attendees moving around the event venue with lift advertising. Branding these lifts will provide continuous exposure to your brand.

Prices starting from € 2 000



Give participants a memorable impression of your brand with escalator sponsorship.

Prices starting from € 2 200



Enable all event participants to conveniently access information about your organisation on a literature display rack.

Prices starting from € 550



Brand an info point, which is frequently accessed by attendees on numerous occasions throughout an event.

Prices starting from € 1 350 per information point

BRANDED MERCHANDISE



USB Catalogue Cards

Brand catalogue USB cards and make a lasting impression on industry professionals.

Prices starting from € 2 400



Neck Cords

Sponsor the neck cords worn by attendees for maximum brand exposure.

Prices starting from € 3 000



Bag Inserts

Ensure participants can reference your name during and after an event by including an insert about your products and services.

Prices starting from:
Bag insert in agent or provider bag - paper € 650
Bag insert in agent or provider bag - other (incl. USB sticks) € 1 325 (limited space)



Bag Tags

Let attendees carry your brand throughout an event and on their travels after with these reusable bag tags.

Prices starting from € 2 275
(bag tags supplied by sponsor)



Pens

Stick out from the crowd by branding the complimentary pens offered to attendees.

Prices starting from € 2 350
(pens supplied by sponsor)



Agent Hotel Room Drop

Provide a gift or promotional item to all agents, discoverable as they walk into their hotel room.

Prices on request



Notepads

Place your brand on the complimentary notepads placed on every table and frequently used by attendees during seminars and business meetings.

Prices starting from € 1 925
(notepads supplied by sponsor)



**Hotel Key Cards/
Key Card Sleeves**

Guarantee that participants see your brand from the moment they check into an event hotel, and every time they return to their room.

Prices starting from € 2 400

SPONSORSHIP PACKAGES

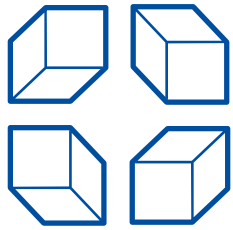
	PLATINUM	GOLD	SILVER
Logo on bag	✓	✗	✗
Customised booth header (where applicable)	✓	✗	✗
Literature display rack	2	1	✗
Presentation ICEF Events except for Berlin, Roadshows and	40 mins	✗	✗
Presentation ICEF Berlin (subject to availability)	50 mins	25 mins	25 mins
Bag insert in agent or educator bags (paper / USB / other)	paper / USB / other	paper only	paper only
Advertisement in catalogue (agent or provider)	in both	in one	in one
ICEF Monitor* advert - (Zone A / month)	1	✗	✗
ICEF Monitor* advert - (Zone B / month)	1	2	1
Recognition as event sponsor	✓	✓	✓
- Logo on ICEF website	✓	✓	✓
- Promotion in event emails	✓	✓	✓
- Logo on event catalogue covers	✓	✓	✓
- Logo on eSchedule PROs	✓	✓	✓

Sponsorship Prices	PLATINUM	GOLD	SILVER
Berlin	€ 11 000	€ 8 000	€ 5 000
North America	€ 8 250	€ 6 000	€ 3 750
ANZA	AU\$ 11 450	AU\$ 8 950	AU\$ 4 950
Other	€ 6 600	€ 4 800	€ 3 000

*To learn more about ICEF Monitor, visit monitor.icef.com and download the Media Kit at icef.com/icef-monitor-media-kit

UPCOMING ICEF EVENTS





ICEF

Connect. Recruit. Grow.

To reserve an item or build a custom sponsorship package, speak to your ICEF representative:

SALES@ICEF.COM



All sponsorship opportunities are sold on a first come, first served basis.

www.icef.com