



ICCA

2024

**Global Branding
Opportunities**



ICCA 2023 highlights

250+

New RFP
released

1,100+

Members

100

Countries &
territories
represented

5

Global
events

2,000+

Onsite
attendees
worldwide



Global branding opportunities



Unlock your organization's unlimited opportunities and connect it to the targeted and extensive ICCA audience.



Global events

Spotlight your brand

Event sponsorship opportunities

- Education sessions.
- Keynote speakers.
- Special breakout room.
- Activities at ICCA booth (IMEX, IBTM, FIEXPO).
- Morning calls & mindfulness activities.
- Lanyard & badges.
- Coffee break and welcome receptions.



Brand Visibility

Boost your brand **awareness** and **credibility** with promotion alongside the **trusted** ICCA organisation.



Business Development

Learn about your potential customers' needs, **promote** your services and **increase** your **mailing list** contacts.



Marketing

Targeted audience and extra bonus **visibility** of social media content generated during the event.



ROI

Expand your **network** and forge connections that turn into actual **business leads**.



Insights

As a sponsor, you also get exclusive access to valuable event **insights** and **data**.



Tailored

Sponsorship packages are **tailor-made** to ensure that each sponsor achieves their specific **business goals**.



Check out the ICCA Website or contact an **ICCA Regional Director**.

Digital advertising

Website
views

48,000

monthly
average

Website
unique views

39,000

monthly
average

Homepage
views

16,000

monthly
average

Time spent
on homepage

2.2 min

average



Top Leaderboard

High visibility
Static or animated

Lower Leaderboard

Larger format
Static or animated



Rates upon requests. Contact an **ICCA Regional Director**.



Association programme

Become an exclusive partner of the ICCA Association Community through content, networking and collaboration.



365+
association
representatives

— from —

200+
associations



Contact associations@iccaworld.org for more information about the exclusive association programme.



ICCA Partners

ICCA has developed designated programmes for strategic collaboration for member organisations that aim at establishing long-term business relations.

Become an ICCA partner to benefit from:

- A high-level link-up with prominent visibility on ICCA's communication channels.
- A proactive collaboration, a chance to educate ICCA audience and associations about the products and services offered by ICCA partners.

Industry Partners



Technology Partner



Destination Partner



Global Communication Partner



Contact our **Regional Directors** to become the next ICCA Partner.