



**ICCA**

**2023**

**Global Branding  
Opportunities**



# ICCA 2022 highlights

**200+**

New RFP  
released

**1,541**

Onsite  
attendees  
worldwide

**100**

Countries &  
territories  
represented

**5**

Global  
events

**6**

Intelligence  
reports



# 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.
- Game night & gala dinner.
- 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 [tamara.b@iccaworld.org](mailto:tamara.b@iccaworld.org)



# 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 [tamara.b@iccaworld.org](mailto:tamara.b@iccaworld.org).



# Association programme

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



**360+**  
association  
representatives

— from —

**200+**  
associations



Contact [associations@iccaworld.org](mailto: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



Contact [tamara.b@iccaworld.org](mailto:tamara.b@iccaworld.org) to become the next ICCA Partner.