



2023
Global Branding
Opportunities



# ICCA 2022 highlights

200+

New RFP released

1,541

Onsite attendees worldwide

100

Countries & territoties 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



## 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**

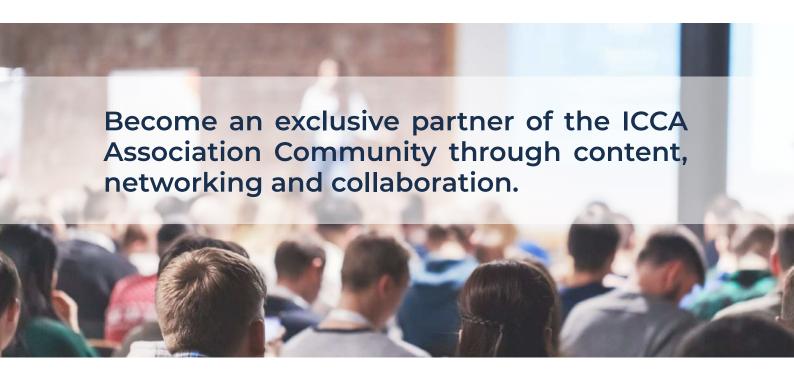
Larger format
Static or animated



Rates upon requests. Contact tamara.b@iccaworld.org.



# Association programme





360+
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** 

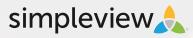








Technology Partner



Contact tamara.b@iccaworld.org to become the next ICCA Partner.