



Marketing & Sponsorship with ICEF



ICEF marketing and sponsorship opportunities provide significant international exposure for your organisation, increasing brand visibility and networking potential

ICEF Workshops, the industry's premier educator / agent networking events, occur annually in ten locations across the globe. ICEF events enable educators to hold one-to-one business appointments with relevant, quality student recruitment agents, service providers, as well as with other educators.

Around 5 000 industry professionals attend ICEF events each year. ICEF Workshops set the standard for excellence and attract leaders in international student recruitment from around the world.

Booking a marketing and sponsorship item with ICEF is an efficient and cost-effective way to get your message to these important multipliers who deal with tens of thousands of international students and young travellers.

Sponsorship Packages

Platinum, gold and silver sponsorship packages allow workshop participants to gain maximum brand exposure at ICEF events

With platinum, gold and silver sponsorship packages, participants benefit from a number of branding opportunities. Ranging from catalogue advertisements, to your logo on the workshop bags and appointment scheduling system, and presentations to participants, each package includes a number of options, with the platinum package providing the most comprehensive coverage.

Included Items:	Platinum	Gold	Silver
Exhibition Booths - premium location (Berlin / ANZA / Miami Workshops)	9 m ² /12 m ² /12 m ²	6 m ²	4.5 m ² /6 m ² /6 m ²
Display Tables (excl. Berlin / ANZA / Miami Workshops)	2	1	1
Number of delegates (incl. eSchedule PRO account)	2	1	1
Accompanying person (no eSchedule PRO account)	2	1	*
Recognition as Event Sponsor			
- Logo on ICEF website	✓	✓	✓
- Promotion in event emails	✓	✓	✓
- Logo on event catalogue covers	✓	✓	✓
Bag insert (paper/USB/other)	✓	✓	✓
Full page advertisement in educator catalogue	✓	✓	✓
Full page advertisement in agent catalogue	✓	✓	*
Literature Display Rack	2	1	*
Presentation 5 - 7 pm (Berlin Workshop only)	50 mins	50 mins	25 mins
Logo on bag	✓	*	*
Logo on eSchedule PRO	✓	✓	✓
Seats at VIP tables at Gala Dinner/Dance (ANZA Workshop only)	3	2	1

Exhibition Booths & Display Tables

Showcase your company, products and services

An exhibitor booth / display table enables you to make contacts, develop leads and build brand recognition within the education travel industry. As an exhibitor you will benefit from an entry in the event catalogue distributed to all attendees, participate in the full workshop programme, and can schedule appointments with all participants.



Advertising in Educator and/or Agent Catalogue

Inside cover/outside cover, full page/half page

At all ICEF Workshops, every participant receives a catalogue, which is used during the event and then as a reference tool throughout the year. Colour advertisements can be on the inside or outside cover of the catalogue. You can also put an advertisement in half or full page size. A catalogue advertisement is the perfect way to increase your brand awareness.

Display Advertising

Literature Display Rack

Present your material and/or brochures on a highly visible and accessible literature display rack.

Advertising Panel (supplied by ICEF - Berlin Workshop only)

Display your advertising on a prominently placed wall panel (1x2.4m) within the workshop area.

Previous sponsors include:

- AHM, Australia
- Alexander College, Canada
- California Lutheran University, USA
- Education New Zealand, NZ
- ETS TOEFL, Australia
- IELTS, Australia
- ILAC, Canada
- London School of Business and Finance, UK
- Swiss Learning, Switzerland
- Thomson Rivers University, Canada
- UniLodge, Australia/New Zealand
- Vancouver Island University, Canada
- Visit Malta, Malta
- Zoni Language Centres, USA / Canada



Merchandise Sponsorship

Note pads (supplied by the sponsor - only one sponsor per event)

Place your branded note pads on every workshop table and in the agent workshop bags. Sponsor the note pads in conjunction with workshop pens and double your impact.

Pens (supplied by the sponsor - only one sponsor per event)

Feature your logo and web address on the pens that will be placed on every workshop table and in the agent workshop bags. This is an excellent way to boost your profile, not only during, but also after the workshop as pens are kept and used over time.

Bag inserts (supplied by the sponsor)

Insert your brochure, flyer or preloaded USB memory stick into the educator, agent or both workshop bags, distributed at registration to every attendee.



Bag tag (supplied by the sponsor - only one sponsor per event)

Attach branded bag tags to every workshop bag and gain valuable exposure during the event as well as long term visibility internationally. Produce your bag tags in your corporate colours and/or feature your logo on this highly practical sponsorship item.

Logo on catalogue memory sticks (supplied by ICEF - only one sponsor per event)

Feature your logo and web address on the catalogue memory sticks which are handed out to educators and/or agents who wish to also receive an electronic copy of the workshop catalogues.

Key cards / key card sleeves (supplied by ICEF - only one sponsor per event)

As workshop attendees check into the main workshop hotel, the first thing they will see is your company name and brand on the key card or sleeve containing their room key.

Neck cords (supplied by ICEF - only one sponsor per event)

Sponsorship of the workshop neck cords puts your company name in the eyes and minds of attendees at all times during the workshop, creating powerful brand recognition. (only available to service providers)



Hospitality Sponsorship

Coffee / Tea break

The refreshment break areas are some of the most highly trafficked places at ICEF Workshops. Display your organisation's banners and/or signage where coffee and tea is served, as well as receive recognition in the workshop catalogues (two days available).

Lunch

Lunch sponsors have the opportunity to place branded signage on each dining table during the workshop (two days available, ANZA & Berlin three days).

Dinner / Dance

Known as the highlight of the social programme, the dinner/dance is the largest of the two receptions held at ICEF Workshops. Sponsors have the opportunity to speak at the reception and may also display banners and/or signage at the reception venue.

Welcome reception

The welcome reception held on registration day is the first of two receptions held at ICEF Workshops. Sponsors have the opportunity to speak at the reception and may also display banners and/or signage at the welcome reception venue.



Services Sponsorship

Be noticed in the highly popular Internet Hub (one sponsor only – not available at all workshops)

With high speed internet, comfortable chairs and a calm atmosphere, the internet hub enables workshop attendees to catch up on their emails. Your organisation's display banners will feature exclusively in this room. Provide branded mouse pads and include your logo on the screen saver of every computer.

Wireless Internet Service (one sponsor only – not available at all workshops)

Feature your logo and web address on the wireless internet login cards, which will be handed out to workshop participants wishing to use their own laptops during the meetings.

Brand the Agent Lounge (one sponsor only – not available at all workshops)

The agent lounge is a place where education agents relax, take notes and connect with one another. Your organisation's display banners will feature exclusively in this area. You can also place your company's literature and branded merchandise such as note pads, pens and mugs for agents to use and take away.

Agent hotel room drop (one sponsor per day, not available at all workshops)

The agent hotel room drop gives you the opportunity to welcome agents with your message or gift in their hotel rooms. All items and messages need to be supplied to ICEF prior to the event. Distribution is organised by ICEF and is only available at the main conference hotel.



Presentations

Present your organisation, services and/or product offerings to the event participants (Berlin Workshop only)

This is a perfect opportunity to highlight your products, address questions and establish a dialogue with new contacts in either a 25 or 50 minute presentation slot.

Sponsorship Packages	Platinum	Gold	Silver
Included Items:			
Exhibition Booths - premium location (Berlin / ANZA / Miami Workshops)	9m ² /12m ² /12m ²	6m ²	4.5m ² /6m ² /6m ²
Display Tables (excl. Berlin / ANZA / Miami Workshops)	2	1	1
Number of delegates (incl. eSchedule PRO account)	2	1	1
Accompanying person (no eSchedule PRO account)	2	1	*
Recognition as Event Sponsor			
- Logo on ICEF website	✓	✓	✓
- Promotion in event emails	✓	✓	✓
- Logo on event catalogue covers	✓	✓	✓
Bag insert (paper / USB / other)	✓	✓	✓
Full page advertisement in educator catalogue	✓	✓	✓
Full page advertisement in agent catalogue	✓	✓	*
Literature Display Rack	2	1	*
Presentation 5-7 pm (Berlin Workshop only)	50 mins	50 mins	25 mins
Presentation (ANZA only)	30mins	*	*
Logo on bag	✓	*	*
Logo on eSchedule PRO	✓	✓	✓
ICEF Monitor advert - Skyscraper	20K impressions	*	*
ICEF Monitor advert - Rectangle	*	10K impressions	5K impressions
Package Prices:			
ICEF Berlin Workshop	€ 22 000	€ 16 000	€ 10 000
Other ICEF Workshops	€ 16 000	€ 11 000	€ 8 000
ICEF North American Workshops	US\$/CA\$ 24 000	US\$/CA\$ 17 000	US\$/CA\$ 11 000
Australia / New Zealand Workshops	AU\$ 20 000	AU\$ 12 000	AU\$ 8 000

Service Providers (Exhibitors)

	ICEF Berlin Workshop	Other ICEF Workshops	North American Workshops	ANZA Workshops
Exhibition Booths and Display Tables				
Large (2 people/2 eSchedule PRO accounts)				
12m ²	€ 12 000	—	US\$/CA\$ 14 900	AU\$ 9 500
9m ² (premium position € 1 000 extra - Berlin only)	€ 9 000	—	—	—
Medium (1 person/1 eSchedule PRO account)				
8m ²	€ 8 000	—	US\$/CA\$ 9 900	AU\$ 7 500
6m ² (premium position € 1 000 extra - Berlin only)	€ 6 000	—	US\$/CA\$ 7 300	AU\$ 5 500
Standard (1 person/1 eSchedule PRO account)				
4.5m ²	€ 5 500	—	—	—
4m ²	€ 5 000	—	US\$/CA\$ 5 900	AU\$ 4 500
3m ²	€ 4 400	—	—	—
Display Table (1 person/1 eSchedule PRO account)*	—	€ 4 400	—	—

* Multiple display table rates (per event) for 2, 3, 4, 5, 6 or more workshops are €3 600, €3 500, €3 400, €3 300, €3 200 respectively (plus VAT/GST if applicable)

Additional Participants & Guests

Per additional participant with eSchedule PRO account	€ 2 400	€ 2 400	US\$/CA\$ 3 200	AU\$ 3 000
Per accompanying person	€ 970	€ 970	US\$/CA\$ 1 300	AU\$ 1 400
Per additional guest (evening reception)	€ 200	€ 200	US\$/CA\$ 270	AU\$ 250
Per additional guest (welcome reception)	€ 100	€ 100	US\$/CA\$ 140	AU\$ 150

Marketing & Sponsorship (for all participants)

Advertisement in Educator or Agent Catalogue (colour)

Inside cover	€ 2 400	€ 1 850	US\$/CA\$ 2 700	AU\$ 1 800
Outside cover	€ 2 900	€ 2 150	US\$/CA\$ 3 200	AU\$ 2 700
Full page	€ 1 400	€ 1 100	US\$/CA\$ 1 400	AU\$ 1 500
Half page	€ 950	€ 750	US\$/CA\$ 940	AU\$ 900

Advertisement in Workshop Guide & Floor plan (colour)

Inside back cover	€ 2 400	—	—	—
Outside back cover	€ 2 900	—	—	—

Display Advertising

Literature Display Rack	€ 1 300	€ 1 000	US\$/CA\$ 1 300	AU\$ 1 000
Advertising Panel (1x2.4m)	€ 1 700	—	—	—
Info-Point Sponsorship (Price per Info-Point, 4 available)	€ 2 200	—	—	—

Merchandise Sponsorship

Note pads (supplied by sponsor)	€ 3 200	€ 1 700	US\$/CA\$ 2 300	AU\$ 2 000
Pens (supplied by sponsor)	€ 3 900	€ 2 300	US\$/CA\$ 3 100	AU\$ 2 000
Educator or Agent Bag inserts (supplied by sponsor)				
- Paper	€ 1 100	€ 900	US\$/CA\$ 1 200	AU\$ 900
- Other incl. USB memory sticks (limited availability)	€ 2 200	€ 1 800	US\$/CA\$ 2 200	AU\$ 2 000
Bag tags (supplied by sponsor)	€ 3 800	€ 2 200	US\$/CA\$ 3 000	AU\$ 2 000
Logo on catalogue memory sticks (supplied by ICEF)	€ 2 900	—	US\$/CA\$ 2 900	—
Key card sleeves / Key cards (supplied by ICEF)	€ 3 800	€ 3 300	US\$/CA\$ 4 400	AU\$ 3 000
Neck cords (supplied by ICEF - service providers only)	€ 6 500	€ 3 900	US\$/CA\$ 6 500	AU\$ 6 000

Hospitality Sponsorship

Coffee / Tea break (price per day, 2 days available)	€ 4 000	€ 2 500	US\$/CA\$ 5 000	AU\$ 4 000
Lunch (price per day, 2 days available, ANZA & Berlin 3 days)	€ 4 000	€ 2 500	US\$/CA\$ 5 000	AU\$ 4 000
Dinner / Dance	€ 9 000	€ 5 000	US\$/CA\$ 9 000	AU\$ 9 000
Welcome reception	€ 5 000	€ 3 500	US\$/CA\$ 7 000	AU\$ 6 000

Services Sponsorship

Internet hub	€ 5 400	—	US\$/CA\$ 6 600	AU\$ 3 000
Wireless internet service (branding on log-in cards)	€ 5 400	—	—	AU\$ 2 000
Agent lounge - dedicated room	€ 7 600	€ 5 400	US\$/CA\$ 6 600	AU\$ 5 000
Agent lounge - dedicated area	—	€ 3 900	US\$/CA\$ 4 400	—
Agent hotel room drop (price per day, contact sales for details)	€ 4 900	€ 3 300	US\$/CA\$ 4 400	AU\$ 4 000
Onsite registration (logo on registration packs, A4 page insert & counter branding)				
- Agents packs	€ 3 500	—	US\$/CA\$ 3 200	—
- Provider packs	€ 2 400	—	US\$/CA\$ 2 100	—
- Both packs	€ 5 300	—	US\$/CA\$ 4 400	—

Presentations (promote your organisation, services & product offerings)

25 min slot - (between 3-5 pm)	€ 490	—	—	—
50 min slot - (between 3-5 pm)	€ 690	—	—	—

Notes: The ICEF Berlin Workshop - Add 19 % VAT., The ICEF Higher Education Workshop, Prague - Add 15 % VAT., The ANZA Workshop, Sydney - Add 10% GST