



ICCA Association Relations Partnership

Engaging with the association community to forge partnerships!

In the ICCA Board's 2015 Strategic Plan, one of the top priorities was for ICCA to get closer to international association executives, and to make them feel a part of our unique business community. To achieve this goal we have developed more online services for these key individuals, to bring more of them to our Congress, and to deepen our strategic relationship with organisations such as ASAE, the largest society for associations with the best networks and resources. These initiatives all require additional revenue to take shape, which is why we've developed this ICCA Association Relations partnership concept.

As well as high-value, concrete benefits such as multi-page inserts within ICCA mailshots to the thousands of associations on our database, exclusive online profiling in the associations-only portal on our website, and private networking opportunities with these association executives during the Congress programme, our Partners are making a major contribution towards the achievement of the overall Strategic Plan, and will be first in line as we develop additional outreach programmes aimed at the international associations.

We look forward to welcoming you as an ICCA Association Relations Partner!

Calling top association meetings destinations: become one of ICCA's Association Relations Partners!

ICCA's collaborative programme is designed to help ICCA deliver an ambitious programme of activities and online services that will strengthen our relationship with international associations, including hosting some of their top executives and meeting directors at the annual ICCA Congress. At the same time, this partnership model allows ICCA members in all regions worldwide to strengthen their own ties and increase their profile with the international association community. To ensure the quality of engagement with associations and same level of services for all partners there is a limited number of places available per region. Please reach out to your Regional Director to find out more.

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The package is meant to be a good starting point of collaboration with the partners and ICCA will be constantly looking to add value in different ways and is open to suggestions.

Package #1 (designed for destinations and venues, but open to other members)

- Logo/link on the Association section of the ICCA website for the period of partnership. This area of the website will be reserved exclusively for ARPs (and Business Partners).
- Logo on any communication to association executives specifically promoting attendance at ICCA events.
- Exclusive networking: face-to-face opportunity to meet up to 40 association executives along with other ARPs and Global Business Partners attending the ICCA Congress for one hour. ICCA will send the ARP the list of associations before the Congress. Normal delegate registration fees apply.
- Contribution to ICCA Association Resource Publication for international association meetings, featuring among ICCA materials also ARP related articles on how to organize meetings in the various ARP destination, specific industries of strength in ARP destinations and any expertise for international associations ARPs may wish to share. This publication will be distributed to international associations as well as trade shows and available online.
- Contribution to ARP-branded session at Congress and AMP featuring association speakers
- Right to use special ICCA ARP logo, recognising support for the association community, shown in printed ICCA Membership Directory.
- Attend ICCA's exclusive networking event with associations at IMEX Frankfurt.

Package #2 (designed specifically for regional trade show members)

- Logo/link on the Association section of the ICCA website for the period of partnership. This area of the website will be reserved exclusively for ARPs (and Business Partners).
- Logo on any communication to association executives specifically promoting attendance at ICCA events.
- ICCA support for Association Programme at that trade show, including promotional messages to ICCA members, and at least one ICCA-branded educational session.
- ICCA to jointly invite association executives to attend trade show selected from ICCA database (ICCA cannot guarantee numbers attending; this responsibility remains with the trade show marketers).
- ICCA branded networking event during the trade show for ICCA members exhibiting and the association executives present (trade show to provide room/area and simple F&B).
- Exclusive networking: face-to-face opportunity to meet association executives along with other ARPs and Global Business Partners during ICCA Congress. Normal registration fees apply.
- Contribution to ICCA Association Resource Publication for international association meetings, featuring among ICCA materials also ARP related articles on how to organize meetings in the various ARP destination, specific industries of strength in ARP destinations and any expertise for international associations ARPs may wish to share. This publication will be distributed to international associations as well as trade shows and available online.
- Contribution to ARP-branded session at Congress and AMP featuring association speakers
- Right to use special ICCA ARP logo, recognising support for association community, shown in printed ICCA Membership Directory.

Note: Support does not include their costs of hosting associations to attend the trade show itself.

Price for either package

EURO 13,750 per 12 month period, based on date when the agreement is signed (not based on fiscal year). Duration: two year/two Congress commitment.

Note that a combination totaling a minimum of EURO 13,750 can also be invested in-kind in the form of e.g. flights for association execs to attend the Congress. Cash deals will be set at this level; offers which include in-kind support will be negotiable above this level.

Conditions

There are no limits to the number of ARPs per region.

The ICCA member must be in good financial standing, having paid current year's membership fees and with no outstanding payments.

ICCA signs FIEXPPO as "Association Relations Partner" Latin America

"My colleagues and I at FIEXPPO are very proud to become ICCA's very first Association Relations Partner. It reflects our long-term strategic support for ICCA, and our commitment to support the Latin American association meetings community. Our innovative Politicians' Forum is spreading the message about why international association meetings are so important for economic development in Latin America, and our education programme is helping meetings industry suppliers to understand not only how to bid for these events, but also how to help these association achieve their strategic objectives. Working with ICCA to improve these aspects of FIEXPPO is a great opportunity."



**FIEXPPO Director
Arnaldo Nardone**

More information

Please contact ICCA Head Office or one of the Regional Offices for more information.

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ICCA Association Relations Partnership: exclusive networking with associations