



## GUIDELINES 2018 ICCA BRANCH OFFICE PACKAGES

### Introduction

The Branch Office Packages were formally launched after the 2008 General Assembly to introduce new ways for members to promote their business through ICCA.

The Board of Directors asked ICCA Head Office to redraft certain Articles in the ICCA By-laws to clarify membership in two main regards:

1. To define members as “clearly branded legal entities” (so that multi-branded conglomerate companies and marketing consortia and associations can’t join on behalf of multiple brands and members).
2. To specify that membership in the Venue Sector is linked to specific physical buildings, so that the quality and suitability of ICCA venues to host international meetings can be maintained.

This resulted in the ICCA Branch Office Packages being created: A range of Branch Office Packages designed to enable members who have multiple branch offices the chance to promote the existence of their branch offices in the online and hardcopy ICCA Membership Directories. **The ICCA Branch Office Package is available to all ICCA members with the exception of the Sector Venue members.**

### What do the ICCA Branch Office Packages include?

Benefits	ICCA Member	ICCA Branch Offices
Listed in hardcopy Membership Directory or Addendum to the Membership Directory	✓	✓ (name, city, country, email & website)
Listed & searchable in the online Membership Directory	✓	✓ (name, city, country, email & website)
Logo	✓ (ICCA member logo)	✓ (ICCA branch office logo)
Monthly ICCA Newsflash	✓	✓
Attendance at ICCA events (Congress, RSMP, ICCA Data Workshops)	✓	✓ (can register under their own address and invoice is sent to main member)
Attendance at local Chapter/Committee meetings	✓	✓ (as an observer but no voting rights, can not stand for any elected positions nor serve on any Committee)
Login & Password	✓	X Through main ICCA member
Invoices	✓	X Through main ICCA member
Voting rights	✓	X
Standing for election for any official position (Board, Chapter, Comm)	✓	X (but may be co-opted for non-elected positions such as working groups)
Go to Meeting online (one off training given to official Contact person)	✓	X

<b>Branch Office package prices 2018</b>
1 branch office: <b>€620</b>
2-4 branch offices: <b>€1,730</b>
5-9 branch offices: <b>€2,920</b>
10-19 branch offices: <b>€4,035</b>
20-29 branch offices: <b>€5,145</b>
30+ - <b>€5,145 for 29 branch offices + €150 per additional branch office</b>

Members also have the option of holding multiple memberships for their branch offices if they wish, which will give full profiling and voting rights to those branches, but in this case full Membership Fees will have to be paid for each office.

#### **Branch Office Package price conditions of sale**

- Prices are from 1 January 2018 – 31 December 2018 and numbers are calculated in addition to the main ICCA contact office.
- ICCA Head Office retains the right to limit the number of branches that can be promoted.
- Invoicing and correspondence for branch offices will be made through the main ICCA member.
- Members cannot change to a different Branch Office Package during the year (e.g. if they open or close branches that would take them to a different Package level).
- Members can make amendments to the contents of a Branch Office Package to reflect changes to branch offices – changes will be made to website and online directory, but cannot be guaranteed for printed materials.
- Changes to nominated branches may be made during the course of a calendar year but only within the parameters of the package that has been purchased (e.g. if the 5 to 9 branch package had been purchased, and 7 branches were originally nominated, the ICCA member may nominate up to another 2 branches during the year).
- Branch offices must have the same brand identity as the main member contact; subsidiary brands, consortium partners, and co-owned but separately branded entities do not qualify and cannot be included in these packages. The ICCA Board of Directors has the final right to determine whether branch offices properly fall under this definition.

- Branch offices will be entitled to purchase hyperlinks in the ICCA Statistics Reports (sent annually to 4,000+ international associations as well as to all ICCA members) next to their city/country listings, but only on condition they have been active in supplying association meetings information to ICCA Data.
- The ICCA main contact person may make available to branch office representatives the access codes to ICCA's online association database, who may use the data provided they follow all member guidelines about confidentiality and professional use.
- In order to ensure that each ICCA member venue is suitable for international meetings, each physical venue must be a full member in its own right: the branch office option is not therefore available for the Venues Sector.

### **Guidelines for branch offices**

#### **General:**

- All invoicing and correspondence for branch offices will be made through the main ICCA member.
- Individual branch offices only receive the benefits indicated in the package (please see table above) and all correspondence should be made through the main ICCA member.
- The profiling of individual branch offices within these branch office packages will contain significantly less detail than is shown for standard member listings in printed and online directories, so as to clearly differentiate the main contact details of a member from branch offices.
- Members still have the alternative option of holding multiple memberships for their branch offices if they wish, which will give full profiling and voting rights to those branches, but in this case full Entrance and Membership Fees will have to be paid for each office.
- If an ICCA member company merges with another ICCA member it is the responsibility of the ICCA member to inform ICCA in writing straight away and ensure that the company who will become a branch office resigns in good order at the end of the year.
- If an ICCA member becomes a branch office, all selections made in the ICCA database under their own login and password will be lost once they change to a branch office.

## **Voting:**

- Only the key designated contact for an ICCA member is entitled to stand for election for any official post at Board or Chapter level. Representatives from branch offices may not stand for elected positions, but may be co-opted to non-elected positions (e.g. to participate in a working group).
- The voting right of the ICCA member company resides with the main contact person. Representatives from branch offices may not vote on any official ICCA matter at global or Chapter level, including elections, General Assembly resolutions, referenda.
- Chapter governance rights are determined by the geographical location of the main contact: a member company may not change the office location of the designated main contact more than once every two calendar years.
- Should a branch office representative wish to play a full part in the governance of the association, a separate full membership will need to be taken out.
- The ICCA main contact person may designate a branch office representative to act as the official representative of that member company at promotional events, but may not delegate any governance rights.

## **Directories, printed and online:**

- In the printed membership directory, individual branch offices will be featured under the country listings where they are located, featuring the following information: company name, city, branch office email address; website address for full member details; country listing location where main ICCA member contact's details can be found. Branch office information is shown in this summary form in order to differentiate the branches from full member listings.
- In the online directory, all branch offices included in the package will be shown on a summary page for the member company, featuring their individual emails and websites. In addition, the same summary information as featured in the printed directory will be shown when listings are scrolled.
- In online searches of the directory, branch offices will appear under the country listings generated by any relevant search, featuring the same summary information as above.
- Branch offices can be listed on relevant Chapter printed and online listings, but will be clearly designated as "branch offices", and will only show summary information as above.

- Individual branch offices will appear in the annual printed Membership Directory in alphabetical order within countries alongside full member listings, but will contain only the following information, to clearly distinguish them from full member listings:

Name of company  
Sector  
City  
See under (Country) for primary ICCA contact  
[www.ICCA-member-branch-offices-webpage](http://www.ICCA-member-branch-offices-webpage)

- Branch offices will show the same above information in online directory listings by country and search results by country or Sector.

**EXAMPLE Webpage contents:** for an ICCA member with 8 additional branches (5-9 branch office Package)

### **Company X**

**Sector:** Meetings Management

**ICCA contact person:** Fred Smith, CEO

Main address 1  
Main address 2  
Amsterdam  
The Netherlands

Tel:  
Fax:  
Email:  
Website:

### **Description:**

Company X is a long-established meetings management company specialising in global international association congress management, but with branch offices in 8 countries also providing strong local DMC services to corporate, association and governmental clients. ETC. Same number of words as full ICCA member listings in directories.

### **Branch offices:**

Company X Frankfurt, Germany  
[www.companyx-frankfurt.com](http://www.companyx-frankfurt.com) (OR main Company X homepage)  
Email: [info@companyx-frankfurt.com](mailto:info@companyx-frankfurt.com)

Company X Barcelona, Spain  
[www.companyx-barcelona.com](http://www.companyx-barcelona.com)  
Email: etc

Company X Vienna, Austria  
Web  
Email: etc

Company X Edinburgh, UK  
Company X Singapore  
Company X Dehli, India  
Company X New York, USA  
Company X Sao Paulo, Brazil

## **Participation in ICCA events:**

- Any staff from any branch offices included in the packages are entitled to attend the ICCA Congress, ICCA Research, Sales & Marketing Programme, and other major centrally organised events as delegates or co-delegates, provided they meet all relevant financial requirements. All invoices for these events will be sent to the main ICCA contact person at the main member address.
- ICCA members with a Branch Office Package are only allocated two places on ICCA events such as the Association evening at IMEX, the same as ICCA members without the ICCA Branch Office Package.
- Member organisations can only belong to one Chapter and that will be the Chapter in the region where the main member is situated. Should a Branch Office wish to be listed as a full member of the Chapter in their region they must take out a stand-alone membership.
- The member organisation can only be charged any 'marketing fee' from the Chapter where the membership organisation belongs to. Branch offices should not be charged any 'marketing fee' of any Chapter.
- Branch offices cannot vote nor hold any executive/committee status within the Chapter but may be co-opted for non-elected positions such as working groups.
- If a registration fee is charged to participate in a Chapter activity with a limited number of participants the places will first be allocated to the Chapter members and should any places be left they can be allocated to the Branch Offices.
- Branch Offices cannot apply for any Chapter funded subsidy or scholarships.
- Branch offices may participate in the promotional and educational activities of Chapters and Committees where they are based, provided they make full financial contributions to the activity and commit to the objectives of the promotion (e.g. activities funded by accumulated Chapter funds may require additional payment by a branch office), and provided the activity is relevant to their business profile (e.g. a branch office of an Asian NTO based in London would not be entitled to participate in a promotion run by UK ICCA members aimed at attracting business to this destination).
- Where activities or events are restricted in terms of the numbers of ICCA members who will be able to participate, branch offices will only be able to participate after all qualifying key member contacts have been given the opportunity to sign up. This refers to both global and Chapter events.
- Any staff from any branch offices included in the packages are entitled to attend any ICCA Chapter meetings as observers, provided they meet all relevant financial requirements.

For more information on the ICCA branch office package please contact Claire Jackson at ICCA Head Office. Email: [Claire.j@iccaworld.org](mailto:Claire.j@iccaworld.org) or Phone: +31-20-3981905.