



# Spotlight your brand

## Why ICCA?

Sponsoring ICCA flagship events will raise the **international profile** of your organisation and help you win more **business leads**. ICCA sponsorship packages are **tailor-made** to ensure each ICCA sponsor achieves their specific **business goals**.

## Sponsorship opportunities

- Education sessions.
- Keynote speakers.
- Special breakout room.
- Activities at ICCA booth (IMEX, IBTM, FIEXPO).
- Morning calls & mindfulness activities.
- Lanyard and badges.
- Game night & gala dinner.
- Coffee break and welcome receptions.



Check out the ICCA Website or contact [sponsorship@iccaworld.org](mailto:sponsorship@iccaworld.org) to build your customised sponsor package.



## 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**.



## ROI

Expand your **network** and forge connections that turn into actual **business leads**.



## Marketing

**Targeted** audience and extra bonus **visibility** of social media content generated during the event.



## Insights

As a sponsor, you also get exclusive access to valuable event **insights and data**.