

# ICE 2020 Pricelist

25/11/2020 - Digital Conference day | 26-28/11/2020 - Digital Expo days

## Digital Visitor Pass - **Brokers** - 49€ | 367.50kn

- 1 avatar (business representative)
- 1 Handshake account for prearranging meetings.

## Digital Exhibiting - **Suppliers**

### Single Booth - 490€ | 3.675kn

- 1 avatar (business representative)
- 1 Handshake account
- 1 digital meeting room
- 1 downloadable PDF brochure file

#### Extras:

Graphics upload - 90€ | 675kn

### Double Booth - 690€ | 5.175kn

- 2 avatars (business representatives)
- 2 Handshake accounts
- 2 digital meeting rooms
- 2 downloadable PDF brochure files
- 1 TV (playing your promotional video)

#### Extras:

Graphics upload - 130€ | 975kn

Video production (30 sec.) - 120€ | 900kn

### Premium Booth - 1,290€ | 9.675kn

- 4 avatars (business representatives)
- 4 Handshake accounts
- 4 digital meeting rooms with screen share option
- 4 downloadable PDF brochure files
- 2 TVs (playing your promotional video)

#### Extras:

Graphics upload - 190€ | 1.425kn

Promotional video - 120€ | 900kn

### Premium Plus Booth - 2,490€ | 18.675kn

#### \*Only for Shipyards and Booking Systems

- 4 avatars (business representatives)
- 4 Handshake accounts
- 4 digital meeting rooms
- 4 downloadable PDF brochure files
- 2 TVs (playing your promotional video)
- 30 minute conference (special timeslot during ICE)

Graphics upload

Premium Plus Marketing Package

(ICE Newsletter Package, Blog Articles on ICE website,

Facebook Advertising) [Download package.](#)

#### Extras:

Video production (30 sec.) - 120€ | 900kn

## Digital Exhibiting - **Fleet Operators**

### Single Booth - 490€ | 3.675kn

- 1 avatar (business representative)
- 1 Handshake account
- 1 digital meeting room
- 1 downloadable PDF brochure file

#### Extras:

Graphics upload - 90€ | 675kn

### Double Booth - 690€ | 5.175kn

- 2 avatars (business representatives)
- 2 Handshake accounts
- 2 digital meeting rooms
- 2 downloadable PDF brochure files
- 1 TV (playing your promotional video)

#### Extras:

Graphics upload - 130€ | 975kn

Video production (30 sec.) - 120€ | 900kn

### Premium Booth - 1,290€ | 9.675kn

- 4 avatars (business representatives)
- 4 Handshake accounts
- 4 digital meeting rooms with screen share option
- 4 downloadable PDF brochure files
- 2 TVs (playing your promotional video)

#### Extras:

Graphics upload - 190€ | 1.425kn

Video production (30 sec.) - 120€ | 900kn

# Extras

## Digital Conference Pass - 59€ | 442.50kn (per representative)

Opportunity to combine business meetings with education.

With Digital Conference Pass you will be able to listen to some of the **best speakers talking about:**

News in the yacht-charter industry, latest trends in marketing and sales, industry specific topics and the most popular/safe sailing areas.

\*Valid for one Conference day (**25th of November**).

## ICE Oak Tree

ICE team will plant one oak tree in 2021 for your participation at ICE. To plant more oak trees in the ICE Forest under your company brand name, you can purchase additional oak trees.

One additional oak tree - **5€ | 37.50kn**

## Icebreaker Advertising

Icebreaker B2B Magazine will be distributed by **post mail to 1500 companies**.

**Full page ad (jpg.) - 1,250€ | 9.375kn**

**Half page ad (jpg.) - 800€ | 6.000kn**

## Marketing Packages

### Google Ads Package - 600€ | 4.500kn

- Analysis (competition, geotargeting, keywords)
- Google Ads Strategy
- Campaign setup
- Campaign management and optimisation
- Monthly Reporting

### Online Advertising Package - 1,000€ | 7.500kn

- Analysis (competition, geotargeting, keywords)
- Google Ads Strategy,
- Social Media Advertising Strategy (Instagram, Facebook, LinkedIn)
- Campaign setup (Google Ads, Instagram, Facebook, LinkedIn)
- Campaign management and optimisation
- Monthly Reporting
- Design (GDN banners)

### Social Media - Basic Package

Price: **250€ | 1.875kn**

- Content Analysis (target, competition, visibility, reputation)
- Content Strategy (Instagram, Facebook, LinkedIn).

### Social Media - Intermediate Package

Price: **500€ | 3.750kn**

- Content Analysis (community, competition, visibility, reputation)
- Special Content Strategy for each channel (Instagram, Facebook, LinkedIn)
- Social Media Posts (3x per week)

### Social Media - Advanced Package

Price: **1000€ | 7.500kn**

- Content Analysis (community, competition, visibility, reputation)
- Special Content Strategy for each channel (Instagram, Facebook, LinkedIn)
- Social Media Posts
- Community management
- Engagement (likes and comments - 30 min, 5x per week)
- Design (photos, videos or visuals for social media and blog posts)

## Website Packages

---

### Web Content Package - 700€ | 5.250kn

- Web Content Audit (keywords and competition)
- Writing optimized online content that will be visible on the Google search results
- New brand messages, copywriting (bilingual)
- 2 blog posts (SEO, keyword research)

### Website Audit Package - 250€ | 1.875kn

- Revealing the actions needed to improve SEO (visibility on the Google search results)
- Broken links, duplicate meta descriptions and titles, HTML validation, website statistics, error pages, indexed pages and site speed
- Analyzing the User Experience
- Checking the basic technical prerequisites for the success of conversions

### Web Development - Basic Package - 450€ | 3.375kn

- Simple Onepager without subpages
- WordPress CMS system installations for easier and faster content updating
- Branding implementation (recommended colors, logos, fonts and other elements)
- One layout solution
- Display of products/services with all the accompanying elements and functionalities
- Contact forms with basic input fields
- View location and contacts
- Page optimization and installation of plugins

### Web Development - Intermediate Package - 950€ | 7.125kn

- Complex website with up to 10 landing pages
- WordPress CMS system installations for easier and faster content updating
- Branding implementation (recommended colors, logos, fonts and other elements)
- Contact forms, Sign Up forms, Subscribe forms (unlimited adaptations)
- View location and contacts
- Each site with its full structure and functionalities that adapt to the user and requirements
- For each specific and thematic subpage, one example of a layout that fits into the final design and branding solution with 2-3 minimal iterations
- Page optimization and installation of plugins
- Included price of annual hosting and domain lease for the first year
- Year of free maintenance + additional basic education on the use of WordPress CMS for one employee
- Content creation: Adaptation of original content, creation of added visuals (illustrations, infographics ...), finishing of textual and multimedia

### Web Development - Advanced Package - 1,500€ | 11.250kn

- Client and product discovery workshop
- User Experience Research
- Optimized and secure sites that meet all the standards and best practices of a particular market or niche
- Maximum customization of appearance and functionality
- WordPress CMS system installations for easier and faster content updating with all necessary basic and advanced add-ons
- Annual lease and domain (for the first year)
- Branding implementation (recommended colors, logos, fonts and other elements from brand guidelines are used in the design)
- Adaptation of the original content, creation of added visuals (illustration, infographics ...), finishing of textual and multimedia content
- Integration of contact form, sign up form and / or Subscribe Newsletter form, unlimited number and customization
- Each site with its full structure and functionalities that adapt to the user and requirements
- For each specific and thematic subpage, two to three examples of layouts that fit into the final design and branding solution with a maximum of 5 iterations
- 1 year of free maintenance + additional basic education on the use of WordPress CMS for one employee
- Implementation of WooCommerce ecommerce solution with optimization and input of up to 200 items (if needed)
- Third party services
- The price includes the installation of 2 to 3 premium add ons (if needed)
- Integration of booking solutions, possibility of user login and profile creation (if needed)
- Website optimization for payment implementation and implementation of payment mechanism
- Premium approach to the client, the dynamics of the meeting and the level of client involvement in individual phases are agreed directly with the client, ADVANCED projects are **projects of the highest priority**