

ICE'20 Pricelist

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

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

1 Handshake account for prearranging meetings

Digital Exhibiting - **Suppliers**

Single Booth - 490€ | 3.675kn

1 Handshake account
1 digital meeting room
1 downloadable PDF brochure file

Extras:

1 personalized avatar - 50€ | 375kn
Graphics upload - 90€ | 675kn

Double Booth - 690€ | 5.175kn

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

Extras:

1 personalized avatar - 50€ | 375kn
Graphics upload - 130€ | 975kn
Video production (30 sec.) - 120€ | 900kn

Premium Booth - 1,290€ | 9.675kn

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

Extras:

1 personalized avatar - 50€
Graphics upload - 190€ | 1.425kn
Video production (30 sec.) - 120€ | 900kn

Premium Plus Booth - 2,490€ | 18.675kn

***All Shipyards and Booking Systems are Premium Plus**

1 personalized avatar | 375kn
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 Handshake account
1 digital meeting room
1 downloadable PDF brochure file

Extras:

1 personalized avatar - 50€ | 375kn
Graphics upload - 90€ | 675kn

Double Booth - 690€ | 5.175kn

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

Extras:

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Premium Booth - 1,290€ | 9.675kn

4 Handshake accounts
4 digital meeting rooms with screen share option
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Extras:

1 personalized avatar - 50€ | 375kn
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 textual and multimedia content
- Integration of contact form, sign up form and/or Subscribe Newsletter form (unlimited number), customization
- Each site with its full structure and functionalities that adapt to the user and requirements
- For each specific and thematic subpage, 2-3 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**

Clarifications of terminology

Personalized avatar

Send a photo of you via [WeTransfer](#) or similar site to info@internationalcharterexpo.com and we will make your **virtual lookalike**. Your avatar will be standing **in front of your booth** making the booth more personalized. It is possible to have only one personalized avatar per booth.

Graphics upload

Make your participation at ICE noticeable and recognizable. **Apply your branding** by sending us graphics for your booth. As soon as you choose "Graphics upload" in your MyICE account, ICE Sales Representative will contact you with the detailed instructions (image size and format).

We recommend that you send graphics to info@internationalcharterexpo.com via [WeTransfer](#).

Video production

You want to show your promotional video at ICE but **you do not have an inhouse video editor?**

We will make it easier for you! If you choose "Video production" in your MyICE account, our video editor will make you **30 sec. promotional video** with the **raw materials that you provide**.

We recommend that you send video materials to info@internationalcharterexpo.com via [WeTransfer](#).

Downloadable PDF

Send us the brochure with your products or services, or any other promo material that you want to show at ICE. Convert it to PDF and send the file via [WeTransfer](#) or a similar site to info@internationalcharterexpo.com.

We will upload it to your digital booth and make it visible to everyone.

Handshake account

The Business matchmaking software for **pre-arranging meetings at ICE**.

Handshake accounts will activate in October. The possibility to arrange meetings via Handshake will end on the 24th of November (one day before the ICE'20). When ICE starts you will be able to see the **agenda** with all the meetings that you have arranged.

As ICE Visitor (Broker), Handshake account will allow you to visit digital booths and have **meetings in digital meeting rooms** with Fleet Operators and Suppliers.

As ICE Exhibitor (Fleet Operators and Suppliers) you will be able to have meetings with both Exhibitors and Visitors. If you invite an Exhibitor for a meeting, the meeting will be held in your meeting room (at your booth).