

April 27, 2017

Gleacher Center, Chicago



SPONSORSHIP OPPORTUNITIES

The New Brand Journey: A Day of Master Classes

There is only one event in Chicago where you can directly reach more than 200 branding and marketing professionals. Knowledgeable companies recognize the value of Brand Smart's audience—the Midwest's leading marketing and branding agencies, executives and other professionals who need your services!

General Package for All Sponsors

When you choose your Brand Smart sponsorship package, you'll get ALL these benefits at ALL levels:

- Presence in pre-event and post-event Brand Smart marketing emails (sponsor logo in dedicated Brand Smart emails will link to the sponsor company's website)
- Logo on Brand Smart website (links to the sponsor company's website)
- Logo on Brand Smart's Eventbrite registration page (links to the sponsor company's website)
- Logo featured on all official Brand Smart 2017 videos made available after the conference (videos are accessible by attendees and the general public)
- Verbal recognition in opening and closing remarks
- Logo featured in loop on-screen prior to opening keynote, wrap-up talk, and closing keynote in main room
- Full attendee list (first and last name, title, and company name; does not include contact information)
- Logos will show your sponsorship level

Choose from these three sponsorship packages:

Branding Sponsor

Make your presence known to hundreds of Brand Smart attendees!

In addition to the General Package, sponsors at the Branding level receive:

- One attendee pass: A \$395 value!
- Share company materials on cocktail tables at 4pm reception
- Minimum of five mentions across social media channels (Facebook, Twitter, and LinkedIn from beginning of contract signing through Brand Smart)

Brand Master Sponsor

Step up to Brand Master and speak directly to your target audience!

In addition to the General Package, sponsors at the Brand Master level receive:

- Two minutes to deliver company's elevator pitch, at the beginning of each of the four master classes taking place in one room. Be the first to sign your sponsorship contract and select which room you'll present in!
- Signage outside of your selected master classroom throughout the day
- Logo featured on-screen prior to opening keynote, wrap-up talk, and closing keynote
- Company video (provided by sponsor) on Brand Smart 2017 website
- Two attendee passes: A \$790 value!
- Logo on name badges
- Share company materials on attendee chairs at your four master classes
- Minimum of 10 mentions across social media channels (Facebook, Twitter, and LinkedIn from beginning of contract signing through Brand Smart)

Brand Genius Sponsor

Show the world you're a Brand Genius!

In addition to the General Package, sponsors at the Brand Genius level receive:

- Two minutes to present company video (provided by sponsor) or elevator pitch at opening or closing keynote. Be the first to sign your sponsorship contract and select which keynote!
- Share company materials on chairs at opening or closing keynote (same keynote as your two-minute video or elevator pitch)
- One-year individual membership to AMA and the Chicago AMA chapter, with full membership benefits including discounts to events
- Company signage (provided by sponsor) in main room
- Company video (provided by sponsor) on Brand Smart 2017 website
- Three attendee passes: An \$1185 value!
- Logo on name badges
- Minimum of 15 mentions across social media channels (Facebook, Twitter, and LinkedIn from beginning of contract signing through Brand Smart)
- Logo on signage (provided by Chicago AMA) posted all day outside of main room

> Become a Brand Smart sponsor today!

Please contact the [Sponsorship Team](#) to learn how to showcase your company at Brand Smart 2017!

ABOUT BRAND SMART

Now in its 15th year, Brand Smart is the leading branding conference in the Midwest. Hosted by the Chicago chapter of the American Marketing Association, it draws hundreds of branding executives, agency leaders and other marketing professionals from the U.S.

In 2017, the Brand Smart theme is "The New Brand Journey: A Day of Master Classes." Throughout this day-long event, participants will progress through four stages of the branding process. In each of those four categories, they'll be able to select one of three master classes, allowing them to customize their learning to address their own branding challenges.



CHICAGO AMA

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chicagoama.org/brand-smart-2017/sponsorship

Contact: sponsorship@chicagoama.org