

CHICAGO AMA SPONSORSHIP & MEDIA KIT

Events



CareerSMART



Newsletter/Email
Advertising



CHICAGO AMA

CONTACT:

Alex Montgomery, Executive Director | 312-280-0449
alex@chicagoama.org | www.chicagoama.org

Chicago Chapter of the American Marketing Association
455 N. Cityfront Plaza Drive, Suite 3100, Chicago, IL 60611

Chicago AMA offerings:

Events



CareerSMART



Newsletter/Email Advertising



WHO IS THE CHICAGO AMA?

Over seventy-five years strong, the Chicago AMA delivers cutting-edge marketing programming, and connects with over 9,000 Chicagoland marketers across all disciplines and business industries.

With Chicago as an epicenter for marketing excellence today and tomorrow, no other organization connects as many marketers with as many opportunities as the Chicago AMA.

OUR PRESENCE IS STRONG

- Over 20 events annually
- Among top search results for Chicago Marketing
- Nationally recognized chapter

Reach Your Target Audience with the Chicago AMA...

Achieving results in today's segmented and fast-paced world presents new challenges to advertisers—especially when it comes to reaching marketing professionals. Connect to a network of more than 9,000 experienced marketers including leading marketing academics, researchers and professionals from every industry!

The Chicago AMA is the only organization that brings together marketers across all specialties to collaborate and inspire one another. Through relevant information, comprehensive training and targeted networking, the Chicago AMA helps marketers deepen their marketing expertise, elevate their careers and ultimately, achieve better results.

Brand Awareness influences customer buying behavior by giving your brand the recognition it needs. The AMA offers you a wealth of advertising opportunities to reach your intended audience.

Lead Generation delivers high quality leads and increases your ROI for your company through many of the Chicago AMA's new product and services at a very attractive cost per lead.

Face-to-Face interaction brings existing customers and new clients together at highly-attended events throughout the year.



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Conference and Event Sponsorship

With over 20 events per year, marketing leaders across all disciplines count on Chicago AMA for their ongoing education and professional development.

With a presence at these conferences and programs, you can showcase your services and connect face-to-face with your target audience.

Chicago AMA offers a variety of opportunities from exhibit booths to sponsorship of receptions, meals, breaks, and much more. Event sponsorships range from \$250 to \$4,000.

You can also work with the AMA to develop thought leadership events, co-branded programs and sponsor collaborations. Whatever your goals, we will work with you to create a package for the best results.

Sponsorship Opportunity	Attendees	One Time	Annual
BrandSMART	200	\$1,000 - \$2,500	April 2017
MarketingTech SMART	200	\$1,000 - \$2,500	Oct. 21, 2016
CareerSMART	200	\$300 - \$4,000	Spring 2017
Sunrise Executive Series (3-4 a year)	75-100	\$500	\$2,000
Evening with an Expert Series (3-4 a year)	125	\$750	\$2,500
Chicago AMA Connex (12-15 a year)	75-150	\$500	\$3,000
SIG or SIG Events (2-5 mtgs. per year/per SIG)	25-40	\$250	\$1,000
Email Newsletter (per email)	9,000	\$500	-
Direct Mail List Rental	9,000	\$300/m	



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EVENTS



Chicago AMA Evening With An Expert series features top marketing thought leaders who tackle relevant marketing technology and communication issues with actionable takeaways. Meetings usually include light supper with beer and wine during networking time.

BENEFITS

Premier Level - \$2,500 per year

- Featured in promotions to our Member base leading up to event
- Ability to display at event
- 2 passes to each event
- Web listing on sponsor page for year
- Introduce speaker 2 minute company overview
- Rotating banner on emails and website
- Genius Bar at 1 non-Evening event

Co-sponsor Level - \$750 per event

- Featured in promotions to our member base
- Ability to display at event
- 2 passes to each event



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EVENTS



The Sunrise Executive Series brings top marketing executive thought leaders to share their thoughts on the latest trends in marketing in a collaborative style. Meetings usually includes breakfast during networking time.

BENEFITS

Premier Level - \$2,000 per year

- Featured in promotions to our Member base leading up to event
- Ability to display at event
- 2 passes to each event
- Web listing on sponsor page for year
- Introduce speaker at one meeting - 2 minute company overview
- Rotating banner on emails and website
- Genius Bar at 1 non-Evening event

Co-sponsor Level - \$500 per event

- Featured in promotions to our member base
- Ability to display at event
- 2 passes to each event



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Marketing Tech / SMART

Oct. 21, 2016
Gleacher Center

Sponsor Experience

Chicago AMA's MarketingTech SMART sponsorship program

puts your company, products and services in direct, personal contact with corporate branding and marketing practitioners. In addition to 4 1/2 hours of direct access to 200 high level marketers, you are assured maximum exposure through highly targeted e-mail, advertising, social media and website linkage that will reach over 9,000 Chicago marketers.

BENEFITS

Premier Level - \$2,500

- Premiere placement at event – promotional video (under 2 minutes) played to entire audience between speakers
- Participation with pre-event and post event marketing
- 2 attendee passes
- Materials can be shared on attendee chairs and tables
- Exhibit table
- Full attendee list (minus email)
- Genius Bar at 1 CAMA event

Branding Level - \$1,000

- Participation with pre-event and post event marketing
- 2 attendee passes
- Materials can be shared on attendee chairs and tables
- Exhibit table
- Full attendee list (minus email)

PRE-EVENT marketing activities:

Reach 9,000 Chicago marketers through our event campaign:

- Integrated media channels
- Website promotion
- Partner communications
- Social media platforms
- Print brochure

POST EVENT marketing activities:

Connect with 9,000 marketers again, and re-connect with attendees:

- Feature your message in our recap that goes out through all our media channels including email and social media



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April 27, 2017

Sponsor Experience

Chicago AMA's BrandSMART sponsorship program puts your company, products and services in direct, personal contact with corporate branding and marketing practitioners. In addition to 8 hours of direct access to 200 high level marketers, you are assured maximum exposure through highly targeted e-mail, direct mail, advertising, social media and website linkage that will reach over 9,000 Chicago marketers.

BENEFITS

Premier Level - \$2,500

- Premiere placement at event – promotional video (under 2 minutes) played to entire audience between speakers
- Participation with pre-event and post event marketing
- 2 attendee passes
- Materials can be shared on attendee chairs and tables
- Exhibit table
- Full attendee list (minus email)
- Genius Bar at 1 CAMA event

Branding Level - \$1,000

- Participation with pre-event and post event marketing
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- Materials can be shared on attendee chairs and tables
- Exhibit table
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PRE-EVENT marketing activities:

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CareerSMART

The Chicago AMA Marketers CareerSMART brings hiring companies and staffing firms together with prospective marketing talent to connect and learn the latest on opportunities in the marketing career front in Chicago.

BENEFITS

Title Sponsor - \$4,000

- Logo and company promoted as part of the event
- Full profile in CareerSMART email profiling company and career opportunities
- 4 free job postings on AMA career center
- Pre-registration list to set appointments
- Listing on AMA sponsor web page for the current fiscal year
- 3 attendee tickets
- 8 ft. exhibit table
- Full attendee list

Featured Sponsor - \$1,000

- Logo and company promoted as part of the event
- Premiere listing in Career Fair directory
- 3 attendee tickets
- 8 ft. exhibit table
- Full attendee list

Exhibitor - \$300

- 4 ft. exhibit table (to be shared with another exhibitor)
- Listing in career fair directory
- 1 attendee ticket
- Full attendee list

Agenda

5:00 – 6:00 PM – Exhibitor move-in and event set-up

6:00 – 9:00 PM – Visit tables



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AMACONNECTION e-Newsletter

Deliver your message directly to your audience!

Chicago AMA offers a variety of e-newsletters with broad and targeted positioning. Choose from a variety of pricing and distribution choices to fit your marketing plan and budget.

Whether marketers are interested in branding, B2B marketing, CRM or social media or anything in between, the Chicago AMA's newsletters are on marketers must-read list.

9,000 subscribers and growing

**52 emails per year
\$500 per email**

**Custom Leaderboard
650 x 90 pixels
\$500**

**Custom Horizontal Banner
400 x 75 pixels
\$500**

**Custom Square Banner
150 x 150 pixels
\$500**



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Sponsorship Order Form

Event: _____

Sponsorship Amount: \$ _____

Payment type (please circle):

Check Credit Card

Do you require an invoice? (yes or no): _____

Checks Make Payable to:

Chicago Chapter of the American Marketing Association

Credit Card Payment Credit Card Type (please circle): Visa MC Amex

Credit Card Number: _____

Expiration: _____

Name as it Appears: _____

Billing Address

Name: _____

Title: _____

Business: _____

Address 1: _____

Address 2: _____

City: _____ STATE: _____ ZIP: _____



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