

Shared Interest Groups

SPONSORSHIP OPPORTUNITIES

AMA Chicago's Shared Interest Groups (SIGs) are communities of marketers that come together around a common interest or topic. SIG events are highly interactive workshops that feature a short presentation and plenty of time for engagement and reaction. These events draw an eclectic mix of marketers who challenge the status quo across industry verticals and disciplines.

SIG sponsors host one year of events (4+) in their spaces, provide refreshments, and receive marketing benefits. Sponsors may also work with AMA Chicago to identify subject matter experts to lead the SIG.

Venue Requirements

- Space for 25-30 attendees
- Workshop-style seating arrangement
- Projector and screen
- Availability 7:30 to 10 a.m. or 5:30 to 8 p.m.

Catering Requirements

- Refreshments for 25-30 attendees
 - AM: Light breakfast items, coffee, tea, water
 - PM: Light supper items, beer, wine, water

Presentation Customization Opportunities

Sponsors open each SIG with a welcome to attendees and description of their business services (not to exceed 2 minutes). Sponsors are given the option to work with AMA Chicago to identify a subject matter expert to lead the SIG at the sponsor's location.

Speaker/Expert Requirements

- Give a 10-minute presentation to set the landscape for the conversation
- Guide engaging, interactive discussion for 45 minutes via small groups, etc.
- Deliver practical information attendees can use at the office tomorrow

Standard Topics

- Brand
- E-commerce
- Content Marketing
- MarTech
- SEO and Google AdWords
- Analytics and Market Research

SIG attendees are decision-makers who want advice and tools to execute their marketing plans.

Marketing Benefits

- 25-30 highly engaged decision-makers in your office, event venue or other space
- Company logo on AMA Chicago Upcoming Events, SIGs and Eventbrite pages
- Mention in AMA Chicago's social posts about the event
- Opportunity to provide branded giveaway to AMA Chicago members in attendance
- Opportunity to choose subject matter expert from your company or a partner

Contact Alex Montgomery to reserve your sponsorship opportunity today! alex@chicagoama.org

