

AMA CHICAGO SPONSORSHIP & MEDIA KIT

Overview



Events



Newsletter &
Email Advertising



AMA Chicago offerings:

Overview



Events



Newsletter &
Email Advertising



Who is AMA Chicago?

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

Chicago is an epicenter for marketing excellence today and tomorrow. AMA Chicago connects more marketers with more opportunities than any other organization.

Our Presence is Strong

- Over 20 events annually
- Among top search results for Chicago Marketing
- Award-winning chapter

REACH YOUR TARGET AUDIENCE WITH AMA CHICAGO

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!

AMA Chicago 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, AMA Chicago helps marketers deepen their marketing expertise, elevate their careers and ultimately, achieve better results.

The Benefits of Sponsorship

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 AMA Chicago'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 AMA Chicago for their ongoing education and professional development.

By having a presence at these events, you can showcase your services and connect face-to-face with your target audience.

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

Sponsorship Opportunity	Attendees	One Time	Annual
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
AMA Chicago 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	9,000	\$500	-
Direct Mail List Rental	9,000	\$300/mo	-

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Sunrise Executive Series

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 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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Evening with an Expert

AMA Chicago 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 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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NEWSLETTER & EMAIL ADVERTISING

AMA Connection e-Newsletter

Deliver your message directly to your audience!

AMA Chicago 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, AMA Chicago'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



SPONSORSHIP ORDER FORM

Event: _____

Sponsorship amount: \$ _____

Do you require an invoice? Yes No

Payment type: Check Credit Card

Please make checks payable to American Marketing Association, Chicago Chapter

Credit Card Payment

Credit card type: Visa MC AmEx

Name as it appears: _____

Credit card number: _____

Expiration: _____

Billing Address

Name: _____

Title: _____

Business: _____

Address 1: _____

Address 2: _____

City: _____ State: _____ ZIP: _____

Return this form to:

Alex Montgomery

Executive Director

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