

SPONSORSHIP OPPORTUNITIES

AMA CHICAGO PRESENTS

Brand Smart 2018

BRAND REINVENTION IN THE AGE OF DISRUPTION

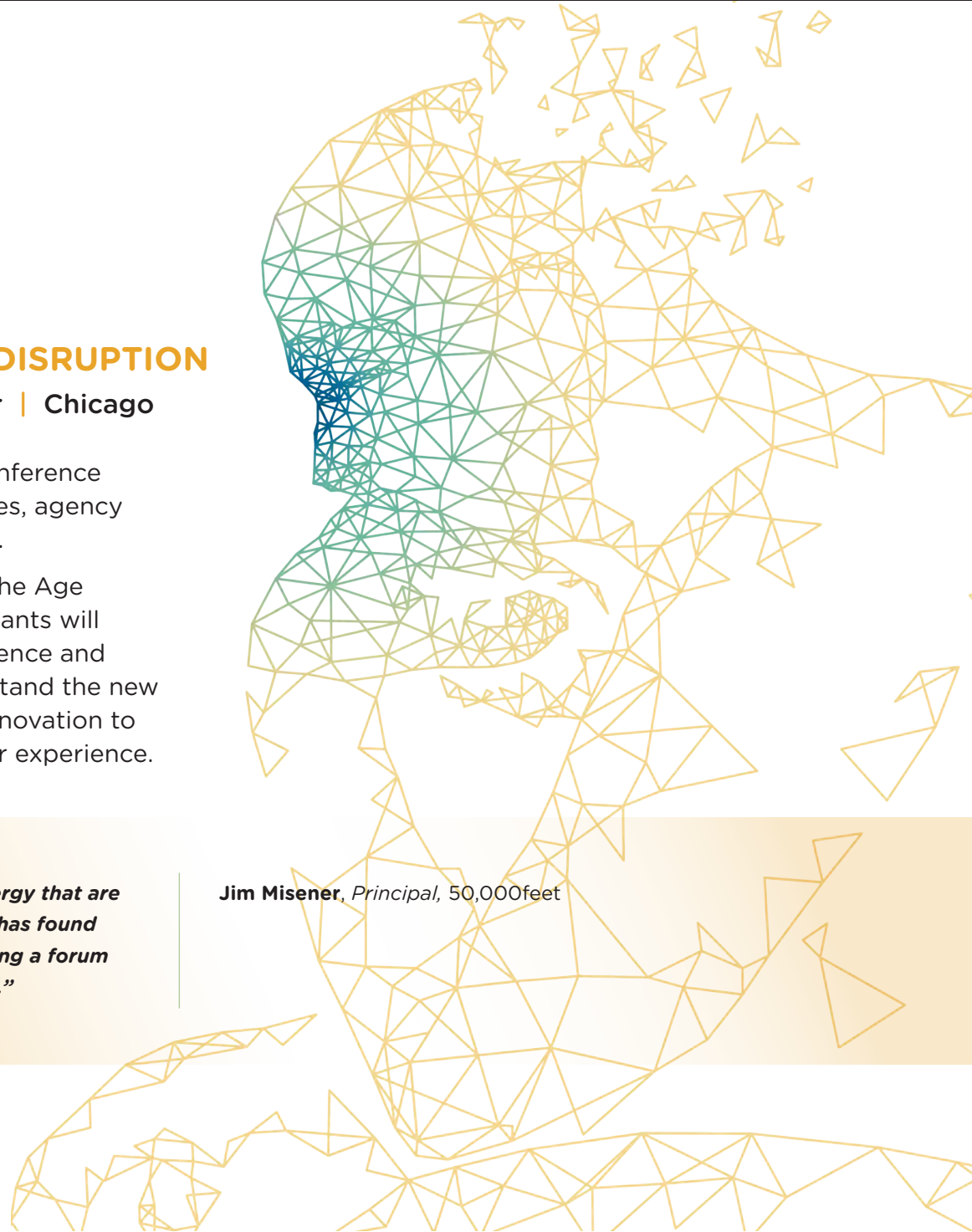
Thursday, April 26 | Blue Cross Blue Shield Tower | Chicago

AMA Chicago's Brand Smart is the leading branding conference in the Midwest, drawing hundreds of branding executives, agency leaders and other marketing professionals from the U.S.

In 2018, Brand Smart's theme is "Brand Reinvention in the Age of Disruption." Throughout this day-long event, participants will learn how emerging technologies - like artificial intelligence and blockchain - are shaping the future of branding, understand the new rules of branding in a sharing economy, and leverage innovation to shape the modern branding playbook and the customer experience.

"We always look forward to the rigorous dialogue and creative energy that are hallmarks of Brand Smart. As a past sponsor and participant, 50k has found the conference to be incredibly dynamic and inspirational, providing a forum to share insight and practical tools for CMOs and brand marketers."

Jim Misener, Principal, 50,000feet



BEFORE EVENT	PLATINUM BRAND SPONSORSHIP \$3,000	GOLD BRAND SPONSORSHIP \$2,000	EXHIBITOR SPONSORSHIP \$750
Company video (provided by sponsor) on Brand Smart webpage	X	X	
Participation with pre-event marketing with active link back to the sponsor's website in dedicated emails	X	X	X
Logo on Brand Smart webpage with active link back to the sponsor's website	X	X	X
Mentions via social media channels (Facebook, Twitter, LinkedIn) from contract signing through Brand Smart	10 minimum	5 minimum	1 minimum
Full registration list (minus email, address and phone number) one week before event for planning purposes	X	X	
DURING EVENT			
Full-audience recognition of sponsor level	Intro, Lunch & Close	Intro & Close	Intro & Close
(1) 6-foot exhibit table in happy hour networking room	X	X	X
Attendee passes	4	2	
Logo on name badges	X	X	X
Company materials can be shared on chairs before opening of conference	X	X	
Logo on welcome screens shown on a loop in main auditorium	X	X	X
Logo on signage posted all day outside of main auditorium.	X	X	X
Additional Recognition	1 minute live pitch and/or video at beginning of conference or panel of sponsor's choice.	Acknowledged at appropriate time for sponsoring speed-networking, lunch or happy hour.	
AFTER EVENT			
Participation with post-event marketing with active link back to the sponsor's website in dedicated emails	X	X	X
Logo featured on all videos made available to attendees and general public post-conference	X	X	X
Full attendee list (minus email, address and phone number)	X	X	