BrandSmart is the leading conference for brand marketers in the Midwest and AMA Chicago's largest event. Now in its 17th year, BrandSmart draws 300 brand and marketing leaders for an actionable, future-focused day of learning from innovative brands. The conference brings together marketing decision-makers seeking to share insights and gain proven tools and strategies for success.

REACH YOUR TARGET AUDIENCE

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 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.

BENEFITS OF SPONSORSHIP

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

Lead Generation delivers high quality leads and increases your ROI at a very attractive cost per lead.

Face-to-Face Interaction brings existing customers and new clients together at highly-attended events.

WHO IS AMA CHICAGO?

As the largest chapter of the American Marketing Association, AMA Chicago stands 81 years strong in its mission to provide opportunities for Chicago area marketers to expand their knowledge, improve their skills and grow in their careers through access to leaders in the field and skill-building content.

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

"We always look forward to the rigorous dialogue and creative energy that are hallmarks of BrandSmart. 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."
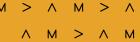
Jim Misener, *Principal,* 50,000feet

AMA> | Chicago

AMA CHICAGO PRESENTS

BrandSmart 2019

May 9, 2019 | UIC Forum, 725 W Roosevelt Rd. Chicago

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SPONSORSHIP OPPORTUNITIES

	PLATINUM $5,000	GOLD $3,000	EXHIBITOR $1,000
BEFORE EVENT			
Company video (provided by sponsor) on BrandSmart webpage.	X	X	
Logo in dedicated, pre-event emails with link to sponsor's website – *Approx. 8 emails sent Jan.–April, circulation of 9,000*	Emphasized	X	X
Logo on BrandSmart webpage with active link to sponsor's website	Emphasized	X	X
Social mentions (Facebook, Twitter, LinkedIn) from contract signing through BrandSmart.	10 minimum	5 minimum	1 minimum
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 for employees and/or to share with clients – *$395 each*	8	6	2
Logo on name badges	Emphasized	X	
Company materials can be shared in swag bags (300) given to attendees at registration	X	X	
Logo on welcome screens shown on a loop in main auditorium pre-event (7:30 to 9:00 a.m.)	Emphasized	X	X
Logo on signage posted all day outside of main auditorium.	Emphasized	X	
Additional Recognition	1-minute live pitch and/or video at start of conference or panel of sponsor's choice.	Acknowledged at appropriate time for sponsoring speed-networking, lunch or happy hour.	
POST EVENT			
Banner ad in header of an AMA Chicago email – *Circulation of 9,000*	X		

Swag Bag Contributor – $500. Include one item in swag bags (300) to be given to each attendee at registration. Receive one attendee pass, linked logo on event webpage, and logo on welcome screens.