

AI FOR MARKETERS

What is it, where it's going and how to use it

A FREE ONLINE CONFERENCE
Thursday, May 9, 2018
11:00 am – 2:30 pm ET

OVERVIEW AND SPONSORSHIP PROSPECTUS

What. The largest one-day conference on artificial intelligence (AI) and how this white-hot technology is impacting marketing programs. It's taking place in the cloud as an online conference produced by the industry's most respected media brand and attended by the most powerful marketing departments in the world.

Welcome to *AI for Marketers: What It Is, Where It's Going and How to Use It*, the industry's only online conference focused on how today's marketers are investing in and benefiting from AI.

Who. Our *AI for Marketers: What It Is, Where It's Going and How to Use It* expects more than 800 top marketer and operations registrants across Fortune 500 companies and the most eminent agencies in the business. As the largest marketing content resource in the world, the Chief Marketer Network has unmatched and unprecedented audience reach. Our integrated promotion campaigns will be calibrated and deployed by two of our brands to each respective audience—from senior marketing executives by Chief Marketer to experiential and event marketing executives by Event Marketer. Nobody else has the brands, the audience and the reach that we do.

The #1 Online Training Destination. *AI for Marketers: What It Is, Where It's Going and How to Use It* will be the sixth online conference produced inside our new state-of-the-art Chief Marketer Academy virtual training environment. Backed by our editorial team, powerful brand recognition and enormous databases, there are no online events like Chief Marketer Academy online events.

Agenda. *AI for Marketers: What It Is, Where It's Going and How to Use It* is an action-packed four-hour live online event (and three-month on-demand) featuring:

- **Five Breakouts.** Sessions from the latest cutting-edge AI to case studies of successful marketing campaigns.
- **Real-time Networking.** Attendees will be able to converse with each other and network with each other (and sponsors) in our Networking Hub.
- **Sponsor Lounges.** Sponsor lounges will set up in which they'll digitally meet with attendees, have real-time chat conversations—and schedule offline meetings and follow-ups. These slick lounges will be customized to each sponsor's corporate colors and also feature the ability to post sponsor information, sell-sheets, case studies and more.
- **Resource Center.** A war-room of content featuring stories, case studies and articles from the Chief Marketer Network editors and speakers.



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Network and show off your expertise, tools, products and services to more than 800 marketing and event buyers looking to improve their festival efforts.

Premier Sponsor Level:

- **Breakout Session.** Topic developed with you. Educational session features a speaker from your company. Show off your people and expertise in a 30-minute session integrated into the event's content. It's thought-leadership at its finest.
- **Three Months of Leads.** AI for Marketers: What it is, Where It's Going and How to Use It will be produced as a live event on May 9 and then becomes an on-demand event for three months. Which means your session and lounge continue to attract conversations and leads all winter long. We'll keep the on-demand event front and center across our web sites—attracting a collective 100,000 visitors—pushing continued views of your sessions, continued visits to your lounge (with a function that connects communications and requests for chats and meetings to your sales team) and continued exposure for your company through August 29.
- **Exclusive Sponsor Lounge.** Interactive lounge attendees will visit to learn more about you, "live chat" in real-time with your sales team and schedule follow-up offline meetings with your company. Lounge will feature your logo, will be color-calibrated to your corporate colors and house your case studies, demo videos, sell sheets and other collateral. There are opportunities to give away prizes.
- **Networking.** Sponsors are invited to host their session Q+A in our Networking Hub.
- **Content Marketing.** Sponsors are invited to post their own articles, features and blog posts in our online Resource Center, filled with content from our editors and speakers on protecting your events, preparing for an incident and reacting if you need to.

Feature Sponsor Level:

Receive all of the above except the breakout session.

Only sponsors receive the full registration list from the live online event (and specific attendees to your breakout, lounge and those that downloaded your content) as well as updated lists of on-demand attendees.

COST: SPONSORSHIPS STARTING AT \$4.995

Contact Dara Brooks at dbrooks@accessintel.com or 203.899.8494 today to confirm your participation or inquire about exclusive sponsorship at the event.

Thought-leadership, content marketing and three months of leads... you can't afford to miss this.
An industry event from the Chief Marketer Academy, the world's #1 online training destination.

