

Chief Marketer ²⁰¹⁵

SPONSORSHIP PACKAGES

PROMONext & PRO Awards

Join leading brands and top creative agencies on June 16th for **PROMONext** & the **PRO Awards Gala** at the Manhattan Club in New York City. The day begins with PROMONext's fast-paced sessions on the hottest promotion trends—the stats, the brand leaders using them and examples of how they got it done.

After a brief networking break, we'll gather to celebrate the **25th annual PRO Awards**—the most prestigious promotion marketing program of its kind, representing the brightest strategies and most innovative ideas for engaging new and current customers.

KEY BENEFITS:

By sponsoring PROMONext and the PRO Awards Gala Luncheon, you will have a visible presence before, during and after the show both with attendees and beyond. Be top of mind when brands and agencies are looking for partners to execute their next big promotion. Premium and a la carte sponsorships are available.

Event Location:
The Manhattan Club
New York City
June 16, 2015

Event Schedule *Highlights*

PROMONEXT | 8:30 - 11:30am

High energy, fast paced presentations by Chief Marketer editors and brands covering the hottest promotion trends in 2015:



SOCIAL



EVENTS



VIDEO



CONTENT



MOBILE

PRO AWARDS | 12:00 - 2:30pm

Recognizing outstanding promotion marketing campaigns—from shopper marketing and multicultural, to entertainment and gamification—the preeminent benchmark for excellence across all promotion marketing techniques.

To reserve your sponsorship choice, contact Cynthia Foristel at cforistel@accessintel.com or 203-899-8482

Premium Sponsorships

HEADLINE SPONSOR

Sponsorship Includes:

- Private/Invitation Only Table of 10 upfront for morning Trends presentation & afternoon awards program
- Exclusive Registration Area sponsor as each attendee enters the event
- Each attendee will receive a copy of Chief Marketer's Chief Marketer's Consumer Marketing Trends book as gift from the Headline sponsor with enclosed card/note and a Full Page Ad in the book. (Materials Due: May 15)
- 30 second video/intro at beginning of Trends presentations and again at the Pro Awards Intro.
- Headline Sponsor logo on event promotions via email, website, social & on site signage
- Onsite signage at two networking breaks and post event photo opps for Pro Award winners
- Acknowledgement of sponsorship by Chief Marketer/PROMO hosts in AM Trends presentations and afternoon Pro Awards presentation.
- Post event email to each attendee.

GOLD SPONSOR (3 AVAILABLE)

Sponsorship Includes:

- Four registrations for morning Trends presentation & afternoon awards program
- Media Exposure/Reach:
 - Full Page Ad in Chief Marketer's Consumer Marketing Trends Book (Materials Due: May 15)
 - Full Page Ad in Chief Marketer's 2016 AgencyNext Strategic Guide (Materials Due: October 19)
- Gold Sponsor logo on event promotions via email, website, social & on site signage
- Onsite signage at two networking breaks and post event photo opps for Pro Award winners
- Acknowledgement of sponsorship by Chief Mktr/PROMO hosts in AM and afternoon presentations.

A La Carte Sponsorships

CHAMPAGNE TOAST

Each table at the PRO Awards Gala Luncheon will be festooned with chilled champagne in a lovely silver bucket, and champagne flutes dressed with charms with your company name. Every time they toast a winner, your company name will be front and center!

Sponsorship Includes:

- Champagne (up to 2 bottles per table)
- Champagne Buckets (one per table)
- Champagne Flutes (10 per table)
- Branded wine glass charms on each flute
- Signage with Sponsorship Acknowledgement

FLOWER ARRANGEMENTS

Throughout the day at PROMONext and the PRO Awards Gala, there will be beautiful floral center pieces with clear sponsorship acknowledgement on each and every table. The sponsor will have a sign integrated in to the arrangement with a thank you and company logo. Before the announcement of the grand MVPRO and Platinum PRO, we will acknowledge the sponsor and offer the flowers as a gift to anyone at the table who would like them.

Sponsorship Includes:

- Floral Center Pieces for each Table during PROMONext and PRO Awards Gala
- Signs embedded in each arrangement acknowledging sponsoring company
- Podium thank you and acknowledgement prior to MVPRO and Platinum PRO announcement with giveaway
- Signage with Sponsorship Acknowledgement at event

PRO AWARDS QUIZ PRIZES

Three questions asked during the course of the PRO Awards presentation by the presenters—Kerry Smith, SVP, Marketing & Media Group and Patricia Odell, Senior Editor. The table with first right answer gets a prize basket for the table. Prizes include products/gift cards associated with the question about a PRO Award finalist's campaign. Sponsor can include a prize for 10 in each basket as well, at their expense, if they choose.

Sponsorship Includes:

- Three Gift baskets filled with fun, entertaining gifts for all 10 people at the winning table
- Sign embedded in each basket acknowledging the sponsoring company
- Podium Thank you and Acknowledgement to sponsoring company
- Signage with Sponsorship Acknowledgement at event



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