

Join leading brands and top creative agencies on June 16th for **PROMONext** & the **PRO Awards Gala**. 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 Details:
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.

Premium Sponsorships

PREMIUM OMNI-PRESENCE SPONSORSHIP (POPS!) (SIX AVAILABLE)

As a POPS sponsor you will gain a year-round leadership presence in the eyes of brands, brand partners and top agencies. It's your chance to shine and showcase how your solutions can help them increase brand exposure, reach, engagement, and most importantly, sell more. With this unique opportunity, you will be a host at the event, mingle with marketing leaders and even have the opportunity to showcase your company's work. Invite your clients and partners as your guests!

Sponsorship Includes:

- Table of 10 at PROMONext—our rapid-fire morning conference covering the hottest trends in promotion marketing.
- Featured one-minute case study video clip from your company of promotion highlighting a particular tactic during trends session
- Table of 10 at Pro Awards Gala Luncheon
- A featured case study included in Chief Marketer's new Promotion Trends Book, given to all registrants & sold on our website
- Sponsor logo recognition on event promotions via email, web site, social media and on-site signage
- Acknowledgement of sponsorship by hosts at morning and afternoon sessions.
- Half-page print ad in AgencyNext, Chief Marketer's Winter Strategic Guide, published in November.



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



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