



## 2016 SPONSOR INFORMATION

brand**2**global

Conference For Global Marketers

**Menlo Park, California • September 28 - 29, 2016**

[www.brand2global.com](http://www.brand2global.com)

# REACH THE DECISION-MAKERS IN GLOBAL MARKETING

Brand2Global is a conference for executives in global marketing, focusing on 4 key areas critical to success:

- Global Branding
- Global Marketing Campaigns
- Global Digital Media
- Global Customer Experience

As a gathering of representatives from business and other stakeholder groups - this conference is the place to be for any organization aiming to position itself as a leader in the field of Global Marketing.

Get in front of and interact with these marketing leaders at the 2016 Brand2Global Conference.

Chief Executive Officer  
Chief Brands Officer  
Chief Connection Officer  
Chief Marketing Officer  
Conference Manager  
Deputy Managing Director  
Directeur General  
for Corporate Communication  
Director  
Director, Global Marketing  
Director, Global Strategy & Advocacy  
Director, Localization  
Director, Program Innovations  
Director of Digital Marketing  
Director of Marketing-Demand  
Programs  
Director of Media Development  
Director of Strategy & Business  
Development  
E- Development Manager  
Associate Director,  
Innovation & Co-Creation Lab  
Associate Professor  
Conference Manager  
Business Development Director  
Senior Manager  
Global Program Manager  
Globalization Services Manager  
Head of Localization

Head of Marketing Globalization  
Head of Media Futures  
Head of Programming & Branded  
Content  
Head of Translation  
Honorary Professor of Marketing  
Metrics  
Senior Global Language Specialist,  
Manager  
International Operations Director  
Manager, Translation  
Managing Director  
Marketing Coordinator  
Marketing Manager  
President  
Professor of Global Marketing  
Program Manager  
Sales Manager  
Senior Analyst  
Senior Global Director of Innovation  
Senior Lecturer in Marketing  
Social Media Coordinator  
Senior Web Program Manager  
Vice President, Business Development  
Vice President, Content Marketing  
Vice President, Sales  
Vice President, Travel & Hospitality  
Web Marketing Manager, Content  
Geopolitical Strategist

# LAST YEAR'S SPEAKERS INCLUDED REPRESENTATIVES FROM:

Gotta Brands

IBM

Nestlé

Dell

Google

Nielsen

Brand Affairs

Manpower Group

Schneider Electric

Bynder

Cisco

AMD

Lionbridge

Common Sense Advisory

AkzoNobel

Econsultancy

Across Systems

Prezi

Adludio

Lawless Guides

Lewis PR

Conversis

Abu Dhabi University

University of Roehampton

University of Leeds

Linnaeus University

# SPONSORSHIP BENEFITS OVERVIEW

With a variety of sponsorship options, you will find one that fits your budget and marketing goals. Below are the benefits available in various quantities and at various levels of sponsorship. You can review and compare all of our packages on the following two pages.

## **Listing on Brand2Global.com**

Have your company logo and profile listed on our website and reach those interested in the event, not just attendees.

## **Video on Brand2Global.com**

Get more impact on our website profile by adding a video profiling your business.

## **Logo on Brand2Global.com pages**

Added exposure with your logo and web-link displayed on pages throughout our website.

## **Promote branded white papers**

We will promote reports and white papers produced by your company, so you can give valuable insights to your target audience and capture their data at the same time.

## **Logo on conference signage**

Your logo will appear throughout the event. With increased visibility for Premium Sponsors.

## **Logo on Brand2Global adverts**

Be closely linked with Brand2Global wherever it is advertised. In print and on the web. Your logo will be displayed as a premier sponsor.

## **Sponsor recognition email**

You will be recognised as one of the companies making this event possible, in an email we send out to all those on our mailing list.

## **Promo mailer to attendees**

Your logo and marketing message will be included in a promotional email sent to all conference attendees.

## **Post event solo email to attendees**

A unique opportunity to connect post event with every attendee, in a solo email dedicated to you (sent by us on your behalf).

## **Social media mentions**

Get promoted through our social media channels (LinkedIn, Twitter, Facebook), prior to and during the event.

## **Discount on exhibition space**

Maximise your impact at the event with an exhibition stand - we'll give you a discount to make your ROI even better.

## **Complimentary attendees**

Receive complimentary, 1 or 2 day tickets to the conference. (2 day tickets include opening reception and networking dinner).

## **Priority exhibition space selection**

Location, location, location. Be one of the first to pick your patch.

## **Conference bag insert**

Get yet another touch-point with a promotional piece included in every attendee's conference bag.

## **Promo on e-video loop**

Join the companies being profiled during the event on the Brand2Global video display.

## **In-event acknowledgement**

Be it special signage, acknowledgement during official sections or even the opportunity to address the attendees directly. We can give you the access.

**Note:** Certain sponsorship benefits are dependant on sponsor signup by specific deadlines to allow for material production.

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If your company is interested in exploring sponsorship opportunities, media partnerships or in securing a booth in the conference exhibition, please contact:

**Michele Westphall**

+1.608.826.5001 (US Central Time Zone)

michele@brand2global.com



brand2global

Conference For Global Marketers

# BRAND2GLOBAL 2016 SPONSORSHIP PACKAGE OVERVIEW



	MAJOR SPONSORS			NETWORKING SPONSORS	
	Platinum	Gold	Silver	Opening Reception	Lunch (one day)
Your Investment:	\$15,000	\$10,000	\$8,000	\$8,000	\$2,000
Listing on Brand2Global.com	✓	✓	✓	✓	✓
Video on Brand2Global.com	✓	✓	-	-	-
Logo on Brand2Global.com pages	Premium Placement	Priority placement	Regular placement	Regular placement	Secondary placement
Promote branded white papers	✓	✓	-	-	-
Logo on Brand2Global adverts	✓	-	-	-	-
Logo on conference signage	✓	✓	✓	✓	✓
Sponsor recognition email	✓	✓	✓	✓	✓
Social media mentions	Multiple per week	Weekly	Multiple per month	Multiple per month	Monthly
Promo mailer to attendees	✓	✓	✓	-	-
Post event solo email to attendees	✓	-	-	-	-
Discount on exhibition space	20%	20%	20%	-	-
Complimentary attendees	4	2	1	-	-
Priority exhibition space selection	✓	✓	✓	-	-
Conference bag insert	✓✓	✓	✓	(add for \$750)	(add for \$750)
Promo on e-video loop	✓	✓	✓	-	-
In-event acknowledgement	Acknowledgement during event opening and closing INTRODUCE KEYNOTE	Acknowledgement during event opening and closing	Acknowledgement during event opening and closing	Acknowledgement at reception plus signage and address attendees	Signage in lunch area

# BRAND2GLOBAL 2016 SPONSORSHIP PACKAGE OVERVIEW

	EVENT SPONSORS				
	Snacks/Refreshments	Bags	Lanyards	Bag Insert	Media Partner
Your Investment:	\$1500	\$3000	\$3000	\$1000	Reciprocal Promotional Value
Listing on Brand2Global.com	✓	✓	✓	-	✓
Video on Brand2Global.com	-	-	-	-	-
Logo on Brand2Global.com pages	Secondary placement	Secondary placement	Secondary placement	-	-
Promote branded white papers	-	-	-	-	-
Logo on Brand2Global adverts	-	-	-	-	-
Logo on conference signage	✓	✓	✓	-	✓
Sponsor recognition email	✓	✓	✓	-	✓
Social media mentions	Monthly	Monthly	Monthly	-	-
Promo mailer to attendees	-	-	-	-	-
Post event solo email to attendees	-	-	-	-	-
Discount on exhibition space	-	-	-	-	-
Complimentary attendees	-	-	-	-	1
Priority exhibition space	-	-	-	-	-
Conference bag insert	(add for \$750)	(add for \$750)	(add for \$750)	✓	-
Promo on e-video loop	-	-	-	-	-
In-event acknowledgement	Signage in refreshment area	Logo printed on conference bags (white logo, color bag)	Logo printed on conference lanyards (white logo, color lanyard)	-	-



**ONLY 8 AVAILABLE**

## THE EXHIBITION PACKAGE **\$3,750**

Spend time with the attendees. Carry much more marketing collateral. Hold demonstrations, interact, survey, educate.

A two day conference affords you a very captive audience for your exhibition stand. You will have multiple opportunities to speak with attendees and the format allows for you to have one-on-one time with those that have an interest in talking more.

Premium sponsors also receive a 20% reduction in their stand fee which means even better ROI from a tried and true, face to face, lead generation opportunity.

### A 10 ft x 6 ft exhibit space, including:

- rectangular table and two chairs
- wireless internet access
- conference attendance for one person (\$1,750 value)
- one electrical power strip
- company listing with logo and link on Brand2Global website

You can download an Exhibitor Registration pack from our website, or request one by emailing [alex@brand2global.com](mailto:alex@brand2global.com).

[www.brand2global.com](http://www.brand2global.com)

## MAKE YOUR CONFERENCE PRESENCE EVEN MORE POWERFUL

You can also select to 'add extras' to your sponsorship package. Below are the available options and their investment levels. Be quick to secure these extras as there are only limited numbers.

**Secure a spot in the Promo Video Loop**

**\$1000**

**Add an additional Conference Bag Insert**

**\$750**

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