



2017 SPONSOR INFORMATION

brand**2**global

Conference For Global Marketers

Menlo Park, California • October 2-3, 2017

www.brand2global.com

REACH THE DECISION-MAKERS IN GLOBAL MARKETING

Brand2Global is a conference for senior leaders 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 2017 Brand2Global Conference.

Chief Executive Officer
Chief Brands Officer
Chief Connection Officer
Chief Marketing Officer
Chief Technology Officer
Deputy Managing Director
Director of Corporate Communication
Director, Digital Marketing
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
Global Operation Director
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
Head of Marketing Metrics
Senior Global Language Specialist, Manager
International Operations Director
Manager, Translation
Managing Director
Mobile Product Manager, Digital Media
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
Global Head of Digital Marketing
Brand Communications Manager

LAST YEAR'S SPEAKERS INCLUDED REPRESENTATIVES FROM:

Abbott Laboratories

The Economist Group

GE Digital

Marriott International

Yahoo

Microsoft

LinkedIn

ManpowerGroup

ebay North America

Cisco Systems

Virgin America

The Woo Agency

Brandmaker

Intel Corporation

SDL

Bacardi Limited

Lenovo

Altimeter Group

Uber

The Nielsen Company

Lewis

Prophet

Dark Rift

Snap App

shift2

Kenwood Experiences

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 also suggest a bespoke option that might work better for your individual needs.

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. Don't have a video? You can create one using our video editing platform.

Produce branded webinars

Gain added exposure by sponsoring a fully-branded ON24 webinar or webinar series. You set the topic and provide a speaker/s and we will host and promote.

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.

Complimentary attendees

Receive full conference tickets to the conference. (include opening reception and networking dinner).

One meeting room

Exclusive use for the duration of the conference with custom signage provided (refreshments available at cost).

Sponsor recognition email

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

UNLIMITED Conference bag inserts

Other conferences charge you for this - every sponsor and exhibitor is encouraged to add interesting swag bag items - as many as you wish! Think of the audience - senior-level marketers and make an impact in every attendee's conference bag.

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 where ever it is advertised. In print and on the web. Your logo will be displayed as a premier sponsor.

Social media mentions

Get promoted through our social media channels (LinkedIn, Twitter, Facebook)

On-demand promo on e-video loop

Be profiled prior to the event on the Brand2Global on-demand content portal.

Discount on exhibition space

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

Featured Insights Blog Post

Gain added exposure by contributing a blog post on our website and reach those interested in the global digital marketing, not just attendees.

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.

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).

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

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

Alex Bernet

+1.608.826.5001 (US Central Time Zone)

alex@brand2global.com



brand2global

Conference For Global Marketers

BRAND2GLOBAL 2017 SPONSORSHIP PACKAGE OVERVIEW



	MAJOR SPONSORS			NETWORKING SPONSORS	
	Platinum (1)	Gold (2)	Silver (4)	Opening Reception (1)	Lunch (both days) (1)
Your Investment:	\$20,000	\$15,000	\$10,000	\$8,000	\$3,000
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	✓	✓	-	-	-
One meeting room with signage	✓	-	-	-	-
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	2	-	-
Featured Insights Blog Post	✓	✓	✓	-	-
Unlimited Conference bag inserts	✓	✓	✓	✓	✓
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 2017 SPONSORSHIP PACKAGE OVERVIEW



	EVENT SPONSORS				
	<i>Snacks (one day) (2)</i>	<i>Bags</i>	<i>Webinar Series</i>	<i>Exhibit Partner</i>	<i>Media Partner</i>
Your Investment:	\$2,000	\$4,000	\$5,000 (3 webinars)	\$5,500	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	-	-	-	-	-
One meeting room with signage	-	-	-	-	-
Logo on conference signage	✓	✓	✓	-	✓
Sponsor recognition email	✓	✓	✓	-	✓
Social media mentions	Monthly	Monthly	Weekly	-	Monthly
Promo mailer to attendees	-	-	-	-	-
Post event solo email to attendees	-	-	✓	-	-
Discount on exhibition space	-	-	-	-	-
Complimentary attendees	-	-	-	2	1
Featured Insights Blog Post	-	-	-	✓	-
Conference bag insert	✓	✓	✓	✓	1
Promo on e-video loop	-	-	✓	-	-
In-event acknowledgement	Signage in refreshment area	Logo printed on conference bags (white logo, color bag)	Fully-branded webinar platform and on-demand content portal	-	-



THE EXHIBITION PACKAGE \$5,500

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 organization. You will have multiple opportunities to speak with attendees and the intimate format of Brand2Global 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 exhibit fee which means even better ROI from a tried and true, face to face, lead generation opportunity.

A 10 ft x 10 ft exhibit space includes:

- rectangular table and two chairs
- wireless internet access
- conference attendance for two people (\$3,950 value)
- one electrical power strip

Promotional items include:

- company listing with logo and link on Brand2Global website
- one featured blog posting on Brand2Global website
- unlimited conference bag inserts

You can download an Exhibitor Registration pack from our website, or request one by emailing alex@brand2global.com.

www.brand2global.com

MAKE YOUR CONFERENCE PRESENCE EVEN MORE POWERFUL

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

(1) 45 minute Webinar (fully-branded)

\$2000

Provide an Insights Blog Post

\$500

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