

# CHICAGO AMA SPONSORSHIP & MEDIA KIT

Chicago Chapter, American Marketing Association

Events

E

Website Advertising

WA

Newsletter/Email  
Advertising

NEA

Marketing Resource  
Directory

MRD

Marketing Technology  
Center of Excellence

MTCE

Career Fair

CF

List Rental

LR



**CHICAGO AMA**

**CONTACT:**

Michael Long, Executive Director | 312-280-0449  
michael@chicagoama.org | www.chicagoama.org

Chicago Chapter of the American Marketing Association  
645 N Michigan Ave, Suite 800, Chicago, IL 60611

- Events 
- Website Advertising 
- Newsletter/Email Advertising 
- Marketing Resource Directory 
- Marketing Technology Center of Excellence 
- Career Fair 
- List Rental 

## Reach Your Target Audience with the Chicago AMA...

Achieving results in today's segmented and fast-paced world presents new challenges to advertisers—especially when it comes to reaching marketing professionals. Connect to a network of more than 10,000 experienced marketers that includes leading marketing academics, researchers and professionals from every industry!

The Chicago AMA is the only organization that brings together marketers across all specialties to collaborate and inspire one another. Through relevant information, comprehensive training and targeted networking, the Chicago AMA helps marketers deepen their marketing expertise, elevate their careers and, ultimately, achieve better results.

### WHO IS THE CHICAGO AMA?

Over seventy-five years strong, the Chicago AMA delivers cutting-edge marketing programming, and connects with over 10,000 Chicagoland marketers across all disciplines and business industries

With Chicago as an epicenter for marketing excellence today and tomorrow, no other organization connects as many marketers with as many opportunities as the Chicago AMA.

### OUR PRESENCE IS STRONG

Over 50 events annually  
#1 in SEO for Chicago Marketing

**Brand Awareness** Influence customer buying behavior by giving your brand the recognition it needs. The AMA offers you a wealth of advertising opportunities to reach your intended audience.

**Lead generation** Deliver leads and increase your ROI for your company through many of the Chicago AMA's new product and service offerings such as our Marketing Resources Directory. The Chicago AMA delivers high quality leads at a very attractive cost per lead.

**Face-to-Face Interaction** Meet existing customers and new clients at the multiple highly-attended events throughout the year.



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## EVENTS

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## Conference and Event Sponsorship

With over 50 events a year, Marketing leaders across all disciplines count on Chicago AMA for their ongoing education and professional development.

With a presence at these conferences and programs, you can showcase your services and connect face to face with your target audience.

Chicago AMA offers a variety of opportunities, from exhibit booths to sponsorship of receptions, meals, breaks and much more. Event sponsorships range from \$250 to \$1500.

You can also work with the AMA to develop thought leadership events, co-branded programs and sponsor collaborations. Whatever your goals, we will work with you to create a program for the best results.

Sponsorship Opportunity	Attendees	One Time	Annual
BrandSmart	200	\$1500+	Mar. 26, 2015
Momentum	200	\$1000+	Nov. 19, 2014
Sunrise Executive Series (3-4 a year)	75-100	\$250	\$1,250
Evening with an Expert Series (3-4 a year)	125	\$750	\$2,000
Chicago AMA Connex Houses (12-15 a year)	75-150	\$500	\$3,000
SIG or SIG Events (2-5 mtgs. per year/per SIG)	25-40	\$250	\$1,000

**Chicago AMA Evening With An Expert** series tackles relevant marketing technology and communication issues, and features top marketing thought leaders who provide attendees actionable take-aways. This series is done in partnership with 1871, where digital start-ups get their start, followed by a cocktail reception.

- October 7, 2014
- February 26, 2015
- June 11, 2015

**The Sunrise Executive Series** is a Chicago AMA members only exclusive that brings top marketing executive thought leaders to the membership to share their thoughts on the latest trends in marketing in a collaborative style fireside chat setting in the classic upscale setting of Gibson's on Rush. After the presentation, attendees engage in active dialogue with the CMOs and other attendees in a roundtable type session.

- August 14, 2014
- January 22, 2015
- May 14, 2015



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## Sponsor Experience

Chicago AMA's Momentum sponsorship program puts your company, products and services in direct, personal contact with corporate branding and marketing practitioners. In addition to 6 hours of direct access to 200 high level marketers, you are assured maximum exposure through highly-targeted e-mail, direct mail, advertising, social media and website linkage that will reach over 10,000 Chicago marketers.

### PRE-EVENT

Reach 10,000 Chicago marketers through our event campaign:

- integrated media channels
- website promotion
- direct mailing campaigns
- partner communications
- social media platforms
- print brochure

### AT THE EVENT

Engage with 175 high-level marketers in-person and face-to-face:

- Exhibit tables placed in break & reception area (2+hours)
- Interactive opportunities to engage the audience from the podium

### POST EVENT

Connect with 10,000 marketers again, and re-connect with attendees:

- Feature your message in our recap that goes out through all our media channels including email and social media
- Integrate your brand and pov in the "Playbook" which will give attendees secrets to implementing new tools no matter their size or budget.
- Connect with attendees after getting a detailed attendee list including full contact information and permission for one-email blast to the list



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# Sponsorship Order Form



CHICAGO AMA  
FOR MARKETING PROFESSIONALS

**Sponsorship Amount:** \$ \_\_\_\_\_

**Payment type (please circle):**

Check                  Credit Card

**Do you require an invoice? (yes or no):** \_\_\_\_\_

**Checks Make Payable to:**

Chicago Chapter of the American Marketing Association  
645N Michigan Ave, Suite 800  
Chicago, IL 60611

**Credit Card Payment** Credit Card Type (please circle):    Visa    MC    Amex

Credit Card Number: \_\_\_\_\_

Expiration: \_\_\_\_\_

Name as it Appears: \_\_\_\_\_

## Billing Address

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Business: \_\_\_\_\_

Address 1: \_\_\_\_\_

Address 2: \_\_\_\_\_

City, ST: \_\_\_\_\_ ZIP: \_\_\_\_\_

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\*Fax completed form to Michael Long, Chicago AMA: **(312) 751-0313**

# Momentum 2015 Sponsorship Packages

New for Momentum 2014! – **SPEAKING OPPORTUNITIES** – SPEAKING OPPORTUNITIES – Chicago AMA offers agencies the opportunity to showcase their expertise as a speaker. Co-presenters from clients required, and content must be approved by Chicago AMA Executive Director prior to conference in writing.

## Momentum “Branding” Sponsor: \$500

Includes:

1. Sponsor logo featured in pre-event and post-event communications
2. Sponsor logo on website with hyperlink to sponsor’s website
3. Logo on registration signage
4. Materials in attendee packets
5. One Full Registration for Conference



## Momentum “Premiere” Sponsorships:

Includes “Branding” Sponsor Benefits, plus:

1. Attendee List including full contact information
2. Social Media recognition on Facebook, Twitter, and LinkedIn

Upgrades	Total Attendees	Total Cost
*Co-Present with a Client co-presenter (includes speaker lounge access)	4 Total Attendees	\$5,000
Exhibit Table	2 Total Attendees	\$1,000
Reception Sponsor (Invites guests to reception from closing general session, sponsor signage at bar)	2 Total Attendees	\$3,000
Welcoming Sponsor (Great guests at registration, Sponsor signage at Breakfast, and provides welcoming remarks at opening general session)	2 Total Attendees	\$1,500
<b>Upgrades to Premiere Sponsorships:</b>		
Speaker Lounge Sponsor	1 Extra Attendee	\$1,000
Afternoon Break Sponsor		\$750
Lanyard Sponsor		\$5250
Registration Bag Sponsor		Provide branded bags of your choice
*Speaker Gift Sponsor (Provide a custom thank you letter, card, and amenity gift of your choice for all speakers)		\$500
Distribute White Paper to full Chicago AMA Audience Through Connections Newsletter and Momentum Emails		\$1,000

**NEW! Design a Custom Experience** – Contact Michael Long, CAE, Chicago AMA Executive Director to design a custom engagement experience to build your company’s brand through the Midwest’s premiere branding conference.

*\*Content and/or items must be approved by Chicago AMA Executive Director in writing.*



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## Sponsor Experience

Chicago AMA's BrandSmart sponsorship program puts your company, products and services in direct, personal contact with corporate branding and marketing practitioners. In addition to 10 hours of direct access to 300 high level marketers, you are assured maximum exposure through highly-targeted e-mail, direct mail, advertising, social media and website linkage that will reach over 10,000 Chicago marketers.

### PRE-EVENT

**Reach 10,000 Chicago marketers** through our 2-month long event campaign:

- integrated media channels
- website promotion
- direct mailing campaigns
- partner communications
- social media platforms
- print brochure

### AT THE EVENT

**Engage with 300 high-level marketers** in-person and face-to face:

- Sponsor tables placed in break & reception area (3+hours)
- Interactive opportunities to engage the audience from the podium

### POST EVENT

**Connect with 10,000 marketers** again, and **re-connect with attendees:**

- Feature your message in our recap that goes out through all our media channels including email and social media
- Integrate your brand and pov in the "Playbook" which will give attendees secrets to implementing new tools no matter their size or budget.
- Connect with attendees after getting a detailed attendee list including full contact information and permission for one-email blast to the list.

### RESERVATIONS Be a Part of BrandSmart:

Sponsorship slots are limited and are sold on a first come, first served basis.

Contact Michael Long, Chicago AMA Executive Director at [michael@chicagoama.org](mailto:michael@chicagoama.org) or by phone at 312-280-0449 to reserve your spot today!



# BrandSmart 2015 Sponsorship Packages

New for 2015 BrandSmart! – **SPEAKING OPPORTUNITIES** – Chicago AMA offers agencies the opportunity to showcase their expertise as a speaker. Co-presenters from clients required, and content must be approved by Chicago AMA Executive Director prior to conference in writing.

## BrandSmart “Branding” Sponsor: \$750

Includes:

1. Sponsor logo featured in pre-event and post-event communications
2. Sponsor logo on website with hyperlink to sponsor’s website
3. Logo on registration signage
4. Materials in attendee packets
5. One Full Registration for Conference



## BrandSmart “Premiere” Sponsorships:

Includes “Branding” Sponsor Benefits, plus:

1. Attendee List including full contact information
2. Social Media recognition on Facebook, Twitter, and LinkedIn

Upgrades	Total Attendees	Total Cost
*Co-Present with a Client co-presenter (includes speaker lounge access)	4 Total Attendees	\$5,000
Exhibit Table (6 only)	2 Total Attendees	\$2,000
Reception Sponsor (Invites guests to reception from closing general session, sponsor signage at bar)	2 Total Attendees	\$3,000
Welcoming Sponsor (Great guests at registration, Sponsor signage at Breakfast, and provides welcoming remarks at opening general session)	2 Total Attendees	\$2,000
Lunch Sponsor (invites guests to enjoy lunch from general session podium, sponsor signage at lunch buffet)	2 Total Attendees	\$2,000
<b>Upgrades to Premiere Sponsorships:</b>		
Speaker Lounge Sponsor		\$1,000
Break Sponsor (signage at morning and/or afternoon break)	1 Extra Attendee	\$500/Break
Lanyard Sponsor		\$500
Registration Bag Sponsor		Provide branded bags of your choice
*Speaker Gift Sponsor (Provide a custom thank you letter, card, and amenity gift of your choice for all speakers)		\$500

**NEW! Design a Custom Experience** – Contact Michael Long, CAE, Chicago AMA Executive Director to design a custom engagement experience to build your company’s brand through the Midwest’s premiere branding conference.

*\*Content and/or items must be approved by Chicago AMA Executive Director in writing.*



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**Payment type (please circle):**

Check                      Credit Card

**Do you require an invoice? (yes or no):** \_\_\_\_\_

**Checks Make Payable to:**

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**Credit Card Payment** Credit Card Type (please circle):    Visa    MC    Amex

Credit Card Number: \_\_\_\_\_

Expiration: \_\_\_\_\_

Name as it Appears: \_\_\_\_\_

**Billing Address**

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Business: \_\_\_\_\_

Address 1: \_\_\_\_\_

Address 2: \_\_\_\_\_

City, ST: \_\_\_\_\_ ZIP: \_\_\_\_\_

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# Website Advertising

## Main Website

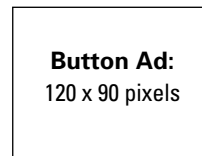
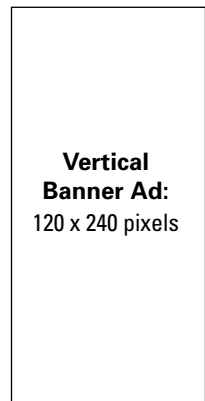
- Events E
- Website Advertising WA
- Newsletter/Email Advertising NEA
- Marketing Resource Directory MRD
- Marketing Technology Center of Excellence MTCE
- Career Fair CF
- List Rental LR

**Horizontal Full Banner:** 468 x 60 pixels  
One banner position. May rotate with up to 3 ads total.



**Vertical Banner Ad:**  
120 x 240 pixels  
Two banner positions.  
Rotates with up to 3 ads in each position.

**Button Ad:**  
120 x 90 pixels  
Six possible positions.  
Rotates with up to 3 ads in each position.



## Placement

	Location	Cost (3, 6, 12 months)
Horizontal	Top	\$300, \$500, \$1000
Horizontal	Bottom	\$200, \$300, \$500
Vertical	Navigation Pane all Pages Left or Right	\$300, \$500, \$1000
Button	Navigation Pane all Pages Left or Right	\$200, \$300, \$500

**CONTACT:**

# Newsletter/Email Advertising

## e-Newsletters

Events

E

Deliver your message directly to your audience!

Website Advertising

WA

Chicago AMA offers a variety of e-newsletters with broad and targeted positioning. Choose from a variety of pricing and distribution choices to fit your marketing plan and budget.

Newsletter/Email Advertising

NEA

Whether marketers are interested in branding, B2B marketing, CRM or social media or anything in between, the Chicago AMA's newsletters are on marketers must-read list.

Marketing Resource Directory

MRD

8,000 Subscribers and growing

Marketing Technology Center of Excellence

MTCE

### 3 Newsletter Options

AMACONNECTION – Bi-Weekly

SIG SPOTLIGHT – Quarterly

MARKETING CAREER QUARTERLY - Quarterly

Career Fair

CF

List Rental

LR

HTML Price

	HTML	Price
<b>Top Banner</b> (680 x 80)	Yes	\$750
<b>2nd Position</b> (450 x 60) (450 x 130)	Yes	\$500
	Yes	\$750
<b>Skyscraper</b> (120 x 240)	Yes	\$250



## EMAIL Blast to Subscriber List

One time use of subscriber list as a sponsored message to full subscriber list. Header indicating this is a sponsored message will be provided for your creative team to incorporate into the message.

This message will must come with both HTML and Text files. Content must be approved by Chicago AMA. Chicago AMA will send to full subscriber list and provide a full click-through/open report within 7-10 business days after the message is sent. Only one sponsored message allowed quarterly. Cost is \$2,000.

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# Market Resource Directory

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- Newsletter/Email Advertising NEA
- Marketing Resource Directory MRD
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Chicago AMA's new marketing directory service which is now available online to suppliers and vendors that serve the marketing industry including agencies, marketing communication products and services, web and digital design firms, promotional product suppliers, printers, and more...the Chicago AMA Marketing Resource Directory puts your company a mouse click or phone call away from marketers when they are looking to source vendors.

### Categories

- Advertising Agency
- Awards and Incentives
- Branding and Strategy
- Career Services
- Creative Services
- Data Management & CRM
- Digital Marketing
- Education & Training
- Marketing Consultants
- Marketing Research
- Marketing Software
- Printers & Direct Mail
- Video Production
- Web Design

**Why Advertise with Chicago AMA?** – #1 SEO site for “Chicago Marketing” – 150 unique visitors monthly– 10 listing views per visitor

Visit the directory at: [www.marketing-directory.org](http://www.marketing-directory.org)

**Levels: Bronze - \$49   Sliver - \$99   Gold - \$199   Platinum - \$299**

Platinum listings get premium exposure by being listed on the homepage of the directory, logo expo-sure, and video demos imbedded in the listing.



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## Up and Comers Career Fair

### Chicago AMA Marketers Career Fair

Sponsored by the Chicago AMA Up & Comers and The Chicago AMA Career Center.

**Description:** The Chicago AMA Marketers Career Fair brings hiring companies and staffing firms together with prospective marketing talent to connect and learn the latest on opportunities in the marketing career front in Chicago.

**Date:** Wednesday, April 15, 2014 6:00 PM – 9:00 PM

**Location:** 1871 Chicago, Merchandise Mart

**Tickets**    Members – \$15    Non-members - \$25

### Exhibit and Sponsor Tables

Exhibit tables are 4 foot in length (1/2 of an 8 foot table that is shared with another exhibitor)

Corporate hiring firms (in-house) \$300 (includes 2 attendees) (1/2 8 foot table)

Staffing Firms - \$500 (includes 2 attendees) (full 8 foot table)

Basic Sponsors (Either Company or Staffing Firm) - \$1,000 (includes 3 attendee tickets and gets full attendee list) and have their logo and company promoted as part of the event, and a premiere listing in the Career Fair directory.

Title Sponsor: \$4,000 – Gets full profile in Chicago AMA Marketers Career Fair email (8500 subscribers) profiling company and announcing career opportunities, and 4 free job postings on the Chicago AMA Career Center. Pre-registration list to set appointments/vip visitor tags.

### Agenda

5:00 – 6:00 PM – Exhibitor move-in and event set-up

6:00 – 9:00 PM – Visit tables

*Contact Chicago AMA Office at 312-280-0449 for a registration form for exhibiting*



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## Mailing List Rental

One Time Use – Must Use Independent Mailing House

1,000 Names - \$300

2,000 Names - \$500

4,000 Names - \$1000 (will be full list which is about 4,300 currently)

### Chicago AMA Demographics

**When you sponsor or advertise with the AMA you reach:**

- 1,100 members
- 8,000 email subscribers
- 4,000 Twitter followers
- 3,500 LinkedIn Group Members
- 6,000+ unique web visitors (Chicago AMA is #1 in SEO for “Chicago Marketing”)
- 2,000+ Event Attendees Annually

**Chicago AMA Members and Education Program Attendees report being:**

- 50% are Director level or higher
- Over ¾ are Manager level or higher
- Over 25% make decisions about MarCom strategy and implementation
- Over 20% are responsible for branding for their companies



“I think the best part of being a ChicagoAMA sponsor is the exposure you get to some of the best marketing talent the city has to offer. The sponsorship has allowed our team to help those marketers learn about our passion for storytelling, and how we can help their marketing campaigns. Bottom line... we have new clients today thanks to the sponsorship.”



Tony Gnau

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