

PRNEWS PRESENTS

BRAND REPUTATION — SUMMIT 2023 —

REPUTATION MANAGEMENT • CRISIS PLANNING & RESPONSE • BRAND SAFETY

MAY 23-24, 2023 | DREAM DOWNTOWN | NYC

SPONSORSHIP OPPORTUNITIES

MEET TOP CLIENTS AND AGENCIES FROM ACROSS THE INDUSTRY



BIG BRANDS, LEADING AGENCIES...AND YOU



*SAMPLE OF PAST ATTENDEES

CONNECT WITH BUYERS AT THE ONLY EVENT FOCUSED ON CRISIS MANAGEMENT AND BRAND REPUTATION

What for years was PR NEWS' well-known Crisis Management Summit has been refreshed and renamed: Welcome... to our Brand Reputation Summit.

Come rub elbows with current and prospective clients at the industry's only Brand Reputation conference. Produced by the industry's most respected editorial team at PRNEWS, this two-day conference in New York City will attract top corporate clients, leading agencies and a who's-who from the non-profit and government sectors.

At the Brand Reputation Summit, you'll meet attendees that want to meet—with you. Our attendees are active, vocal and interested in learning about products and services.

Come partner with us. Some of the benefits include:

- » Facetime, with top clients and prospects.
- » Speaking time, in breakout sessions.
- » Stage time, during keynote and session intros.
- » Hangtime, during receptions.
- » And more!

Let's talk today so we can make sure you're a part of the Brand Reputation Summit. Opportunities are limited—we're not kidding.

“This was our team's 5th year attending and we love refreshing ideas and getting to know better ways to approach crisis situations.”

2022 ATTENDEE

“I loved how each session built upon the previous one, allowing attendees to follow along with the story/lesson of the summit.”

2022 ATTENDEE

“Absolutely amazing!!! I made so many wonderful connections, was so inspired and educated by all the different sessions, and enjoyed all the details that went into making this a great experience for us all. Already can't wait to come back next year!”

2022 ATTENDEE

ATTENDEES

PRNEWS' Brand Reputation Summit draws 150-200 PR and Communications professionals from top corporations, agencies and non-profits each year. Attendees are highly-engaged and hungry for partners who can help them strengthen their crisis management and brand reputation strategies. And 89% of attendees classify themselves as decision-makers.

KEY JOB TITLES:

- » Chief Communications Officers
- » VP, Corporate Communications
- » VP, Marketing and Communications
- » VP, Strategic Communications
- » Crisis Management Strategists
- » Directors of Public Affairs
- » Director of Public Relations
- » Agency SVPs
- » Brand Reputation Strategists
- » External Relations Managers
- » Press Secretaries
- » Public Information Officers



AVAILABLE SPONSORSHIPS

KEYNOTE SPONSORSHIP

(1 AVAILABLE)

Visibility doesn't get bigger than our Official Keynote Sponsorship. One of your executives will take the stage to welcome attendees to the most high-profile single gathering at the show, ensuring he/she gets face-to-face with every attendee. Includes:

- » Ability to play a short (2 min max) sizzle reel or opening video prior to the start of the Keynote
- » Ability for one executive to give 2-minute welcome remarks and keynote speaker introduction
- » Collateral material or gift distributed on all seats in room
- » Ability to display any free-standing signage at registration during entire event and in the keynote area (banners provided by sponsor)
- » Six-foot draped table in high-traffic area (sponsor sign, internet and electric provided)
- » Pre-show attendee list: Company/Name/Title (provided 2 weeks prior to event)
- » Partner-Level logo placement on all applicable pre-show marketing to PRNEWS audience of 60,000 and onsite sponsor signage and event collateral
- » Distribution of company marketing collateral at registration desk
- » 5 full conference passes, plus 50% discount on up to 5 additional passes
- » Post-show attendee list: Name/Title/Company/Physical mailing address provided 72 hours post event.

Additional Marketing Exposure:

- » Pre- and Post-show email blast to the PRNEWS full database (60,000 contacts)
- » 1-month banner ad on PRNEWS website — reach: 68,000 unique visitors per month.

COST: \$14,995

THOUGHT-LEADERSHIP SPEAKING SPONSORSHIP

(2 AVAILABLE)

Establish yourself as an industry expert and become a part of this year's speaking faculty. As a thought-leadership sponsor, we'll work with you to design a session that brings to life your point of view, your top executive or a topic only you can rock! Highlight your industry know-how while speaking in tandem with a satisfied client provided by you. Your 30-minute session will be programmed along with all the event content and promoted before, during and after the event.

- » We'll work with you to create a session that will be informative for attendees. (Session to be approved by our editors in advance. No sales pitches allowed.)
- » Post-show attendee list of those who attended your specific session (list to include email and phone of those who opt in)—perfect for lead-gen and follow-up.
- » Six-foot draped table in a high-traffic area (sponsor sign, internet and electric provided)
- » 5 full conference passes, plus a 50% discount on up to 5 additional passes
- » Pre-show attendee list: Company/Name/Title (provided 2 weeks prior event)
- » Partner-Level logo placement on all applicable pre-show marketing to PRNEWS audience of 60,000 and onsite sponsor signage and event collateral.
- » Post-show attendee list: Name/Title/Company/Physical mailing address provided 72 hours post event.
- » Distribution of company marketing collateral at registration desk

Additional Marketing Exposure:

- » Pre- and Post-show email blast to the PRNEWS full database (60,000 contacts)
- » 1-month banner ad on PRNEWS website — reach: 68,000 unique visitors per month.

COST: \$14,995

COCKTAIL RECEPTION SPONSORSHIP

(1 AVAILABLE)

Engage attendees on a more social level while they take a break and grab a cocktail and mingle with you at the event. This is your chance to get creative, catch their attention, and think outside the tabletop!

- » Sponsor designation during the Cocktail Reception taking place at this year's event.
- » Ability to work with show management to design a signature cocktail to be distributed to attendees in a company branded glass.
- » Sponsoring company can activate a game or giveaway during the reception (any added cost for a special activation is the sole cost of the sponsor)
- » Logo placement on the bar cards describing the signature cocktail
- » Ability to play a company video or sizzle reel during the reception
- » Reception sponsorship includes exclusive branding on signage during the reception and on-screen in the reception area.
- » Logo placement on napkins during the Reception and ability to display/distribute company collateral and or gift during the Reception.
- » 4 full conference passes, plus a 50% discount on up to 2 additional passes
- » Pre-show attendee list: Company/Name/Title (provided 2 weeks prior to the event)
- » Silver-Level logo placement on all applicable pre-show marketing to PRNEWS audience of 65,000 and onsite sponsor signage and event collateral
- » Post-show attendee list: Name/Title/Company/Physical mailing address provided 72hours post event.

COST: \$8,995

BRONZE TURNKEY TABLETOP EXHIBIT

(5 AVAILABLE)

This entry level program is designed to provide you the chance to network and connect with this powerful audience all while building your sales pipeline for 2023 and beyond.

- » Six-foot draped table in a high-traffic area (sponsor sign, internet and electric provided)
- » 2 full conference passes, plus a 50% discount on up to 2 additional passes
- » Pre-show attendee list: Company/Name/Title (provided 2 weeks prior to the event)
- » Bronze-Level logo placement on all applicable pre-show marketing to PRNEWS audience of 65,000 and onsite sponsor signage and event collateral
- » Post-show attendee list: Name/Title/Company/Physical mailing address provided 72hours post event.

COST: \$6,495

SILVER TURNKEY TABLETOP EXHIBIT

(3 AVAILABLE)

Expand upon your onsite presence with additional marketing exposure, before, during and after the event—all designed to help you maximize your interactions with attendees and the PRNEWS Audience.

- » Six-foot draped table in a high-traffic area (sponsor sign, internet and electric provided)
- » 4 full conference passes, plus a 50% discount on up to 2 additional passes
- » Pre-show attendee list: Company/Name/Title (provided 2 weeks prior to the event)
- » Silver-Level logo placement on all applicable pre-show marketing to PRNEWS audience of 65,000 and onsite sponsor signage and event collateral
- » Post-show attendee list: Name/Title/Company/Physical mailing address provided 72hours post event.
- » Distribution of company marketing collateral at registration desk
- » 1-month banner ad on PRNEWS website — reach: 68,000 unique visitors per month.

COST: \$8,995

NETWORKING LUNCHEON SPONSORSHIP (1 AVAILABLE)

This is your chance to showcase your company while hosting attendees as they come together for the Networking Luncheon! Interact and engage with attendees while they take a break and enjoy the event together.

- » Sponsor designation during the Luncheon taking place at this year's event.
- » Ability to work with show management to design a signature "mocktail" to be distributed to attendees in a company branded glass.
- » Logo placement on the bar cards describing the signature "mocktail"
- » Luncheon sponsorship includes exclusive branding on signage and napkins during the lunch and ability to display/distribute company collateral and or gift during the lunch.
- » 4 full conference passes, plus a 50% discount on up to 2 additional passes
- » Pre-show attendee list: Company/Name/Title (provided 2 weeks prior to the event)
- » Silver-Level logo placement on all applicable pre-show marketing to PRNEWS audience of 65,000 and onsite change to sponsorship signage and event collateral
- » Post-show attendee list: Name/Title/Company/Physical mailing address provided 72hours post event.

COST: \$7,995



NETWORKING BREAK SPONSORSHIP (1 AVAILABLE)

Make our networking break... your networking break—engage attendees on a more social level while they take a break at the event. This is your chance to get creative, catch their attention, think outside the box with a game or a giveaway. Let us help create something special!

- » Sponsor both of the refreshment breaks taking place during this year's event.
- » Includes branding on signage at the break and on-screen in refreshment area.
- » Logo placement on napkins and cups during the designated break and ability to display/distribute company collateral and or gift during the designated break.
- » 4 full conference passes, plus 50% discount on up to 4 additional passes
- » Pre-show attendee list: Company/Name/Title (provided 2 weeks prior to the event)
- » Silver-Level logo placement on all applicable pre-show marketing to PRNEWS audience of 65,000 and onsite sponsor signage and event collateral
- » Post-show attendee list: Name/Title/Company/Physical mailing address provided 72hours post event.
- » Distribution of company marketing collateral at registration desk

COST: \$8,995



WIFI SPONSORSHIP (1 AVAILABLE)

Drive premium traffic back to your website by sponsoring the event WIFI. Your company name will have high recall as the official WIFI password.

- » 2 full conference passes, plus a 50% discount on up to 1 additional pass
- » Pre-show attendee list: Company/Name/Title (provided 2 weeks prior to the event)
- » Silver-Level logo placement on all applicable pre-show marketing to PRNEWS audience of 60,000 and onsite sponsor signage, event collateral and event app
- » Post-show attendee list: Name/Title/Company/Physical mailing address provided 72hours post event.
- » Recognition as WIFI sponsor on event badges and placards encouraging attendees to log on at the event.

COST: \$5,995



LANYARD SPONSORSHIP (1 AVAILABLE)

Have your company hung around the necks of all our attendees—literally wrap them in your branding!

- » One color logo placement on the lanyards distributed to all attendees as they check in at registration (lanyard provided by show management)
- » Bronze Level logo placement on all applicable sponsor signage, event collateral, website and pre-event promotions
- » Distribution of company marketing collateral at registration desk
- » 2 full conference passes, plus a 50% discount on up to 2 additional passes
- » Post-show attendee list: Name/Title/Company/Physical mailing address provided 72hours post event.

COST: \$4,495



CUSTOM SPONSORSHIPS AVAILABLE FEATURING BIG IDEAS AND CREATIVE ACTIVATIONS

We've got you. Ask about our custom packages, tailored to your specific marketing goals.

CONTACT:

Anna Lawler

Event Sales Manager

PRNEWS

alawler@accessintel.com

