



Engage with Marketing and CX Leaders Through Partnership

If nothing else, this past year has demonstrated how important it is for companies to understand and connect with customers. The AMA IGNITE! Conference on Customer Experience (CX), now in its 4th year, brings together marketing and CX professionals to share best practices, proven tools, smart ideas, and inspiring stories. So, while these have been difficult times, the timing couldn't be better to learn from our collective experience and share inspiration and insight for a brighter future.

This two-day conference will showcase **nationally renowned keynote speakers and more than 20 breakout stations featuring industry leaders and trendsetters**. The Partner Expo and Tech Showcase both offer partners **opportunities to interact directly with attendees**. In addition, Networking and Power Studio activities foster valuable connections.

Historically, AMA IGNITE! has drawn about 175 attendees, largely from the tri-state region (Ohio, Indiana, Kentucky). As the conference this year will be virtual, the audience is expected to be larger and geographically broader.

AMA IGNITE! Audience

- 41% Executive
- 44% Mid-Career
- 13% Early Career

- 57% AMA members
- 43% guests

Companies Represented

- 37% Agencies
- 63% Corporate, Government, Not-for-Profit

- 65% B2B
- 35% B2C

Representative Job Titles

- Owner, CMO, CXO, VP, Director, Manager, Strategist
- Marketing Ops, Revenue Generation
- Brand/Product Management
- PR, Communications
- Market Research
- Advertising, Media Planning
- Social Media, Influencer Marketing
- Creative, Digital Design, Experience Design
- Customer Experience
- Customer Success

AMA IGNITE! Conference Partnership Packages

Connect to a network of marketing and customer experience professionals at the right time - when they're advancing their careers and looking for the partners, tools, and services to make it happen!

Gain visibility and brand awareness, high-quality leads at an attractive price, and targeted opportunities to engage with professionals who self-select topics connected to your brand.

We take a flexible and creative approach to creating Partner Programs tailored to your marketing goals. **Please contact us if you would like to create a custom package or to inquire about expanding your reach as an IGNITE! or chapter partner.**

Partnership Levels

| Partnership Level | Premiere \$15,000 | Champion \$10,000 | Advocate \$7,500 | Ambassador \$5,000 | Explorer \$2,500 |
|--|----------------------|----------------------|---------------------|-----------------------|---------------------|
| Complimentary Conference Registrations | 6 | 4 | 3 | 2 | 1 |
| Opportunity to Introduce a Keynote Speaker (1-2 mins) | √ | | | | |
| Video Advertisement (Before Keynote - :60) | √ | | | | |
| One Pre-Conference Dedicated Email (Content Download or Special Offer*) | √ | | | | |
| Sponsorship of a Keynote Speaker (Logo on the event software) | √ | | | | |
| Opportunity to Participate in the Tech Stack Showcase | √ | √ | | | |
| Opportunity to Lead a Power Studio Session (Interactive Networking) | √ | √ | √ | | |
| Opportunity to Sponsor 1 of: Power Studios, a Circuit Station, or Tech Stack Showcase (Logo on the Event Software) | √ | √ | √ | | |
| Opportunity to Introduce a Breakout Speaker (1-2 mins) | √ | √ | √ | √ | |

| | | | | | |
|---|------------------|--------------------|---------------------|--------------------|---------------------|
| Video Advertisement (Before Breakout Speaker - :60) | √ | √ | √ | √ | |
| One-time use of attendee list for a post-conference email (other terms apply) | √ | √ | √ | √ | √ |
| Logo Placement on Conference promotions, IGNITE! Website, and Eventsential Software | Top Level | First Level | Second Level | Third Level | Fourth Level |
| Logo Placement on Pre-Conference Mailer (Pre-press deadline 3/1) | √ | √ | √ | √ | √ |
| Promotion of Your Blog Content on Social Media (Leading up to Conference) | √ | √ | √ | √ | √ |
| Premium Item or Gift in Attendee Packet (Mail/email format TBD) | √ | √ | √ | √ | √ |
| Virtual Exhibit Booth (including reporting metrics from Eventsential software) | √ | √ | √ | √ | √ |
| Participation in Eventsential Passport Giveaway | √ | √ | √ | √ | √ |
| “Event Sponsor” logo on weekly email blasts (Leading up to Conference) | √ | √ | √ | √ | √ |
| Promotion of Your Blog by the AMA (1 blog pre- or post-event, must be relevant content) | √ | √ | √ | √ | √ |

* Must qualify as a resource of value and be approved by AMA, and be relevant to the conference theme

Tech Stack Showcase Partnership - \$1,500

Software companies have the opportunity to present 15-minute pre-recorded demos of their software during a dedicated Tech Stack Showcase with live Q&A. This provides the opportunity for SaaS companies to introduce attendees to their software in an unpressured session where attendees self-select because they are interested in learning about software options. It's a great opportunity to focus on the features, benefits, and value proposition that you provide to marketers and CX professionals. Tech Stack partners additionally receive a list of Tech Stack attendees and one complimentary pass to the IGNITE! Conference.

Contact Us

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About the AMA Cincinnati Community

- 300+ members
- Email list of 2,000+ regional professionals
- 100+ events annually
- AMA Cincinnati chapter established in 1940
- 2019 Silver Chapter of the Year AND Platinum Club of Continuing Excellence