

MARCH 30, 2006 • TORONTO, CANADA

# THE BRAND EXPERIENCE:™

HOW TO MAKE A BRAND PROMISE (AND KEEP IT)

Join the experience, and make sure your brand is front and centre with Canada's top marketing execs.

On March 30, 2006, **strategy** presents a one-day conference offering a brand experience "tool kit" – how to create a brand promise, how to integrate it into the total operation, and how deliver on it at all customer touch-points.

Sponsoring **The Brand Experience** will put the spotlight on your company and services. The most influential marketers in Canada – key decision-makers who have direct purchasing and influencing authority – will be aware of your company as a result of the extensive pre-event, onsite and post-event exposure built into each sponsor package.

## Who will attend?

- Client Marketers including senior-level CMOs, VPs, Directors, Product Managers and Brand Managers, Brand Experience Executives
- Advertising Agency personnel, including Presidents, VPs, Creative Directors, Strategic Planners and Account Directors
- Media Sellers including Presidents, VP Sales and Marketing, VP Programming, Publishers, Directors and Business Development Managers

### strategy's last branding conference included attendees from:

Air Canada; Aliant Telecom; Allard Johnson Communications; Bacardi Canada Inc; Bank of Montreal; BBDO; Bell Canada; BMW Canada Inc; BOS; Brandid; Cadbury Trebor Allan Inc.; Canada Post Corporation; Canadian Broadcasting Corporation; Canadian Pacific Railway; Canadian Press; Canon Canada Inc; CIBC; Coca-Cola Ltd; Cossette Communications; Davis; DDB Canada; Dentsu Canada; Epson Canada Limited; Fuji Photo Film Canada; GWP Brand Engineering; HBC; HGTV & Food Network; Hill & Knowlton; Hoffman-La Roche Limited; IBM Canada; ING Direct; Kellogg Canada Inc; Kraft Canada Inc; Lowe Roche Advertising Limited; MacLaren McCann Canada Inc.; Mac's Convenience Stores Inc.; Maple Lodge Farms; McDonald's Corporation; Microsoft Canada MSN; Ontario Lottery & Gaming Corporation; Organic Inc; Panasonic Canada Inc; Perennial Inc; Pigeon Branding and Design; Prophet Brand Strategy; Quaker Tropicana Gatorade Canada; RBC - Royal Bank; RONA; Schneider Foods; Sears Canada Inc.; Shell Canada Products; Spencer Francey Peters Inc; Starbucks Coffee Company; TAXI; The Globe and Mail; Unilever Canada; WWE Canada Inc; Yahoo! Canada; Young & Rubicam

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SAVE THE DATE!

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COST: \$12,500

## PRESENTING PARTNERS

### 3 opportunities available

- Top line logo exposure on all promotional materials, including conference brochure, promotional literature, ads, flyers, signage at the event, website, e-mails and press releases
- One custom **Presenting Sponsor** opportunity to be approved by **strategy**, e.g. Lunch sponsorship; interactive lobby display etc.
- Opportunity to sponsor one conference session on a first come, first served basis
- Banner ad (in rotation) on **strategymag.com** homepage during pre-promotion
- Wide 2-unit ad on **Brand Experience** homepage
- 8 x 8 booth space
- Table top or seat drop
- Four passes for full conference registration, plus discount rates on additional passes
- 30% discount off one-time ad rates in April issue of **strategy**, distributed at the conference (deadline for material March 14th )

COST: \$4,995

## PATRON SPONSORS

- Prominent logo exposure on all promotional materials, including conference brochure, promotional literature, ads, flyers, signage at the event, website, e-mails and press releases
- Literature display space
- Wide 2-unit ad on **Brand Experience** homepage
- One pass for full conference registration, plus discount rates on additional passes
- 30% discount off one-time ad rates in April issue of **strategy**, distributed at the conference (deadline for material March 14th )

## A LA CARTE OPPORTUNITIES

- **Exhibit Space, \$3,495:** 8 x8 booth space, one conference registration included. Internet access, a/v equipment available to rent
- **Seat drop: \$1,500**
- **Lanyards, \$2,000:** You supply your logo, we deliver the goods
- **Delegate bags, \$5,000:** Exclusive sponsorship of conference tote bags with your logo & in the color of your choice, we supply
- **Pens, \$1,000:** You supply
- **Notepads, \$1,500:** You supply
- **Literature display, \$1,000:** A chance to display literature about your company, or a promotional item with your company logo, on a table in the conference common area. Items will be set out and replenished by event staff.

FOR MORE INFORMATION CONTACT CLAIRE MACDONALD  
AT 416-408-2300 EXT. 263 OR E-MAIL [cmacdonald@brunico.com](mailto:cmacdonald@brunico.com)

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