



**International brand conference & festival
BRANDEMONIUM
will debut with major lineup in Cincinnati**

**October 11-14, 2017 | Duke Energy Convention Center
Registration now open! Early Bird pricing through June 30**

CINCINNATI (June 22, 2017) – A new international brand conference and festival, Brandemonium will take over the Duke Energy Convention Center in Cincinnati October 11-14, with a current lineup featuring author Seth Godin, Target Chief Marketing Officer Rick Gomez, Robert Graham CEO Robert Stock, and many more.

Emphasizing consumer experiences, Brandemonium’s conference aspect will include keynotes, panels, mentor sessions and workshops to allow brands, retailers, agencies and marketing consultants to immerse attendees in all aspects of their brand. The festival aspect furthers this initiative, giving brands an opportunity to engage while “taking over” the city with brand activations including installations, performances, lounges and more.

“Brandemonium is really a first of its kind event, placing brands and their creativity center stage,” said festival organizer Bill Donabedian. “The entire concept is similar to a SXSW experience, bringing the essence of brands to life and engaging the public. If your work is touched by branding – everything from brand management to package design – Brandemonium is the place to be.”

The current Brandemonium lineup includes the following, with the full lineup and panel descriptions to be released soon:

- **Seth Godin**, bestselling author and entrepreneur
- **Rick Gomez**, CMO – Target
- **Robert Stock**, CEO – Robert Graham
- **Alex Tosoloni**, SVP New Business Development - Kroger
- **Jez Frampton**, Global CEO – Interbrand
- **Doug Hall**, Founder - Eureka! Ranch, author, and inventor
- **Jennifer Dauer**, SVP Strategy & Growth – Cincinnati Children’s Hospital
- **Dhani Jones**, NFL Linebacker and entrepreneur
- **Jim Hoostal**, Executive Director of Client Service – Interbrand
- **Steve Ramos**, Writer - Fast Company
- **Dave Knox**, Founder – Brandery, author
- **Tim Schigel**, Founder – ShareThis, Refinery Ventures
- **Joe Hodas**, CMO – Dixie Brands
- **John Gardner**, Partner - Nokia Growth Partners
- **Dr. Glenn Platt**, Professor Marketing, Director Interactive Media Studies - Miami University and author
- **Blair Garrou**, Managing Director - Mercury Ventures
- **Paul Schaut**, CEO - Labelinsight
- **Chieh Huang**, CEO - Boxed.com
- **Stuart Aitken**, CEO - 84.51°
- **Julie Bernard**, CMO - Verve
- **Tim Suther**, Founder – Suther Strategic
- **Mike Nazzaro**, CEO - Claritas
- **Neil Ursic**, CEO - Crush Republic

Participant Information and Conference Registration

The festival aspect is free to the general public. Registration is now open to attend or exhibit at the conference, as well as submission opportunities for speaking, brand activation or sponsorships. Conference registration pricing (plus applicable tax) below:

- Early Bird - \$299 **ends Friday, June 30 or while supplies last*
- \$399 *ends Thursday, August 31 or while supplies last*
- \$499 *ends Friday, September 29 or while supplies last*

- Walk-up - \$599
- VIP - \$799 (includes reserved seating, VIP lounge access, private meet & greet opportunities, and other exclusive invites and engagements)

To register, submit interest for consideration, or view the current list of participants, visit brandemonium.com.

More Information

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