



Immersive experience opportunities, all-star speaker lineup take over downtown Cincinnati as major event debuts starting Wednesday

BRANDEMONIUM

Duke Energy Convention Center | Cincinnati | October 11-14

Single day tickets now available!

New speakers just added to all-star lineup representing Target, Microsoft, Adidas, Southwest Airlines, Google, Kroger and many more

WHAT: A new international brand conference and festival, Brandemonium presented by 84.51° will take over the Duke Energy Convention Center in Cincinnati October 11-14. A first-of-its-kind event for Cincinnati, Brandemonium will place the unmatched creativity of some of the world's major brands center stage with an emphasis on consumer experience.

HERE'S WHAT MAKES IT DIFFERENT: Emphasizing consumer experiences, Brandemonium's conference aspect will include keynotes, panels, and workshops to allow brands, retailers, agencies and marketing consultants to immerse attendees in all aspects of their brand. The festival aspect (free to the public) furthers this initiative, giving brands an opportunity to engage while "taking over" the city with brand activations including installations, performances, lounges, pop-up shops and more.

ACTIVATIONS AT A GLANCE:

- Look up! Totes will feature a colorful display of umbrellas and lights at the OTR Community Housing Lot between 1215 and 1225 Vine Street
- Relax at the Southwest Porch, Southwest Airlines' mobile pop-up hospitality spot in Fountain Square.
- Play classic video games and pinball with Maker's Mark at the 16-Bit Bar + Arcade.
- Experience the Jeep Ride & Drive around the city
- Enjoy the exclusive Brandämonium Bier brewed by Hofbräuhaus Newport at the official Brandemonium Happy Hour October 12
- ...and much more!

CONFERENCE SPEAKERS: Just announced! Additional speakers will join the all-star lineup of more than 110 influential figures in marketing, advertising, branding, business and entrepreneurship across dozens of industries, including:

- Raja Rajamannar, CMO - Mastercard Worldwide
- Nate Carney, SVP, Business Innovation – Rockfish Digital
- Courtney Bott, VP Brand & Marketing – Wise Apple
- Bob Gilbreath, CEO – Ahalogy

Also featured: Best-selling author Seth Godin, Damian Kulash and Tim Nordwind of the rock band OK Go, Target CMO Rick Gomez, Google's Kirk Perry, Robert Graham CEO Robert Stock, Dhani Jones, musician Paul McDonald and many more.

WHEN & WHERE: The Brandemonium conference will take over the Duke Energy Convention Center in Cincinnati October 11-14. Meanwhile, downtown Cincinnati will be the backdrop for all kinds of entertainment as free public activations "take over" various downtown locations.

REGISTRATION: The festival aspect is free to the general public. Registration is now open to attend the conference (brandemonium.com). Single day tickets are now available for Thursday October 12, Friday October 13 and Saturday October 14.

MORE INFORMATION: More information, conference registration, schedule and the current lineup of speakers is available at

brandemonium.com.

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