



**International brand conference & festival
BRANDEMONIUM
announces additional speakers as part of major lineup
in Cincinnati**

**October 11-14, 2017 | Duke Energy Convention Center
Registration now open!**

CINCINNATI (July 27, 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.”

Joining the current Brandemonium lineup are the following speakers, with panel schedules and descriptions to be released soon:

- **Kirk Perry**, President of Brand Solutions - Google
- **Jaideep Kibe**, Vice President, Coca-Cola - The Coca-Cola Company
- **Jim Stengel**, President/CEO - The Jim Stengel Company
- **Ben Tyson**, Global Lead Live Training Strategy Manager – Google
- **Doug Zarkin**, VP/CMO, Pearle Vision – Luxottica
- **Christine Martinez**, Pinterest Influencer
- **Amy Balliett**, CEO - Killer Infographics
- **Jonah Goodhart**, CEO & Co-Founder - MOAT
- **Jey Van-Sharp**, Principal - MyÜberLife Consulting Group
- **Joe Anthony**, Founder - Hero Group
- **Michael Mahoney**, VP, Golf Ball Marketing - Acushnet Company
- **Andy Brownell**, VP, Brand Studio – Newsy
- **Erik Diehn**, CEO - Midroll Media
- **Chris Bannon**, Chief Content Officer - Midroll Media
- **Bill Carmody**, CEO – Trepont/SAM.AI
- **Blair Garrou**, Managing Director - Mercury Ventures
- **Kevin Nemetz**, SVP Alliances & Analytics - Compass Marketing Inc., Powershelf
- **John White**, Chairman and CEO - Compass Marketing Inc., Powershelf

The full lineup, including previously announced speakers, is available at brandemonium.com.

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:

- \$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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