

Registration now open for brand activations at major conference & festival Brandemonium

October 11-14, 2017

*Join brands like Southwest Airlines, Maker's Mark and Robert Graham at a first-of-its-kind event where brand activations ARE the entertainment
Activation submission deadline Tuesday, September 5*

Cincinnati, Ohio – A new international brand conference, Brandemonium will emphasize consumer experiences by giving brands a unique opportunity to engage through a new format: A festival, free to the public. While the conference takes place at Duke Energy Convention Center in Cincinnati October 11-14 with a major lineup of speakers including author Seth Godin, Target CMO Rick Gomez, Jim Stengel, Google's Kirk Perry, Robert Graham CEO Robert Stock, Dhani Jones and many more, Brandemonium's festival aspect will "take over" the city with brand activations.

"As a music festival producer, I've seen brands go from hanging up banners on stages to creating engagement that enhances the attendee experience," said Bill Donabedian, co-founder of Brandemonium. "That's when it hit me. If brands are creating great experiences that stand on their own, why not create a festival around that?"

Activations can be installations, exhibits, takeovers, pop-up shops, afterparties or anything brands and agencies dream up. The Brandemonium staff is there to help brands and agencies find the perfect location in downtown Cincinnati and facilitate anything they may need. The Brandemonium Experience Awards will recognize the best activations, juried by Adweek among categories including:

1. Best overall activation
2. Best audience engagement
3. Best installation
4. Best takeover
5. Best pop-up shop
6. Best afterparty, lounge, or networking event

"Brands now realize that creating great experiences and directly engaging consumers has to be part of their marketing strategy," said Danny Wright, Managing Partner - Awards, Honors & Events at Adweek. "The Experience Awards are about recognizing brands and agencies in this space."

To register for consideration by Tuesday September 5, email activate@brandemonium.com or visit www.brandemonium.com. More information, conference registration and the current lineup of speakers is available at brandemonium.com.

Brandemonium LLC is an event company based in Cincinnati, OH founded by Bill Donabedian and Kevin Canafax. Donabedian has more than 16 years of event experience launching events such as the MidPoint Music Festival and Bunbury Music Festival. Canafax has more than 30 years of corporate communication and public affairs experience as well as co-founding charitable events, Suits That Rock and Play On.

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