



## Brandemonium Conference Schedule Released

October 11-14, 2017

Duke Energy Convention Center | Cincinnati

Seth Godin, Target CMO Rick Gomez, Jim Stengel, Google's Kirk Perry, Dhani Jones and many more part of major lineup

Cincinnati, Ohio (August 17, 2017) – The conference schedule for a new international brand conference and festival happening at Duke Energy Convention Center in Cincinnati October 11-14 is now available, featuring a major lineup of renowned speakers and panelists. Brandemonium, presented by 84.51°, will include author and entrepreneur Seth Godin, Target CMO Rick Gomez, Jim Stengel, Google's Kirk Perry, Robert Graham CEO Robert Stock, Dhani Jones and many more. Apart from the conference, Brandemonium's festival aspect will "take over" the city with brand activations.

The conference schedule is available now at [brandemonium.com](http://brandemonium.com).

"For a first-year conference, we have put together a jam-packed, all-star lineup," said Bill Donabedian, co-founder of Brandemonium. "For any business professional whose work touches brand, this conference is not to be missed."

"We have a few more surprises to announce," said Kevin Canafax, co-founder of Brandemonium. "We have some additional speakers that will add even more depth to the conference."

### **Activation Opportunities**

Activations can be installations, exhibits, takeovers, pop-up shops, afterparties or anything brands and agencies dream up. The Brandemonium Experience Awards will recognize the best activations, juried by Adweek among six categories. To register for consideration by Tuesday September 5, email [activate@brandemonium.com](mailto:activate@brandemonium.com) or visit [brandemonium.com](http://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)

More information, conference registration and the current lineup of speakers is available at [brandemonium.com](http://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.

### **About 84.51°**

[84.51°](http://84.51.com) brings together customer data, predictive analytics and marketing strategy to drive sales growth and customer loyalty for Kroger and more than 300 consumer-packaged-goods companies in the U.S. Our programs achieve business objectives by driving awareness, trial, sales uplift, earned media impressions and ultimately, customer loyalty. Using a sophisticated, proprietary suite of tools and technology, we turn customer data into knowledge, resulting in a more enlightened, more personal, dynamic approach to putting the customer at the center of every business decision.

### **More Information**

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[Brandemonium.com](http://Brandemonium.com)

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