



New speakers added to major Brandemonium lineup  
Register by August 31 to lock in special pricing

October 11-14, 2017

Duke Energy Convention Center | Cincinnati

*Clive Sirkin, Chief Growth Officer of Kellogg Company, G7 Entertainment CEO Andre Gaccetta and Caroline Lew-Wolf of Adidas added to lineup*

Cincinnati, Ohio (August 29, 2017) – More speakers have been added to the major lineup for Brandemonium, a new international brand conference and festival happening at Duke Energy Convention Center in Cincinnati October 11-14. Clive Sirkin, Chief Growth Officer of Kellogg Company, G7 Entertainment CEO Andre Gaccetta, and Caroline Lew-Wolf of Adidas will join an all-star lineup of renowned speakers and panelists. Brandemonium, presented by 84.51°, includes 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.

“We didn’t think the lineup could get any better, but having people like Clive Sirkin and Caroline Lew-Wolf takes the event to a new level,” said Bill Donabedian, co-founder of Brandemonium. “For any business professional whose work touches brand, this conference is not to be missed.”

Badges are currently available for \$399 before prices increase on Friday, September 1. VIP badges are still available for \$799.

“Compared to other industry conferences, Brandemonium is a great value,” said Kevin Canafax, co-founder of Brandemonium. “Greater Cincinnati is an inexpensive place to do business and has helped make our pricing possible.”

#### **Participant Information and Conference Registration**

Registration is now open to attend or exhibit at the conference, as well as opportunities for sponsorships and brand activations. 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, conference schedule and the current lineup of speakers is available at [brandemonium.com](http://brandemonium.com).

### **Activation Opportunities – Submit for Consideration by Tuesday, September 5**

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).

**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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