



More speakers unveiled for major Brandemonium event, registration prices increase Saturday

October 11-14, 2017  
Duke Energy Convention Center | Cincinnati

*Additional speakers from Jack Daniel's Brands, PepsiCo and more just announced  
All-star lineup & unique festival component converge for first-of-its-kind event*

Cincinnati, Ohio (September 26, 2017) – Brandemonium, presented by 84.51°, today announced additional speakers as part of the major lineup for the international brand conference's debut October 11-14 at the Duke Energy Convention Center in Cincinnati. Jack Daniel's Brands President and Brown Forman Corporation Executive Vice President Mark McCallum, PepsiCo Chief Insights & Analytics Officer Stephan Gans, Marijuana Business Daily Vice President Chris Walsh, and The Cleveland Hustles host B. Bonin Bough round out an all-star lineup of renowned speakers, panelists and keynotes.

Brandemonium also includes author and entrepreneur Seth Godin, Target CMO Rick Gomez, Jim Stengel, Google's Kirk Perry, Robert Graham CEO Robert Stock, Dhani Jones, Damian Kulash and Tim Nordwind of the rock band OK Go, and many more. Apart from the conference, Brandemonium's festival aspect will "take over" the city with brand activations.

### **Conference Registration**

Registration is now open to attend the conference. Conference registration pricing (plus applicable tax) below:

- \$499 *through 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 full 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°](#) 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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