



Immersive experience opportunities to take over downtown Cincinnati as major event debuts October 11-14

**BRANDEMONIUM
Duke Energy Convention Center | Cincinnati**

All-star lineup representing Target, Microsoft, Adidas, Southwest Airlines, Google, Kroger and many more converge for 4-day event

WHAT: A new international brand conference and festival, Brandemonium presented by 84.51° will take over the Duke Energy Convention Center in Cincinnati October 11-14. A first-of-its-kind event for Cincinnati, Brandemonium will place the unmatched creativity of some of the world's major brands center stage with an emphasis on consumer experience.

HERE'S WHAT MAKES IT DIFFERENT: Emphasizing consumer experiences, Brandemonium's conference aspect will include keynotes, panels, and workshops to allow brands, retailers, agencies and marketing consultants to immerse attendees in all aspects of their brand. The festival aspect (free to the public) furthers this initiative, giving brands an opportunity to engage while "taking over" the city with brand activations including installations, performances, lounges, pop-up shops and more.

ACTIVATIONS AT A GLANCE:

- Look up! Totes will feature a colorful display of umbrellas and lights.
- Relax at the Southwest Porch, Southwest Airlines' mobile pop-up hospitality spot in Fountain Square.
- Play classic video games and pinball with Maker's Mark at the 16-Bit Bar + Arcade.
- Experience the Jeep Ride & Drive around the city
- Enjoy the exclusive Brandämonium Bier brewed by Hofbräuhaus Newport at the official Brandemonium Happy Hour October 12
- ...and much more!

CONFERENCE SPEAKERS: The all-star lineup includes more than 80 influential figures in marketing, advertising, branding, business and entrepreneurship across dozens of industries. Among them: Best-selling author Seth Godin, Damian Kulash and Tim Nordwind of the rock band OK Go, Target CMO Rick Gomez, Google's Kirk Perry, Robert Graham CEO Robert Stock, Dhani Jones, musician Paul McDonald and many more.

WHEN & WHERE: The Brandemonium conference will take over the Duke Energy Convention Center in Cincinnati October 11-14. Meanwhile, downtown Cincinnati will be the backdrop for all kinds of entertainment as free public activations "take over" various downtown locations.

REGISTRATION: The festival aspect is free to the general public. Registration is now open to attend the conference (brandemonium.com).

MORE INFORMATION: More information, conference registration, schedule and the current lineup of speakers is available at brandemonium.com.

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