

A's

Talent at 2030

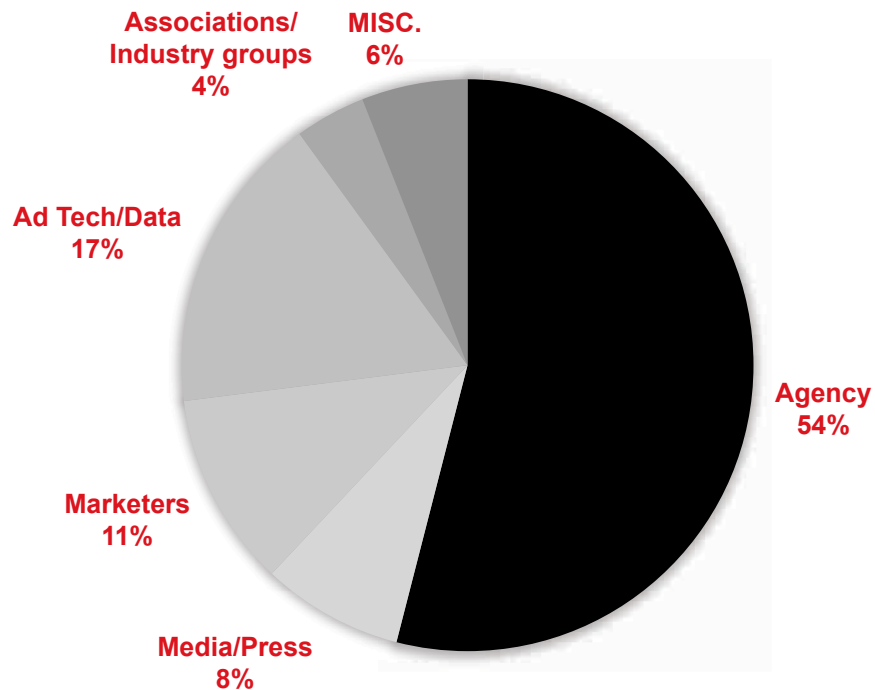
the
BUSINESS
of
PEOPLE
and
CULTURE

2018 PARTNERSHIP OPPORTUNITIES

A's 2018 Talent@2030

AUDIENCE

250+ Chief Talent Officers, HR Managing Directors, Talent Executives, C-Suite Executives from medium and large advertising agencies and brands.



4's 2018 Talent@2030

HIGHLIGHTS FROM LAST YEAR

Last year's 4A's Talent@2030 brought together 250 Talent and HR leaders, along with top C-suite agency and client-side executives, who offered candid perspectives about the significant impact that technology, social media and data have had on people and culture.

The event culminated with a dynamic Master Class on unconscious bias that left our attendees with new insights about what it really takes to build sustainable, inclusive people and culture practices.



A's 2018 Talent@2030

THIS YEAR'S FOCUS

Organizational leadership and change management

2018 Agenda will include:

- *Distributed talent pools challenging the ways we work*
- *Emerging business models and organizational structures*
- *Catching up to evolving skills our business needs*
- *Creating a sustainable culture that is equitable*



A's 2018 Talent@2030

WHY PARTNER

- *Opportunity to engage and influence more than 250 Chief Talent Officers, HR Managing Directors, Talent Executives, C-Suite Executives from medium and large advertising agencies and brands*
- *Showcase your company's solutions and benefits while demonstrating your commitment to diversity*
- *Brand building to potential customers & partners*
- *Deliver thought leadership*
- *Gain competitive advantage*



4A'S 2018 PARTNER OPPORTUNITIES

PARTNER LEVELS

All partners receive advance attendee and press lists, logo/link on event website, online promotion and access. Custom programs available.

PRESENTING PARTNER \$40,000

- Exclusive presenting level promotion
- Main stage keynote opportunity, subject to 4A's approval
- Premium branding & promotion
- Four complimentary tickets

PREMIER PARTNER \$30,000

- Main stage panel opportunity, subject to 4A's approval
- Premium branding & promotion
- Four complimentary tickets

A's 2018 PARTNER OPPORTUNITIES

PARTNER LEVELS

All participating partners receive advance attendee and press lists, logo/link on event website, online promotion and access.

VIP PARTNER \$20,000

- Branding Opportunities (up to \$20,00 in value)
- Three complimentary tickets
- Opportunity to purchase additional tickets at member rate

PARTICIPATING PARTNER \$10,000

- Branding Opportunities (up to \$10,000 in value)
- One complimentary ticket
- Opportunity to purchase additional tickets at member rate

MARKETING OPPORTUNITIES

THOUGHT LEADERSHIP:

- \$20,000 - Lunch & Learn Workshop (2 available)

HOSPITALITY:

- \$20,000 Reception
- \$15,000 Lunch
- \$10,000 Breakfast

BRANDING:

- \$15,000 Attendee bag
- \$15,000 WiFi Sponsor
- \$10,000 Demo/display
- \$10,000 Lanyard
- \$10,000 Notebook and pen



A's 2018 Talent@2030

ALL PARTNERS RECEIVE

- Promotion as a partner on conference web site, in promotional emails, in the program, on event signage and on screen in main session
- Access to conference attendee list
- Option to distribute collateral with registration materials
- Tickets for partner executives and guests
- Option to purchase additional tickets at member rate

A's 2018 Talent@2030

THANK YOU!

To discuss opportunities, contact: John Grosfeld - 916-673-3146 - john@buildingalliances.com