



2nd Annual BMA Colorado Regional Conference B2B Rising: The Revolution in Marketing Leadership

"A joint study by the BMA and Forrester Research...found 97% of B2B marketers are doing things they have never done before as part of marketing, and 34% said they feel 'overwhelmed' by change." ([BtoB Magazine](#))

In response to these changes, the Colorado Chapter of the Business Marketing Association (BMA Colorado) is hosting '**B2B Rising: The Revolution in Marketing Leadership**,' a 1/2-day regional conference for business leaders focusing on navigating the new marketing landscape.

This regional event is part of a global conference series designed to help B2B marketers share and learn from each other about effective strategies, tactics and creative ideas for growing their respective organizations.

- When?** Thursday, September 19, 2013
1:00 pm – 5:00 pm conference
5:00 pm – 6:30 pm networking reception
- What?** Keynotes, panel discussion and a series of short, Tedx-style presentations
- Who?** 200+ mid to high-level business and marketing executives, young professionals and students
- Where?** Embassy Suites Denver-Downtown/Convention Center
- How Much?** \$99 BMA Member, \$129 non-member (group discounts available)

About BMA Colorado

Dedicated exclusively to the discipline of business-to-business marketing, the Colorado chapter of the Business Marketing Association (BMA) is the premier organization for marketing professionals in the region. Its membership is comprised of more than 500 B2B marketing practitioners employed by the region's leading corporations, agencies, suppliers and small businesses. As one of the largest marketing organizations in the region and the largest BMA chapter in the country, BMA Colorado enriches the professional lives of its members by offering unparalleled opportunities for education, networking and recognition, as well as exclusive access to industry resources and services. To learn more about BMA Colorado, visit www.bmacolorado.org.

BMA Colorado Regional Conference – Sponsor Opportunities

Want to reach Colorado’s top marketers? Looking to boost your visibility across this influential community of marketing decision-makers? Showcase your company to the BMA community through high-impact sponsor recognition opportunities:

Title Sponsor – Showcase your company as the exclusive title sponsor

Tabletop Exhibit Sponsor – Introduce yourself to event attendees

Cocktail Reception Sponsor – Work the crowd

Supporting Sponsor – Put your support in the event

Sponsor Opportunities		Packages include (but are not limited to):
SOLD – Title Sponsor \$7500 [1]	Sponsor Presentation	-5-minute presentation <i>optional exclusive offer/invitation to attendees or subset of attendees</i>
	Sponsor Tabletop	-tabletop exhibit space
	Sponsor Promotion	-publication of post-event white paper distributed by BMA Colorado or BMA National newsletter article -event promotion – email, on-site signage in print and/or digital, event program, scrolling screen, BMA website
	Sponsorship Acknowledgement	-logo on BMA Colorado website as a Regional Event Title Sponsor, and BMA National website pending approval
	Event Admissions	-8 event admissions
Tabletop Exhibit Sponsor \$2500 [3]	Sponsor Tabletop	-tabletop exhibit space
	Sponsor Promotion	-event promotion – email, on-site signage in print and/or digital, event program, scrolling screen, BMA website
	Sponsorship Acknowledgement	-logo on BMA Colorado website
	Event Admissions	-3 event admissions
Cocktail Reception Sponsor \$2500 [1]	Sponsor Signage	-event signage during cocktail hour
	Sponsor Promotion	-event promotion – email, on-site signage in print and/or digital, event program, scrolling screen, BMA website
	Sponsorship Acknowledgement	-logo on BMA Colorado website
	Event Admissions	-3 event admissions
Supporting Sponsor \$1000 [2]	Sponsor Promotion	-event promotion – email, on-site signage in print and/or digital, event program, scrolling screen, BMA website
	Sponsorship Acknowledgement	-logo on BMA Colorado website
	Event Admission	-1 event admission

To learn more about event sponsorship opportunities, please contact Karla Ferguson, BMA Board Sponsorships, at 303-929-5859.