

BEHAVIORAL
SCIENCE
&
MARKETING SUMMIT



2017
SPONSORSHIP
MEDIA KIT

NOVEMBER 8, 2017

The University Club
San Francisco

Rescue.



Restore. Reunite.



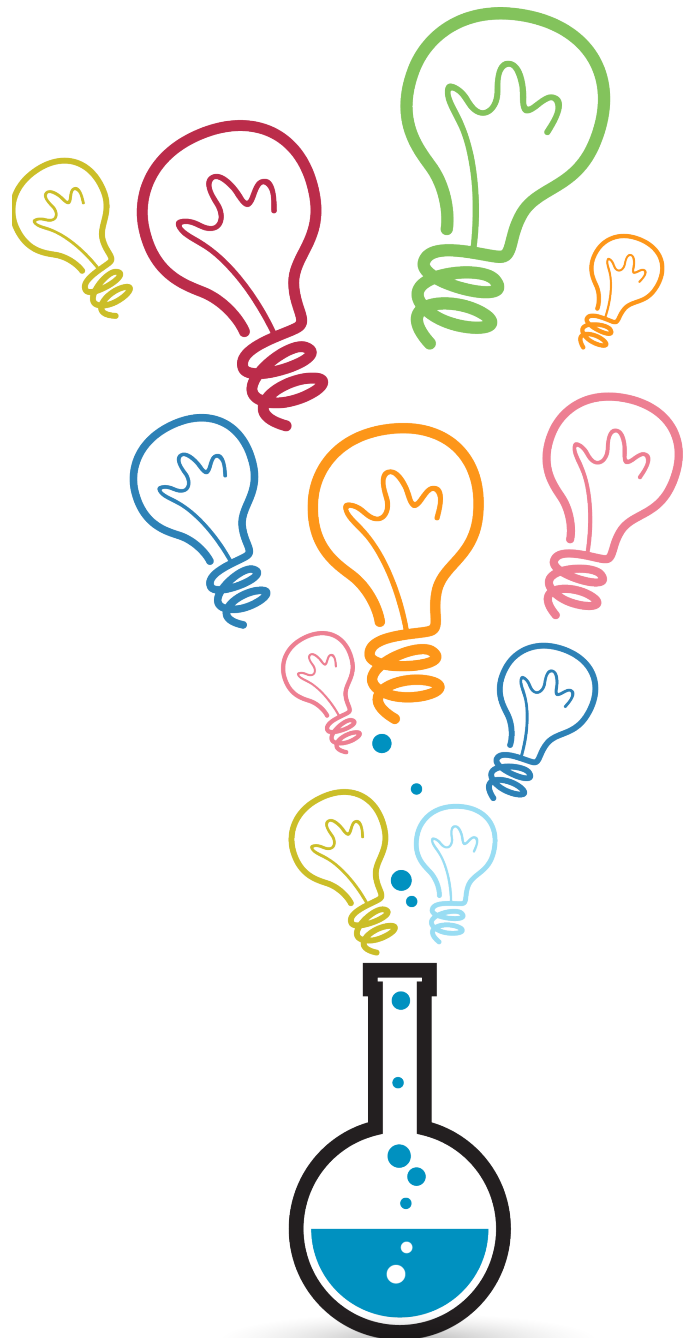
2ND ANNUAL BEHAVIORAL SCIENCE AND MARKETING SUMMIT SAN FRANCISCO

The Summit hosts the top practitioners in applied behavioral science to address how to successfully implement their strategies in product development, marketing, user research, and design. This is the industry leading event for applied behavioral science and presents speakers from the world's most iconic companies.

This Summit brings these top industry leaders in applied behavioral science together with executives to discuss how they can apply the field in their companies. It presents an opportunity to be seen as the leader in this burgeoning field and meet a diversity of decision makers that are interested in applying these ideas at their companies.

Sponsorship also presents a rare opportunity to create content alongside Om Marwah and Robert Cialdini. This will enable your brand to continue to be seen as a leader in this space even after the Summit.

100% of the proceeds will be donated to Take Her Back, a non-profit organization that raids brothels to rescue and rehabilitate sexually trafficked children. Your sponsorship funds will go directly to rescuing trafficked girls and rehabilitating them.

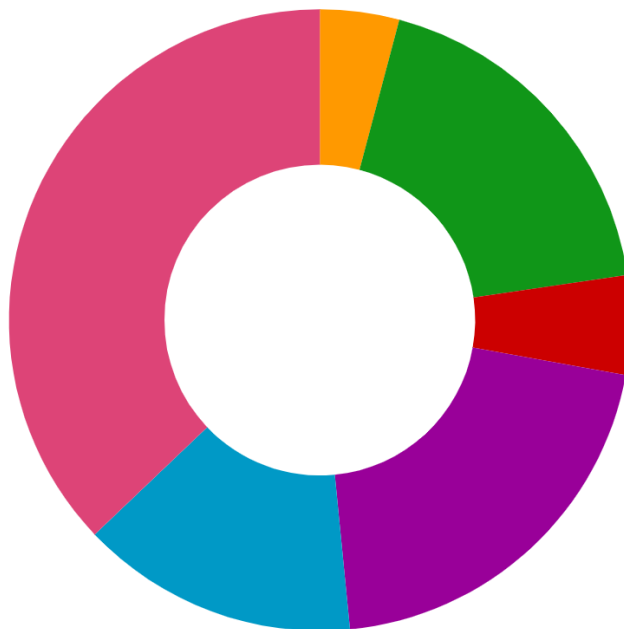




THE BEHAVIORAL SCIENCE AND MARKETING SUMMIT AT A GLANCE

Snapshot of 2016 Attendees:

- Netflix
- Walmart
- Levi's
- Clorox
- Microsoft
- Charles Schwab
- Visa
- Sephora
- Procter & Gamble
- Workday
- Capital One
- VMware
- Pepsi
- Google
- Pinterest

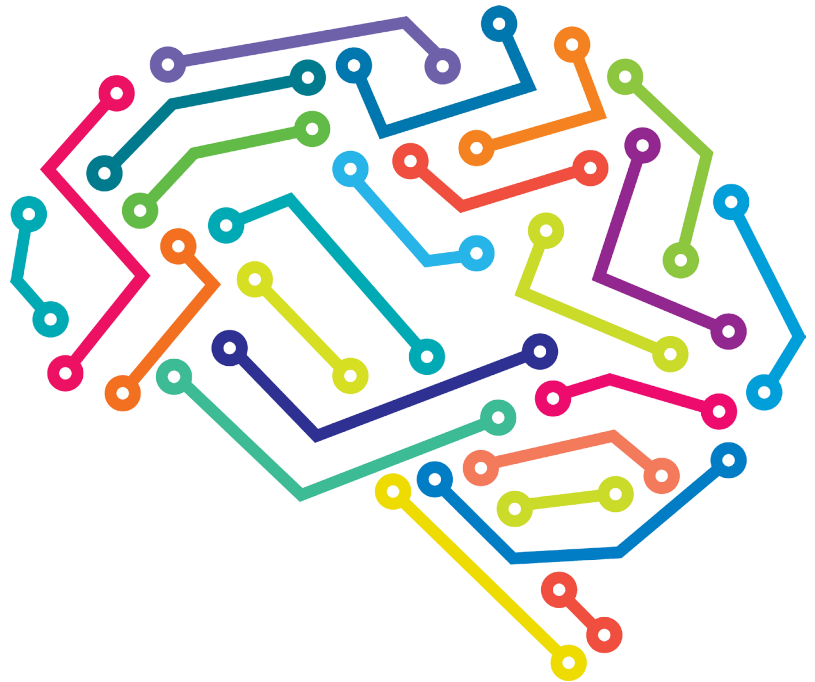


● Brand ● Behavioral Science ● Ad Tech ● Behavioral Science Consultancy
● Academia ● Ad Agency



A UNIQUE SPONSORSHIP OPPORTUNITY

- Represent your company as a thought leader in applying behavioral science
- Reach your target customer with unparalleled efficiency
- Differentiate your offering for high value clients alongside world class industry leaders
- Create invaluable content to be utilized after the event with Om Marwah or Professor Cialdini
- 100% of your sponsorship will combat child sex trafficking





THE BEHAVIORAL SCIENCE AND MARKETING SUMMIT OFFERS SPONSORSHIP PACKAGES BASED ON YOUR MARKETING OBJECTIVES

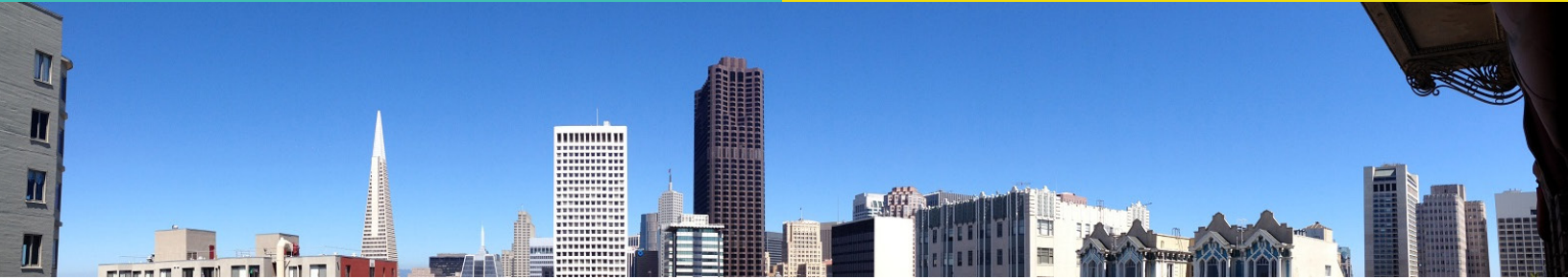
All sponsorship packages include:

- Logo and company bio on the Summit website
- Logo placement on all event promotion
- Logo placement at event on signage, screen, and program.
- Shout-out from Om during the Summit

Sponsorship Options:

- Speaking Session at Summit
- Filmed Interview with Dr. Cialdini and Video Rights
- On-stage Interview w/ Dr. Cialdini and Video Rights
- Webinar w/ Om Marwah
- White Paper w/ Om Marwah
- Sponsored Happy Hour (Begins with short speech)
- Promotional Video Shown during Break
- Shout-Out during Om's talk
- Booth/Table/Meeting Room
- Seat Drop
- Banner next to Stage
- Branded Video of your Company's Presence at Summit and Video Rights
- Promoted Client Tickets
- Promoted VIP Client Tickets including Access to Speaker Lounge, Up-Front Seating, and Speaker Dinner
- Custom Poster/Banner Displayed at Summit
- On Stage Display





UNIVERSITY CLUB OF SAN FRANCISCO



The University Club is an elegant historic clubhouse atop Nob Hill in the very center of San Francisco. The Club has a sophisticated and enjoyable ambiance that elevates the experience of the event. Summiteers will be able to enjoy panoramic views of San Francisco's iconic skyline throughout the day. Your brand's presence at this special venue will be part of a memorable experience for the audience.

