

ONBRAND 18

brand marketing creative

PARTNERSHIP OPPORTUNITIES

EUROPE'S LEADING BRANDING CONFERENCE
OCTOBER 11 — AMSTERDAM, THE NETHERLANDS

about onbrand

EUROPE'S LEADING BRANDING CONFERENCE

OnBrand is the most on-trend gathering of Europe's brightest minds in marketing, tech, and design. Every year, the major players in the industry—CMOs, brand directors, and creative leaders—come together in Amsterdam, Europe's international creative hub, to discuss the intersection between marketing and technology, and the trends set to shake up the future of marketing as we know it.

partner reel

EUROPE'S LEADING BRANDING CONFERENCE

Take a look at how our partners experienced OnBrand '17 and exposed their brand to 1,500 brand marketers and creatives.



onbrand '17 attendees

EUROPE'S LEADING BRANDING CONFERENCE

Here are some of the brands and agencies that were in the audience at OnBrand '17:

GREENPEACE

ING 

SAMSUNG



Mercedes-Benz



WARNER MUSIC GROUP



PORSCHE


KLM



Booking.com

TOMMY  HILFIGER

 AEGON

Coca-Cola

PHILIPS

 HI-TEC

become a partner

EUROPE'S LEADING BRANDING CONFERENCE

Dive into the minds of top marketing professionals

Expose your brand to 2,000 international marketing professionals. We attract a broad range of people, including CEOs, CMOs, brand managers, creative directors, marketing executives, and designers, and offer both lead generation and brand exposure packages.

Find potential clients and partners

OnBrand is one of the best environments to promote your product or service while looking for partners among our attendees and speakers. It is a unique opportunity to meet major players in the marketing industry.

Invite your most valuable clients and prospects

Give special treatment to your most valuable clients and prospects with complimentary tickets to join Europe's leading branding event, and enjoy face-to-face conversations throughout the day.

audience breakdown

EUROPE'S LEADING BRANDING CONFERENCE

Seniority level

C-Level	9%
Director / VP	17%
Management	21%
Executive / Specialist	53%

Countries

Benelux	65%
UK & IE	14%
DACH	11%
Nordics	4%
France	3%
United States	3%

audience breakdown

EUROPE'S LEADING BRANDING CONFERENCE

Attendees

Brand Director, Nike
Marketing Manager, Porsche
PR Director, W+K Amsterdam
Employer Brand Manager, Booking
Brand Manager, Warner Music
Head of Communications, VICE
Marketing Manager, Deliveroo
Global Marketing Manager, MediaMonks
Brand Director, Philips
Global Marketing Manager, Diageo
Brand Manager, TOMS EMEA
Media Manager, Clarks Europe

onbrand '17 speakers

EUROPE'S LEADING BRANDING CONFERENCE

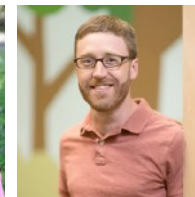
From digital-savvy CMOs to award-winning creatives, we're always committed to providing an incredibly diverse lineup to cover the evolution of the industry.



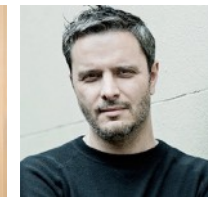
The New York
Times



NASA



Ben & Jerry's



Google
Creative Lab



Greenpeace



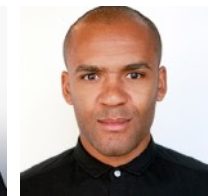
KLM
Royal Dutch
Airlines



HEMA



TOMS



Sylvain Labs



R/GA Studios

your target audience

EUROPE'S LEADING BRANDING CONFERENCE

Whether you want to generate awareness, build thought leadership or make new contacts, we've got you covered. We're dedicated to facilitating meaningful connections between attendees, speakers and sponsors.

“OnBrand has very quickly become a brand itself, that we love to tie our own story to. High quality content from great speakers combined with an attendee list every sponsor will be jealous of, and an experiential exhibitors area that provides a refreshing approach to connecting with your audience. It's the perfect storm for brand targeting.”

Stefan Fountain
CEO, PR.CO
OnBrand '17 partner

onbrand '17 partners



EUROPE'S LEADING BRANDING CONFERENCE

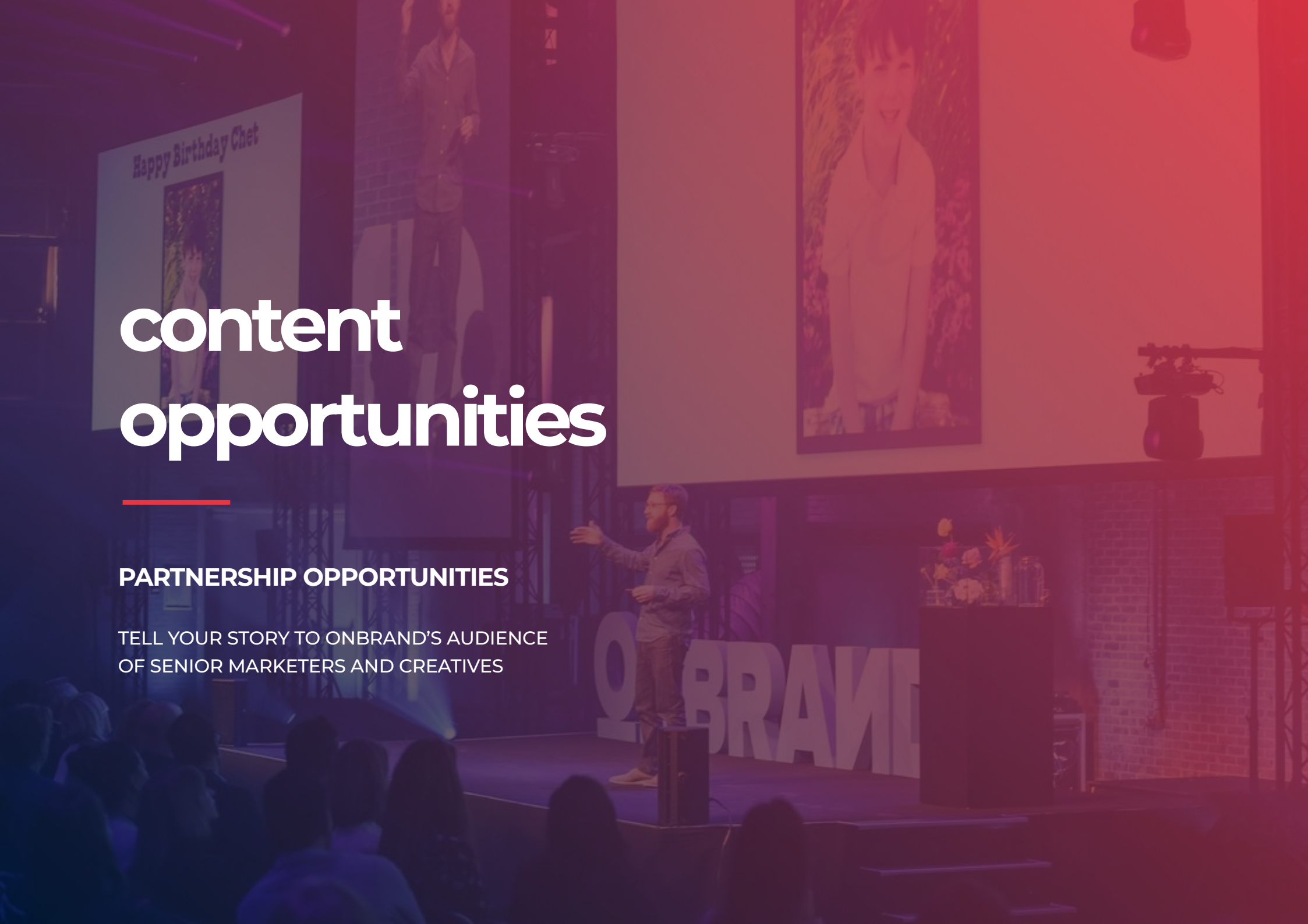
Here are some of the brands and agencies that we've partnered with in the past:



content opportunities

PARTNERSHIP OPPORTUNITIES

TELL YOUR STORY TO ONBRAND'S AUDIENCE
OF SENIOR MARKETERS AND CREATIVES



sandbox presentation

CONTENT OPPORTUNITIES

Tell your story to OnBrand's audience of senior marketers and creatives

- 15 minute presentation to introduce attendees to tech providers
- 5 complimentary tickets (for your colleagues or clients)
- Workshop promoted to attendees via newsletter x1, social x1
- Listed as partner on conference website
- Listed in the official OnBrand agenda
- Speaker bio on speakers page
- Profile on official event app

€7,000

(Excluding VAT)

workshop

CONTENT OPPORTUNITIES

Tell your story to OnBrand's audience of senior marketers and creatives

- 50 minute presentation to engage & educate attendees
- 100 seat workshop co-curated with OnBrand content team
- Lead data from workshop attendees (in line with GDPR regulation)
- 5 complimentary tickets (for your colleagues or clients)
- Workshop promoted to attendees via newsletter x1, social x3
- Listed as partner on conference website
- Listed in the official OnBrand agenda
- Speaker bio on speakers page
- Profile on official event app

€10,000

(Excluding VAT)

panel moderator

CONTENT OPPORTUNITIES

Tell your story to OnBrand's audience of senior marketers and creatives

- Moderate 30 minute panel discussion on one of the main stages
- Listed as partner on conference website
- Panel session promoted to attendees via newsletter x1, social x3
- 5 complimentary tickets (for your colleagues or clients)
- Co-curated with the OnBrand content team
- Listed on the official OnBrand agenda
- Speaker bio on speakers page
- Profile on official event app

€15,000

(Excluding VAT)

keynote

CONTENT OPPORTUNITIES

Tell your story to OnBrand's audience of senior marketers and creatives

- 30 minute keynote on one of the main stages
- Listed as partner on conference website
- Keynote promoted to attendees via newsletter x1, social x3
- Co-curated with the OnBrand content team
- Listed on the official OnBrand agenda
- Speaker bio on speakers page
- Profile on official event app
- 5 complimentary tickets (for your colleagues or clients)

€20,000

(Excluding VAT)



exclusive partnerships

PARTNERSHIP OPPORTUNITIES

EXPOSE YOUR BRAND TO 2,000 ATTENDEES

happy hour host

EXCLUSIVE PARTNERSHIPS

Expose your brand to 2,000 attendees

- 4,000 co-branded Heineken bottles with your logo
- Servers wearing co-branded t-shirts
- Listed as partner on conference website
- Happy hour push message on event app to all attendees
- 4 complimentary tickets (for your colleagues or clients)

€10,000

(Excluding VAT)

coffee host

EXCLUSIVE PARTNERSHIPS

Expose your brand to 2,000 attendees

- All coffee points co-branded with your logo
- Baristas wearing branded aprons
- 5,000 branded coffee cups
- Listed as partner on conference website
- Profile on official event app
- 5 complimentary tickets (for your colleagues or clients)

€10,000

(Excluding VAT)

lanyard partner

EXCLUSIVE PARTNERSHIPS

Expose your brand to 2,000 attendees

- 2,000 co-branded lanyards
- Listed as partner on conference website
- OnBrand goodie bag insert
- Profile on official event app
- 5 complimentary tickets (for your colleagues or clients)

€15,000

(Excluding VAT)

satellite events

PARTNERSHIP OPPORTUNITIES

HOST AN OFFICIAL ONBRAND EVENT
BEFORE OR AFTER THE CONFERENCE



satellite event

SATELLITE EVENTS

Give an engaging workshop, scout new talent or make a splash with a creative brainstorm

- Host your own event on October 10 for OnBrand's attendees
- Co-curated with OnBrand content team
- Promoted on event website as part of the official conference agenda
- Promoted via newsletter x1, social x3
- Listed as partner on conference website
- Profile on official event app 10 complimentary event tickets (for your colleagues or clients)

€7,000

(Excluding VAT)

official afterparty co-host

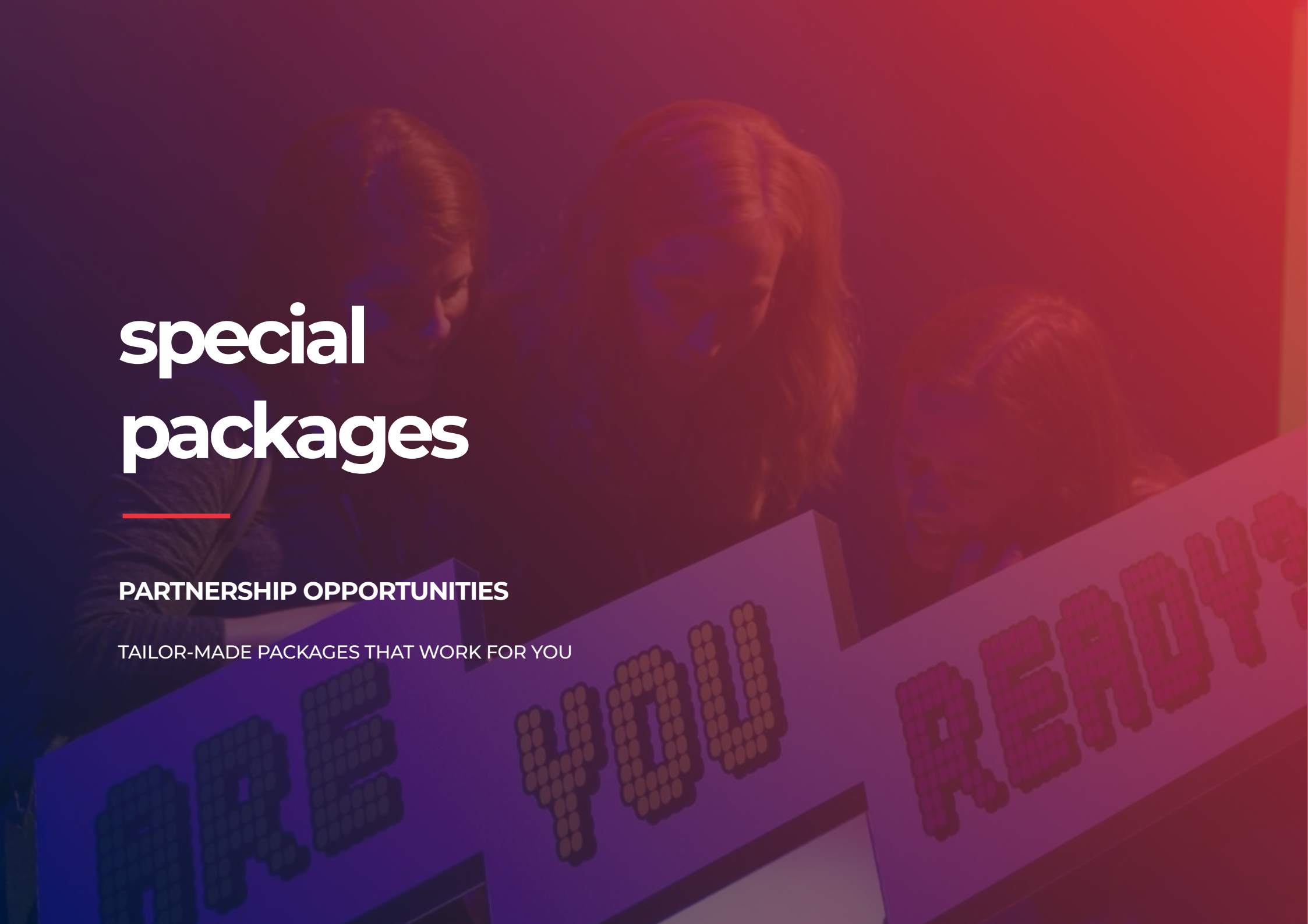
SATELLITE EVENTS

Join us as we close OnBrand '18 in style

- Co-host of the official OnBrand '18 afterparty
- Co-curated with OnBrand team
- 200 drink tickets to distribute
- Promoted on event website as part of the official conference agenda
- Promoted via newsletter x1, social x3
- Listed as partner on conference website
- Profile on official event app
- 20 VIP spots on party guestlist 5 complimentary event tickets (for your colleagues or clients)

€10,000

(Excluding VAT)

A background image showing three women looking down at a large digital display. The display features large, pixelated text that reads "ARE YOU READY?". The image has a red and purple color overlay.

special packages

PARTNERSHIP OPPORTUNITIES

TAILOR-MADE PACKAGES THAT WORK FOR YOU

digital brand package

SPECIAL PACKAGES

Tailor-made packages that work for you

- 2 advertorials in weekly email newsletter, linking to your landing page (or direct download)
- Landing page promoted via social media x2
- Listed as partner on conference website
- Profile on official event app

€5,000

(Excluding VAT)

custom packages

SPECIAL PACKAGES

Tailor-made packages that work for you

Are you interested in exhibiting? Or do you have bigger ideas?

Contact us and we'll work together to create a tailor-made package

that works for you. Get in touch: partnerships@onbrand.me

QNBRAND 18