

2017 CMO SUMMIT ▪ September 26-27

Ponte Vedra Inn & Club Resort, Ponte Vedra, FL



The first-ever NSSF CMO Summit will bring together our industry's CMOs and leading marketing executives for a unique opportunity to hear from experts in digital and influencer marketing, discuss current issues and trends, harness the power of data and maximize the opportunities presented by social media.

SPEAKERS

Mark W. Schaeffer – Social Media Marketing & Strategy Specialist: Mark Schaefer is the director of Schaefer Marketing Solutions, and has 28 years of global sales and marketing experiences.

Joe Pulizzi – Content Marketing: He's the founder of multiple startups, including the Content Marketing Institute (CMI), a UBM Company, the leading content marketing educational resource for enterprise brands, recognized as the fastest growing business media company by Inc. magazine in 2014.

Christopher S. Penn – Consider him as a bridge. Penn stands between different fields, professions, and ideas in order to help people on both sides understand each other. He can speak and sling code, but he's not an IT professional. Penn can design campaign strategies and write copy, but I'm not a marketing professional. Where he provides value is in helping IT understand marketing and vice versa.



THE FIREARMS INDUSTRY ASSOCIATION | NSSF.ORG |



2017 CMO SUMMIT ▪ September 26-27

Ponte Vedra Inn & Club Resort, Ponte Vedra, FL

SPONSORSHIP OPPORTUNITIES

SPONSOR BENEFITS	PRESENTING \$25,000	SUPPORTING \$10,000
Sponsor graphic on golf carts used for transportation at resort	✓	
Sponsor promotion at Welcome Reception	✓	
Sponsor logo on hotel room keycards	✓	
Opportunity to briefly address conference attendees	✓	
Sponsor logo on registration confirmation emails	✓	
Sponsor presence in Hospitality Suite reserved for high level attendees	✓	
Pre event email sent to over 10,000 High Level Industry Professionals	✓	
One complimentary registration	✓	✓
Press Release announcement to Industry	✓	✓
Sponsor logo to appear on screens between presentations	✓	✓
Company promotion in printed program	✓	✓
Dedicated sponsor table	✓	✓
Dedicated sponsor signage at conference	✓	✓
Sponsor logo on conference signage	✓	✓
Sponsor Promotion on NSSF Bullet Points to over 60,000 recipients	✓	✓
Mailing list of event attendees	✓	✓
Full page ad in SHOT Show directory	✓	✓
DIGITAL		
Web banner on event page	✓	✓
Sponsor promoted on NSSF social media outlets	✓	✓
Sponsor Promotion on post event email	✓	✓
Company promotion on SHOT Show website		✓
<i>Check your choice here</i>		

Company Name _____ Name _____

Address _____

Telephone _____ Fax _____

Email _____

Signature _____ Date _____

Please contact Chris Tatulli at 203-426-1320 x214, ctatulli@nssf.org.



THE FIREARMS INDUSTRY ASSOCIATION | NSSF.ORG |

