

February 25

8:00 AM – 5:00 PM



2019

#KeystoDMS



Keys to Digital Marketing Success

Hyatt Regency Lisle near Naperville

1400 Corporetum Dr, Lisle, IL 60532



Click for info
(630) 320-2991

First, Look Back on 2018



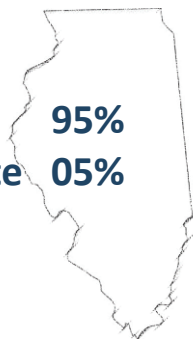
Our 3rd year was a great success!

- 175 + Attendees
- 10 Digital Expert Speakers
- 15+ Vendors
- 16+ Digital Presentations



Who attended in 2018

Instate 95%
Out of State 05%



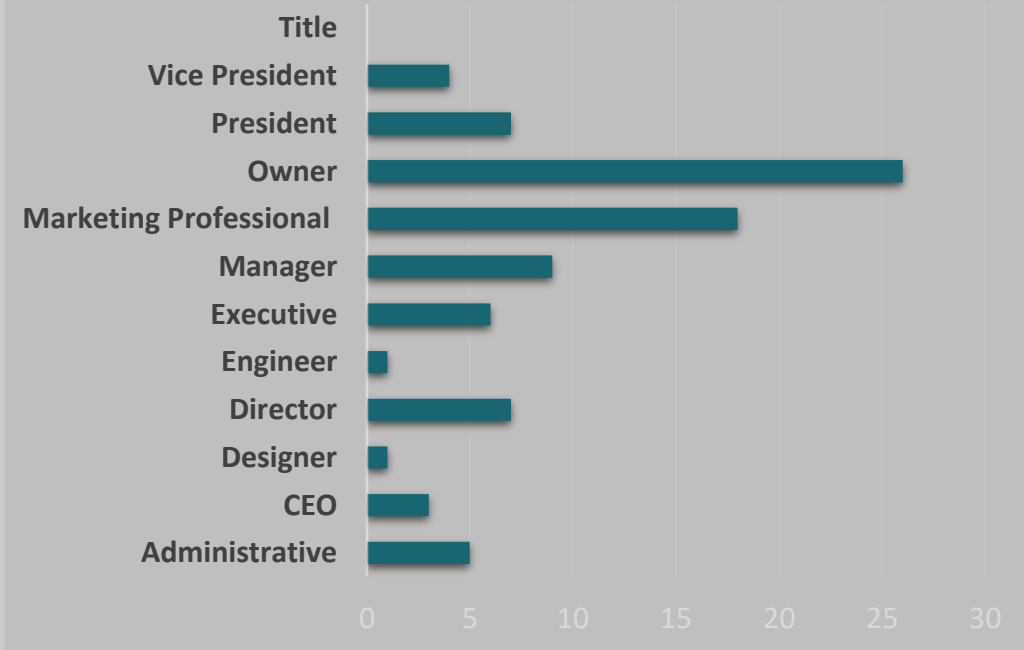
Chicago/Loop	15%
North Suburbs	12%
NW Suburbs/Illinois	55%
S Suburbs/Illinois	09%
W Suburbs	05%
Out of State	06%



Attending Industries

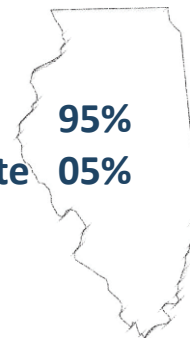
- Accounting Services
- Communications
- Consulting
- Development Specialists
- Education
- Employment
- Food
- Graphic Design
- HD Surveillance
- Healthcare
- Livestock Auctions
- Management Consulting
- Manufacturing
- Marketing
- Media
- Medical
- Non-Profit
- Publishing
- Real Estate
- Service
- Software
- Telecommunications

Attendance by Job Title



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Executive
CEO
Engineer
Marketing Professional
Vice President
Assistant

Owner
Designer
Manager
Director
President

2018 Attendees included business owners and professionals who wanted to learn about innovative approaches to digital marketing.

Made personal connections with like-minded peers and built strong business relationships.

Attended in-person educational sessions and learned about new products and trends.

Our 4th Year Will Be Even Better...

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Get in front of **200+** business owners and marketers from a variety of product and service industries.

- Your Keys to Digital Marketing Success is a one-day event. The day begins with Master Classes on Facebooks Ads, Google AdWords, Engaging Content Creation and Create Your Digital Marketing Plan.
- The day continues with Educational Sessions featuring Digital Marketing Experts, followed by a Keynote Speaker, and then two panels: Email Marketing and Social Media.
- Plus Networking, One-on-One meetings with Digital Marketing Experts in the VIP Experience, a Private Facebook Group, and more.
- Learn more at our website: [click keys](#)  Stay connected with our attendees at our Facebook Group: [Keys to Digital Marketing Success](#).

The 2019 Keys to Digital Marketing Success Conference

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The Keys To Digital Marketing Conference is highly interactive! The exhibit area is most active during both registration times. There are built in 15 minute breaks between workshop sessions, and before and after lunch.

Don't miss this opportunity to meet with approximately 200 small to mid-sized companies interested in Keys to Digital Marketing Success!

Offers an excellent opportunity for speakers and sponsors to outreach and network with conference attendees, as well as other speakers and sponsors through information tables and exhibits.

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AGENDA

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Master Class (M/C) registration begins at 7:30am, Event Registration begins at 9:00am

M/C Registration	7:30 – 8:00	Check in for your Master Class, Visit Vendors and settle in for a Great day of learning			
AM Refreshments	7:30 - 8:00	Coffee, Water, Lemonade, Iced Tea (All Day)			
Master Classes	8:00–10:00	The Instagram Advantage Presented by Vanessa Cabrera	Profiting from Google Ads: How to Create, Track, and Measure Campaigns for Maximum Returns Presented by Elijah Litscher	How To Effectively Use Email Marketing in an Inbound Marketing Program Presented by Cathy Cain-Blank	Create a Digital Marketing Plan Presented by Virginia Weiskopf
		Event Registration	9:00-10:00	Check in for Keys Conference, Visit Vendors and Sponsors	
Session 1	10:15–11:15	Instagram for Business 101 Presented by Vanessa Cabrera	YouTube for Business Presented by Eddie Clarke	LinkedIn for Business Presented by Ryan Wilson	Creating Facebook Ads that Will Convert Presented by Deanna Fusillo
Session 2	11:30-12:30	Blogging for Business Presented by Elaine Rau	Telling Your “Business Story” Presented by TBD	Practical SEO for 2019 Presented by Elijah Litscher	Reaching Your Customers Online with Google Presented by Erin Bemis
Lunch	12:30-1:00	Boxed Lunch – Vendor Break - Promos			
Keynote	1:00-1:45	Google			
Session 3	2:00 –3:00	Live: Facebook, YouTube & Instagram Presented by Vanessa Cabrera	Email Marketing Presented by Cathy Cain-Blank	Brand Your Company Presented by TBD	Your Digital World Presented by Virginia Weiskopf
Panels	3:15 -4:15	Email Marketing Panelists: Vanessa Cabrera, Cathy Cain-Blank & Kelly Carpenter		Social Media Marketing Panelists: Virginia Weiskopf, Elaine Rau & Elijah Litscher	
Networking	4:15 -	Final Visit with Speakers, Vendors and Sponsors			

The Speakers and Sessions Topics Subject to Change
--These are topics only - more specifics to follow--

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Networking Reception Sunday, February 24th

7:00 – 9:00 PM

Hyatt Regency Lisle near Naperville

1400 Corporetum Dr, Lisle, IL 60532

Enjoy a relaxed setting to mingle with
Attendees, Speakers and select Sponsors.

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Market Your Business



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Join Us as a Sponsor

- Company name and logo included online, in Facebook Group, email blasts, press releases and on promotion materials.
- Introduce and promote yourself 5 times in the Keys Facebook Group During Jan and Feb.
- Mingle with attendees the night prior at networking reception.
- One of 25 vendor tables in main hall of Keys To Digital Marketing Success. Table, linens, electricity provided.*
- Required to promote the event with discount code after January 1, 2019.
- Market directly to customers with a VIP Swag bag donation. (VIP Experience attendees only)
- On-site recognition including print listing directory, conference announcements, corporate branded give-away, continuing social media promotion.
- Post event recognition including Thank You email blast inclusion and 2020 Opportunity right of first refusal.
- Complete Attendee list post event

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Sponsorship Package: Platinum, Gold, Bronze, Silver, Nickel Includes...

Pre-Event Recognition:

Website Presence
Email Blasts

Social Media Promotion
Joint Press Release

On-Site Recognition:

Print sponsor/vendor listing directory
Announcement by MC at start of conference, to certain levels.
Corporate Branded give-away.
Continuing Social Media Promotion.

Post-Event Recognition:

Inclusion in Thank You Email Blast Early Choice 2020 Sponsorship

Sponsorship Benefit Options:

Print/On-line display at Digital Marketing Success and Facebook group page.
Social Media Promotion
Complete Attendee List
Complimentary conference attendance package(s) depending on level.

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Limited Sponsorship Options

Platinum: \$2,500 Networking Reception

- Sunday, February 24th, the night prior
- Premium location for Sponsorship table
- T-Shirt - Logo on event T-shirt

Gold: \$1,750 VIP Lounge, Event Signage, Table

- VIP – Logo on swag bag

Silver: \$1,250 Keynote , Event Signage, Table

- Notebook – Logo on Notebook

Bronze: Panels

- \$800 - Lunch, Event Signage
- \$800 - Social Media Panel, Event Signage
- \$800 - Email Panel, Event Signage
- \$800 - Livestream Panel of Three Experts
- \$150 - Vendor Table

Nickel:

- \$350 Vendor Table

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APPLY NOW

Sponsorship Requirements

- Promote event via 3 email minimum to their list and minimum of 3 social media posts per month, per active platform, from November to February.
- Provide website logo & link to appear in emails and on website,
- Provide VIP Swag bag gift for an estimated 100 – 200 attendees, final number provided to you by February 15th.
- Depending on Sponsorship level a table will be provided or you will have the option to purchase a table presence for \$150.
- Table must be ready at 7:15am, with doors opening at 7:30am. Table must be staffed at all times.

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Presented by

Connect with Us @KeystoDMS



Thank you for your interest! If you have any additional questions, please feel free to contact us by clicking the icons below:

Once you submit your application, you can expect an acknowledgment of receipt within two business days.

Once approved, payment is due immediately.

APPLY NOW



Also available at: (630) 320-2991