



2020 Partnership Opportunities

The Forum for Strategic Place Branding and Marketing

City Nation Place Americas brings together an audience of engaged decision makers who are actively involved in developing and implementing place brand and place marketing strategy for their municipality, city, region, or state. If you work with destination marketing organizations, economic development organizations, municipal or city governments, we can help you to grow your business.

City Nation Place in numbers

44%

of delegates at Mayor / CEO / President / EVP / Director level with city government or place marketing organizations, responsible for strategic investment

21%

of attendees at CMO / SVP level responsible for research, creative, and marketing investment



Of our place marketing organizations...

- 18% are CVBs
- 49% are DMOs
- 14% are EDOs or Chambers
- 19% are teams responsible for strategy and implementation across all place branding objectives: citizens, talent, tourism, and investment

Asked on a scale of 1-10 if they would recommend this event to colleagues, delegates rate the event with an average 8.9.

8.9



"This has been fantastic. I'm already planning to return in 2020 and bring more people!"

Rob DeCleene, Executive Director, Visit South Bend Mishawaka



"City Nation Place is an excellent forum to get best practices, to look ahead at what is happening, and to maintain competitiveness for your own destination, city or regional entity"

Caroline Beteta, President & CEO, Visit California

Three ways to get involved

- Benefit from pre-scheduled one-to-one meetings with selected delegates at our events
- Exhibit your services at our events
- Become an event content partner, hosting a breakfast briefing or conference session

Tailor-made sponsor partnerships



You have your own organizational objectives and so we are always happy to tailor a partnership package to ensure that you achieve a return on your partnership investment.



"Your whole team was great to work with and we felt like we got many more connections out of this conference...due to the one-to-one meetings and being part of the agenda"

Rob Hunden, CEO, Hunden Strategic Partners

Event sponsorship

Partnership Options



	CONTENT PARTNER	NETWORKING PARTNER	EXHIBITOR	DELEGATE PARTNER
Opportunity to host either: <ul style="list-style-type: none"> A private briefing over breakfast or lunch on a topic of your choice, or A breakout session, or Participate in a plenary panel discussion 	✓			
3m x 2m space in the networking & refreshment area for your exhibition stand	choose either option		✓	
Five pre-scheduled one-to-one meeting with meeting point and branded banner provided	✓	✓		
Partner branding on all marketing materials including the event website with a link to your company webpage	✓	✓	✓	
On stage branding	✓			
Branding on event signage, and included in on screen logo loops	✓	✓	✓	
Full page ad or thought-piece in the delegate book	✓	✓	✓	✓
Access online networking hub for all attendees	✓	✓	✓	✓
Tickets for clients or prospective clients	3			
Delegate tickets	3	2	2	1

Events for 2020

Benefit from the opportunity to meet and network with senior decision-makers around the world.



19–20 May 2020 – TORONTO



To be confirmed



To be confirmed



4–5 November 2020 – LONDON



Additional options or upgrades

- Provide a gift or branded material [eg: a report or white paper] for distribution in the delegate bag
- Branding on the delegate bag
- Provide a notebook and/or pen for every delegate
- Host a private dinner for selected guests – speakers and/or targeted delegates

Become a strategic partner

Extend your opportunities to connect with the City Nation Place audience

- Demonstrate your thought leadership and expertise with a guest article for citynationplace.com in our "What Works", "Strategic Toolbox", or "Trends & Analysis" content streams - all articles promoted via our weekly City Nation Place Connect newsletter and social media channels [\$500 per article]
- Be included in our "Meet The Experts" listing of place branding consultants and solutions providers at CityNationPlace.com [\$200 for 12 months]
- Advertise your services with a banner ad placed on our weekly newsletter, mailed to 5000+ engaged readers [\$200 per insertion]

To discuss further:

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