

PARTNERSHIP MARKETING SUMMIT

MARCH 19-20, 2017 @ THE PARIS HOTEL

Announcing the Partnership Marketing Summit Prior to LeadsCon Las Vegas!

WHAT: The Partnership Marketing Summit is the newest addition to LeadsCon's Las Vegas event. Designed to help organizations build meaningful partnerships, the Summit will comprehensively cover strategic marketing partnerships, coalition and affinity marketing and the exciting, expanding world of second-party data. Attendees will hear firsthand from marketing and business development leaders from top brands in multiple industries. Also, extensive networking events are planned to help facilitate new partnerships. The Partnership Marketing Summit is a joint venture between LeadsCon and the Summit's presenting sponsor, WorkBook6. *LeadsCon reserves the right to deny attendance to groups not fitting these descriptions, and will provide a full refund of the Partnership Marketing Summit registration fee to those who are denied admission.

WHEN: The Partnership Marketing Summit will take place before LeadsCon Las Vegas on March 19 & 20, 2017, at The Paris Hotel & Casino.

WHY: LeadsCon is the performance marketing industry's cornerstone event. For acquisition-minded marketers, there's no better conference to attend than the annual Las Vegas event. Each year, thousands of down-funnel marketing leaders convene to discuss lead generation and customer acquisition. The Partnership Marketing Summit brings new value by engaging great brands, associations and publishers in a meaningful dialogue around strategic marketing partnerships. Loyal LeadsCon attendees who fit these criteria should plan to attend!

In addition to serving the needs of LeadsCon loyalists, the Partnership Marketing Summit will attract exciting new faces, too. The performance marketing ecosystem has changed over time, and now's the time to cover more serious, strategic relationship building. WorkBook6 exists to help build big, proprietary partnerships for its clients. The Summit will give brands, publishers, affinity/coalition marketers and the platforms that connect them a head start in creating lasting engagements. Don't miss your opportunity to join a forum for deep, meaningful dialogue, and create partnerships that span well beyond the insertion order.

KEY TOPICS

- One on One Meetups – Putting together brands, association, and publishers to talk partnership opportunities
- Using 2nd Party Data Alliances to Unlock New Inventory
- Getting Past the Insertion Order: Building Strategic Partnerships with Your Media Providers
- How to Add Value and Attract Customers through Affinity Partnerships
- How to Build an Effective Cross Selling Program
- Enabling Technology Solutions for Partnership Marketing

SUNDAY, MARCH 19, 2017	PARTNERSHIP MARKETING SUMMIT The Paris Hotel
3:30 PM – 4:00 PM	REGISTRATION
4:00 PM – 4:30 PM	Welcome
4:30 PM – 6:00 PM	Afternoon Networking / 1-on-1 Meetups
6:00 PM – 7:00 PM	END OF DAY RECEPTION
MONDAY, MARCH 20, 2017	PARTNERSHIP MARKETING SUMMIT The Paris Hotel
7:30 AM – 8:00 AM	REGISTRATION & BREAKFAST
8:05 AM – 8:45 AM	Session 1
8:50 AM – 9:30 AM	Session 2
9:35 AM – 10:15 AM	Session 3
10:15 AM – 10:30 AM	BREAK
10:30 AM – 10:55 AM	Session 4
11:00 AM – 11:45 AM	Session 5
11:45 AM – 12:30 PM	LUNCH FOR ATTENDEES - Speaker Hosted Table Topics
12:30 PM – 1:10 PM	Session 6
1:15 PM – 1:50 PM	Session 7

Visit www.leadscn.com/leadscnlv/partnership-marketing-summit/ to learn more