

2018 CMO SUMMIT

September 18-19 • Ponte Vedra Inn & Club Resort • Ponte Vedra Beach, FL • nssf.org/event

KEYNOTE SPEAKERS



Jack Uldrich: A leading futurist and bestselling author who helps organizations gain the critical foresight they need to create a successful future.



Beth Gregg: An expert in mobile and data-driven advertising with more than 20 years in leadership roles at Leo Burnett, Fortune Magazine, Businessweek, Electronic Arts and DataXu.



Jon Gordon: Author of five bestselling books, whose principles have been put to the test by Fortune 500 companies, pro and college sports teams, school districts, hospitals, and non-profits.

NSSF is inviting all

our industry's CMOs and leading marketing professionals back to Ponte Vedra Beach for a jam-packed agenda you won't want to miss. Network with your industry peers and hear from experts covering the latest trends in digital marketing, real-time data, the challenges of social media, the future of media consumption and much more!

What people said about the first ever CMO Summit last year...

Solid, relevant marketing strategies from well established marketing professionals.

Maria Dockery
Femme Fatale ARMS

This event was well prepared and filled with speakers and materials needed to engage the gun industry in our evolved digital epoch.

Scott Pilkington,
President & CEO
Pilkington Competition
Equipment LLC

It was well attended by companies from the entire spectrum of the industry which offered a ton of opportunities for networking.

Chris Wood,
VP Sales & Marketing
Tactical Walls



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SPONSORSHIP OPPORTUNITIES

SPONSOR BENEFITS	PRESENTING \$25,000	SUPPORTING \$8,000
Sponsor promotion at Welcome Reception	✓	
Sponsor logo on hotel room keycards	✓	
Opportunity to briefly address conference attendees	✓	
Sponsor logo on registration confirmation emails	✓	
Sponsor logo included on all pre event emails sent to over 10,000 High Level Industry Professionals	✓	
Complimentary registration(s)	3	1
Opportunity to introduce speakers	✓	✓
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	✓	✓
Mailing list of event attendees - one time use	✓	✓
Full page ad in SHOT Show directory	✓	✓
DIGITAL		
Sponsor Promotion in NSSF Bullet Points sent to over 60,000 recipients	✓	✓
Web banner on event page	✓	✓
Sponsor promoted on NSSF social media outlets	✓	✓
Sponsor promotion in post event email	✓	✓
<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.



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