



AGENCY MANAGEMENT INSTITUTE'S

# Build a Better Agency Summit

There are over 100,000 small to mid-sized agencies (1-300 FTEs) in the US alone and there's no conference that speaks to their unique challenges. Since 1999, Agency Management Institute has been dedicated to helping agency owners grow, scale, and evolve their agency. Our "Build a Better Agency" podcast is in the top 5% of all podcasts on iTunes and we serve 250 agency leaders every year.

That's why we've decided to fill the void when it comes to a conference built specifically for small to mid-sized agencies and focusing on the business aspects of running the agency so it's more stable and more profitable, year-over-year.

We are expecting 200 agency leaders to join us for two days of networking, learning, sharing, and as with all AMI events – comradery, laughter, and a bit of professional therapy!

The inaugural **Build a Better Agency Summit** will be **Aug. 10-11, 2021** in downtown **Chicago**.



## Our keynote speaker lineup is unbelievable.

### **Joe Pulizzi** *(best-selling author, content marketing expert)*

Joe is going to talk about building a business with an end goal of selling that business for a significant multiplier. He's going to show us exactly how he conceived, built and then sold Content Marketing Institute.

### **Matthew Kimberley** *(Entrepreneur, coach)*

Matthew is going to show us how to use the power of Profit First to be sure that your agency is building wealth for you and your family

### **Paul Roetzer** *(owner of PR 20/20 and The Marketing Artificial Intelligence Institute)*

Paul's going to share the experimentation his agency has done around AI and how AI will dramatically change agencies as we know them today.

### **Robert Rose** *(best-selling author & owner of The Content Advisory)*

Robert will demonstrate how agencies can charge a premium/build retainer revenue in helping clients create a content strategy that will propel them past their competitors.

### **Robin Boehler** *(co-owner of Mercer Island Group)*

Robin and her business partner/husband Steve are always in the room where it happens. They will take us behind the scenes so we can understand how clients choose their agency and how we stub our toes and lose out on "sweet spot" client opportunities.

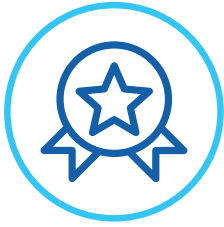
### **Jay Baer** *(best-selling author, owner of Convince and Convert)*

Jay is going to show us how he built his agency, the multiple ways they serve clients and the different revenue streams he's created so his agency never experiences ebbs and flows based on client whims.

### And of course, **Drew McLellan** *(AMI CEO)*

God only knows what he's going to talk about, but given that he lives with agency owners 24/7, trouble shooting, helping them taking full advantage of opportunities before them and talking them off the ledge on occasion – it will be interesting!

We invite you to be a part of the Build a Better Agency Summit through one or more of these sponsorship opportunities.



**Presenting  
Sponsor**  
**\$15,000**  
**(SOLD OUT)**

Benefits:

- 6-foot table with (2) chairs in pre-function space where key networking functions take place
- Keynote introduction – 2 minutes of stage time to introduce a keynote speaker
- (2) passes to attend the main conference sessions on Tuesday and Wednesday
- Exclusive collateral placement at the opening conference session
- Branding on the conference website (logo with hyperlink)
- Branding on any conference materials – program, signage
- Appear as a guest on the “Build a Better Agency” podcast at least one month prior to the event
- Guest blog post on the AMI website (appearing within one month following the event)



**Supporting  
Sponsor**  
**\$7,500**  
*(1) available*

Benefits:

- 6-foot table with (2) chairs in pre-function space where key networking functions take place
- Keynote introduction – 2 minutes of stage time to introduce a keynote speaker
- (2) passes to attend the main conference sessions on Tuesday and Wednesday
- Collateral placement at the opening session on day 2
- Branding on the conference website (logo with hyperlink)
- Branding on any conference materials – program, signage
- Guest blog post on the AMI website (appearing at least one month prior to the event)



**Roundtable  
Sponsor**  
**\$5,000**  
**(SOLD OUT)**

Benefits:

- Host of roundtable discussion topic on days 1 and 2 of the event (2 roundtables)
- (1) pass to attend the main conference sessions on Tuesday and Wednesday
- Branding on discussion table
- Branding on the conference website (logo with hyperlink)
- Branding on any conference materials – program, signage





## Breakout Sponsor \$3,000

*(3) available*

### Benefits:

- Host of breakout room on day 1 or 2
- Serve as breakout moderator – introduce speakers, facilitate Q&A
- Pop-up banner in breakout room (at sponsor's expense)
- Opportunity to provide collateral on session tables at the beginning of each breakout (does not include roundtable discussions)
- (1) pass to attend the main conference sessions on Tuesday and Wednesday
- Branding on the conference website (logo with hyperlink)
- Branding on any conference materials – program, signage

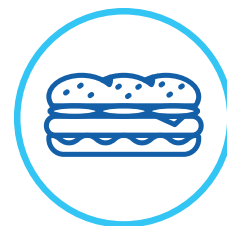


## Networking Event Sponsorship \$5,000

***(SOLD OUT)***

### Benefits:

- Audience shout out during the event
- (1) pass to attend the main conference sessions on Tuesday and Wednesday
- Branded napkins or other novelty
- Exclusive branding at the reception and on event signage
- Branding on the conference website (logo with hyperlink)
- Branding on conference signage



## Networking Lunch Sponsorship \$4,000

*(2) available*

### Benefits:

- (1) pass to attend the main conference sessions on Tuesday and Wednesday
- Opportunity to have a novelty giveaway item (at sponsor cost)
- Exclusive branding at the lunch and on event signage
- Branding on the conference website (logo with hyperlink)
- Branding on conference signage





# Branding Sponsorships

(Packages do not include a conference pass)

## Selfie Wall \$4,000



(1) available

Benefits:

- Exclusive branding wall for conference selfie shot station
- Branding on the conference website (logo with hyperlink)
- Branding on conference signage

## Lanyard \$2,000 (SOLD)



(1) Available

- Exclusive branding on all conference lanyards
- Branding on the conference website (logo with hyperlink)
- Branding on conference signage

## Continental Breakfast or am/pm Break \$3,000

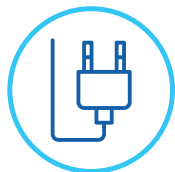


(5-6) available

Benefits:

- Branded napkins or coffee cups (Maximum of 500 included as part of sponsorship. Additional items would be at sponsor's cost.)
- Exclusive branding at the function and on event signage
- Branding on the conference website (logo with hyperlink)
- Branding on conference signage

## Charging Stations \$1,500



(4) available

Benefits:

- Exclusive branding at a charging station at the conference
- Opportunity to put collateral at your designated station
- Branding on the conference website (logo with hyperlink)
- Branding on conference signage