

AT IMEX AMERICA

# BRAND EXPERIENCE SUMMIT

BY  
INVITE  
ONLY

ALLEGiant STADIUM LAS VEGAS 10.7.24



# YOU'RE INVITED TO THE BRAND EXPERIENCE SUMMIT AT IMEX AMERICA

## REALIZING THE POWER OF BRAND COMMUNITIES

Bespoke experiences play a pivotal role in the creation of brand advocates. Join fellow business leaders at the Brand Experience Summit at IMEX America on Monday, October 7, for an exceptional peer-to-peer networking event exploring how we can use shared experiences to build trusted connections, inspiration and communities—to achieve better business outcomes.

## WHEN

Summit: Oct 7, 2024, 1:30-7pm  
50-Yard Line Dinner Included

## WHERE

Allegiant Stadium, Las Vegas, NV

## CONTACT

Please email us at:  
[brandsummit@imexexhibitions.com](mailto:brandsummit@imexexhibitions.com)

Lodging and ground transportation  
arranged with this experience



allegiant stadium

# OUR ORGANIZING PRINCIPAL

In today's fractured media universe, the objective for many brand leaders is to build a community of passionate brand advocates who can carry the brand story into the marketplace... Because the power of brand advocates are well documented, and can include:

- **BOOSTING BRAND AWARENESS**
- **OFFERING REGULAR FEEDBACK**
- **CREATING AUTHENTIC BRAND LOYALTY**

# AGENDA

TIME	ACTIVITY
1:30 pm	Attendees meet at designated partner hotel
2:00 pm	Transportation to Allegiant Stadium
2:30 pm	Arrivals and Welcome Reception
2:50 pm	Introductions and Program Begins - Coors Light Deck
3:00 pm	Guest Speaker--Johnny Earl, Johnny Cupcakes Brand Loyalty and Trust
3:30 pm	Angie Smith, CEO InVision Communications Panel discussion with industry experts
4:00 pm	Networking activity Brand Stories come alive at Allegiant
4:30 pm	Guest Speaker, Raiders Exec, The Raiders Locker Room
5:00 pm	Carina Bauer, IMEX CEO
5:10 pm	Cocktail Reception, Taste of Las Vegas Chefs
5:45 pm	Dinner on the 50 Yard Line
6:45 pm	Closing remarks, dessert presentation
7:00 pm	Transportation back to partner hotel