



## **Issues Watch: Forecasting the Policy Landscape for CPG October 19-20, 2021**

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Issues Watch is the premier event for CPG executives and professionals to gain insights on the key policy issues impacting the industry. The event allows CPG professionals to think proactively on legal, legislative and regulatory issues and understand the business implications.

### **Value of Sponsorship**

Sponsorship positions your company as a key supporter and partner to the CPG industry. Sponsors will be recognized before and during the event and receive complimentary registration. Attendees will include representatives from dozens of Fortune 500 companies: General Mills, Mondelez, PepsiCo, The Clorox Company, The Coca-Cola Company, Procter & Gamble, and more.

### **Audience**

Vice Presidents and Directors in government affairs, legal and regulatory functional areas are the primary audience for this event. Additionally, the event is open to any employee in the CPG industry, and we expect approximately 200 attendees.

### **Event Format**

Issues Watch's 12 virtual sessions will take place on Oct. 19 and 20, 2021, and attendees can participate in as many sessions as their schedule allows.

### **Secure your sponsorship today:**

Emily Reineke

Director, Membership

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(571) 378-6716

<https://consumerbrandsassociation.org/events/issues-watch-2021/>



**Title Sponsor:** \$15,000 (one available)

- Unlimited attendees from your company (a \$7,000 value).
- Visibility/Recognition
  - Premier website visibility as title sponsor (i.e. “presented by” or “inpartnership with”).
  - Logo visibility on event slide reel used between sessions during both conference days.
  - Company logo featured on session registration page.
  - Company logo featured in event promotion emails, social media, and Consumer brands SmartBrief.
  - Two dedicated slides featured in event slide reel.
  - Verbal recognition during opening and closing remarks both days.
  - Logo recognition on post-event materials (if applicable).
- Lead-gen available through opt-in registration question.
- Opportunity to send a gift to first 250 registered attendees – cost and logistics be managed by sponsor.

**Session Sponsor:** \$3,000 (12 available)

- Two complimentary registrations for both days of content (a \$1,500 value).
- Visibility/Recognition:
  - Logo visibility on event sponsorship page.
  - Company URL posted in chat window at the beginning of the sponsored session.
  - Logo recognition on session title slide
  - Logo recognition on slide during opening remarks on first conference day.
  - Verbal recognition during opening remarks of sponsored session.

**Secure your sponsorship today.**

Sponsorship opportunities are available for non-CPG companies on a first-come, first-served basis. Contact Emily Reineke, Director, Membership for more information or to secure your sponsorship: [ereineke@consumerbrandsassociation.org](mailto:ereineke@consumerbrandsassociation.org).