



2026 SPONSORSHIP TOOLKIT

ANA

MARKETPLACE VITALITY: THE PACE OF CHANGE

Marketing is undergoing a profound shift as new technologies, data capabilities, and channels reshape how brands connect with audiences. Amid this acceleration, marketers face both enormous opportunity and increasing complexity. They're seeking credible insights and a trusted community to help them interpret what's changing, make smarter decisions, and stay ahead.

WHY PARTNER WITH THE ANA

The Association of National Advertisers (ANA) brings together the most influential brands, agencies, and solution providers to shape what's next for marketing. When you sponsor an ANA event, you're not just buying visibility, you're joining a trusted community that drives progress for marketers everywhere.

With more than 1,200 member companies representing 25,000+ brands and \$400 billion in marketing spend, ANA connects you directly to decision-makers who set strategies, choose partners, and lead innovation. Our events attract senior marketers who come to connect, learn, and collaborate in an environments that promote thought leadership and growth.

Sponsorship with the ANA positions your company at the center of the conversations shaping marketing's future. You'll build relationships that matter, showcase expertise where it's most credible, and align your brand with the values of leadership, creativity, and accountability that define our community.

Together, we help marketers and partners alike advance their ambitions, see around corners with confidence, and accelerate marketing success.

ABOUT THE ANA

As the voice of the marketing industry for 115 years, and the largest and most credible advertising and marketing association, the Association of National Advertisers (ANA) brings together the most influential brands, agencies, and solution providers to shape what's next for marketing. Anchored in the ANA Growth Agenda, our work spans eight core practices: Brand, Media, Technology, Data, Management, Talent and Organization, Inclusive Marketing, and B2B. These disciplines guide how we help marketers accelerate growth and navigate an increasingly complex landscape.

When you sponsor an ANA event, you're not just buying visibility: you're joining a trusted community that drives progress for marketers everywhere. With more than 1,200 member companies representing over 25,000 brands and \$400 billion in marketing spending, the ANA connects you directly to decision-makers who set strategies, choose partners, and lead innovation.

Our events attract senior marketers who come to connect, learn, and collaborate in environments that promote thought leadership and growth. Sponsorship with the ANA positions your company at the center of the conversations shaping marketing's future. You'll build relationships that matter, showcase expertise where it's most credible, and align your brand with the values of leadership, creativity, and accountability that define our community. Together, we help marketers and partners alike advance their ambitions, set up their organizations for future success, and accelerate marketing success.

ABOUT ANA SPONSORSHIP

ANA sponsorships connect your brand with the decision-makers shaping the future of marketing, from CMOs at Fortune 500 companies to emerging leaders across our 50,000 industry members, who collectively invest over \$400 billion in marketing and advertising each year. ANA events provide unparalleled access to a trusted, member-led community.

Sponsorship goes beyond visibility: it's an opportunity to build credibility, foster meaningful relationships, and position your brand where it matters most.

2026 ANA NATIONAL INDUSTRY CONFERENCE CALENDAR

Click any event name for more information.

**23
FEB**

2026 ANA CREATOR MARKETING CONFERENCE
February 23-25 | Las Vegas, Nev.

**08
JUL**

2026 ANA DIGITAL & SOCIAL MEDIA CONFERENCE
July 8-10 | Los Angeles, Calif.

**25
MAR**

2026 ANA MEDIA CONFERENCE
March 25-27 | Nashville, Tenn.

**23
SEPT**

2026 ANA AI AND TECHNOLOGY FOR MARKETERS CONFERENCE
September 23-25 | Oxon Hill, Md.

**13
APR**

2026 ANA MASTERS OF DATA CONFERENCE
April 13-15 | San Diego, Calif.

**28
SEPT**

2026 ANA MEASUREMENT & ANALYTICS CONFERENCE
September 28-30 | Chicago, Ill.

**03
MAY**

2026 ANA ADVERTISING FINANCIAL MANAGEMENT CONFERENCE
May 3-6 | Orlando, Fla.

**20
OCT**

2026 ANA MASTERS OF MARKETING CONFERENCE
October 20-23 | Orlando, Fla.

**18
MAY**

2026 ANA BRAND MASTERS CONFERENCE
May 18-20 | Los Angeles, Calif.

**02
NOV**

2026 ANA MASTERS OF ADVERTISING LAW CONFERENCE
November 2-4 | Huntington Beach, Calif.

**03
JUN**

2026 ANA MASTERS OF B2B MARKETING CONFERENCE
June 3-5 | Chicago, Ill.

**09
NOV**

2026 ANA MULTICULTURAL AND INCLUSIVE MARKETING CONFERENCE
November 9-11 | Los Angeles, Calif.

**22
JUN**

2026 ANA IN-HOUSE AGENCY CONFERENCE
June 22-24 | Huntington Beach, Calif.

2026 ANA MASTERS OF MARKETING CONFERENCE

OCTOBER 20-23
ROSEN SHINGLE CREEK | ORLANDO, FLA.

**The Largest Annual Gathering of
Senior Brand Marketers in the U.S.**

The ANA Masters of Marketing Conference is the industry's most important annual event. Over 3,000 senior marketers convene to exchange ideas and set the industry's direction. This flagship gathering brings together brand marketers across categories and disciplines. Sponsoring here offers unmatched breadth of exposure, from retail to agency to innovation, and positions your organization as the strategic partner brands turn to when they want to transform marketing into a growth engine. It's your moment to get in sync with senior marketers who are setting the agenda and budget, and reinforce your brand as the enabler of their ambition.

 **2026 AGENDA**
[CLICK HERE](#)

PREVIOUS SPONSORS:

A+E Networks, Accenture Interactive, Active International, Adobe, Animated Storyboard, Cadent, Captivate, Claritas, Datorama, Deloitte Digital, eBay, ECI Media Management, Experian, Extreme Reach, Facebook, Flashtalking, GfK/MRI Simmons, Google, HC2 Network/Azteca America/beIN Media, Hulu, IBM Watson Media and Weather, iHeart Media, inMarket, Innovid, iSpot, Kantar, LiveRamp, LPGA, Marketing Evolution, Mediaocean, Meredith, Merkle, MobileFuse, MPA, Nativio, NCC, Neustar, Optimizely, Overture Promotions, Pandora, Pathmatics, Pinterest, Premion, Quantcast, Radio Advertising Bureau, Resonate, Roku, Simulmedia, Teads, The Female Quotient, The Walt Disney Company, Throttle, Triad Retail Media, TripleLift, TVB, Twitter, UPtv, USPS, Verizon Media, Viacom Ad Solutions, Video Advertising Bureau, Visa USA, WestwoodOne/Cumulus Media, Winmo, WTA, XACTV, Xandr, and YouGov.



2026 ANA MASTERS OF MARKETING CONFERENCE

OCTOBER 20-23 | ROSEN SHINGLE CREEK | ORLANDO, FLA.

THOUGHT LEADERSHIP AND NETWORKING SPONSORSHIPS

Networking Receptions

Post-Receptions

A.M./P.M. Networking Coffee Break

EVENT EXPERIENCE AND ENGAGEMENT

Social Q&A

Social Photography

ANA Events App

Mobile Charging Stations

Wi-Fi

Golf Tournament

Pickleball Tournament

BRANDING OPPORTUNITIES

Conference Bags (plus cost of bags)

Lanyards

Room Keys

Branding/Banner/TV

EXHIBIT SPACE PACKAGE

10' x 10' Booth



2026 ANA CREATOR MARKETING CONFERENCE

FEBRUARY 23-25
FOUR SEASONS HOTEL | LAS VEGAS, NEV.

Where the Future of Influencer and Creator Marketing Takes Shape

Marketers attend this conference looking for guidance. You can provide it. Your sponsorship will show that your brand can help them with creator integrations, influencer programs, storytelling, and social-first campaigns. Offer marketers the key to unlock the potential of creator-driven strategies.

 **2026 AGENDA**
[CLICK HERE](#)

PREVIOUS SPONSORS:

Adobe, Everywhere, and LTK.



2026 ANA CREATOR MARKETING CONFERENCE

FEBRUARY 23-25 | FOUR SEASONS HOTEL | LAS VEGAS, NEV.

PRESENTING AND THOUGHT LEADERSHIP SPONSORSHIPS

Kickoff Session

Breakfast Sponsorship and Presentation

Lunch Sponsorship and Presentation

Dinner Sponsorship and Presentation

NETWORKING OPPORTUNITIES

Opening Night Reception

Networking Reception

Conference Kickoff Coffee Break

A.M. Networking Coffee Break

A.M./P.M. Networking Coffee Break

EVENT EXPERIENCE AND ENGAGEMENT

Social Q&A

ANA Events App

Mobile Charging Stations

Wi-Fi

BRANDING OPPORTUNITIES

Conference Bags (plus cost of bags)

Lanyards

Room Keys

EXHIBIT SPACE PACKAGE

6' x 8' Space



2026 ANA MEDIA CONFERENCE

MARCH 25-27

OMNI NASHVILLE HOTEL | NASHVILLE, TENN.

Where Marketing's Media Leaders Define the Next Playbook

Position your brand at the heart of media innovation and leadership during this pivotal gathering of senior marketers, media strategists, and agency executives. As a sponsor, your organization will be seen as the trusted ally helping brands navigate today's complex media system, driving smarter investment, sharper creative execution, and stronger business outcomes. You'll engage directly with decision-makers focused on channel transformation, content strategy, and connections.



2026 AGENDA

[CLICK HERE](#)

PREVIOUS SPONSORS:

A+E Global Media, Adobe, Analytic Partners, Azira, Canela Media, Cortex Media, Innovid, Kroger Precision Marketing, Letterhead, Mutinex, NRS Digital Media, Paramount, Raptive, Simulmedia, TAG TrustNet, TVB, and Urban Science.



2026 ANA MEDIA CONFERENCE

MARCH 25-27 | OMNI NASHVILLE HOTEL | NASHVILLE, TENN.

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Social Q&A

ANA Events App

Mobile Charging Stations

Wi-Fi

BRANDING OPPORTUNITIES

Conference Bags (plus cost of bags)

Lanyards

Room Keys

EXHIBIT SPACE PACKAGE

6' x 8' Space



2026 ANA MASTERS OF DATA CONFERENCE

APRIL 13-15

OMNI SAN DIEGO | SAN DIEGO, CALIF.

**The Top Forum for Smarter,
More Measurable Marketing**

Data is the battleground of marketing advantage. Sponsorship of this conference positions your organization as a roadmap through complexity. Engage with data scientists and analytics leaders as they explore frameworks and tools for first-party data, AI readiness, and cross-team collaboration.



2026 AGENDA

[CLICK HERE](#)

PREVIOUS SPONSORS:

Action IQ, Alphonso, Analytic Partners, Brandmaker, Deloitte Digital, Dstillery, Equifax, Experian, iSpot TV, Lucid, Marketing Evolution, OptiMine, Resonate, Shutterstock, TransUnion, USPS, and Zeta Global.



2026 ANA MASTERS OF DATA CONFERENCE

APRIL 13-15 | OMNI SAN DIEGO | SAN DIEGO, CALIF.

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2026 ANA ADVERTISING FINANCIAL MANAGEMENT CONFERENCE

MAY 3-6

JW MARRIOTT GRANDE LAKES | ORLANDO, FLA.

The Leading Event for Value-Driven Media Investment Strategy

Stand at the heart of brand transformation and creative innovation. Sponsorship presents your organization as the creative collaborator for brands in cluttered markets. Network with chief brand officers, creative directors, and innovation leads who are seeking partners to help them feel like a VIP in their category while you amplify your brand's prestige and relevance.



2026 AGENDA

[CLICK HERE](#)

PREVIOUS SPONSORS:

Active International, Ad/FIN, Agency Mania Solutions, Beekman Associates, Catch & Release, Corporate Spending Innovations, Cortex Media, Decideware, DG2, ECI, Elite Commercial Services, Extreme Reach, HH Global, IMS, Mediaocean, Oracle/NetSuite, Paymerang, Reed Smith, Rogue Producers, StudioNow, The TEAM Companies, Warner Media, Yangaroo, and Zorch.



2026 ANA ADVERTISING FINANCIAL MANAGEMENT CONFERENCE

MAY 3-6 | JW MARRIOTT GRANDE LAKES | ORLANDO, FLA.

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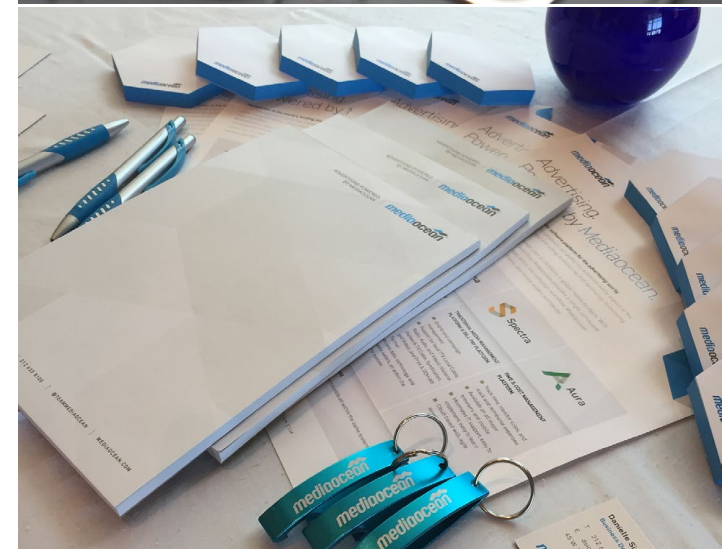
Conference Bags (plus cost of bags)

Lanyards

Room Keys

EXHIBIT SPACE PACKAGE

6' x 8' Space



2026 ANA BRAND MASTERS CONFERENCE

MAY 18-20

**INTERCONTINENTAL LOS ANGELES DOWNTOWN
BY IHG | LOS ANGELES, CALIF.**

The Premier Forum for Breakthrough Brand Building

Successful branding relies on innovation and inspiration to connect with consumers and increase long-term value. Branding success relies on your assistance. Be there to show how your company is a leader in creating experiences, leveraging media, demonstrating brand purpose, and relevant activations that spark brand love.



2026 AGENDA

[CLICK HERE](#)

PREVIOUS SPONSORS:

Comscore, Datorama, eBay Advertising, Edelman, Extreme Reach, InMarket, Innovid, IPSOS Connect, Julius, Marketing Evolution, Mediacom, Music Audience Exchange, NCC, Neustar, Simmons Research, Smithsonian Channel, StudioNow, Thunder Experience Cloud, Turner Broadcasting, Twitter, and V12 Data.



2026 ANA BRAND MASTERS CONFERENCE

MAY 18-20 | INTERCONTINENTAL LOS ANGELES DOWNTOWN BY IHG | LOS ANGELES, CALIF.

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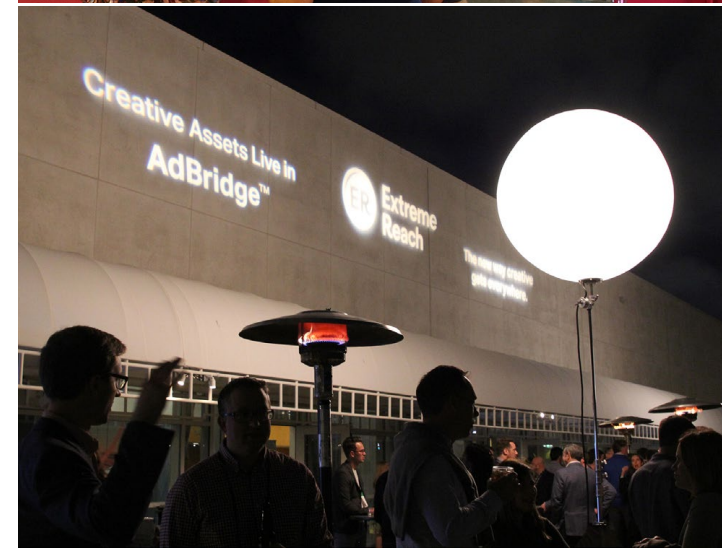
Conference Bags (plus cost of bags)

Lanyards

Room Keys

EXHIBIT SPACE PACKAGE

6' x 8' Space



2026 ANA MASTERS OF B2B MARKETING CONFERENCE

JUNE 3-5
MARRIOTT MAGNIFICENT MILE CHICAGO |
CHICAGO, ILL.

The Most Important Event for B2B Growth Leaders

B2B marketing is undergoing transformation, from account-based experiences to digital ecosystems and data-driven funnels. The ANA B2B Marketing Conference is the premier stage for B2B leaders who are transforming complex buying cycles into engines of growth. Sponsorship of this conference connects your brand with senior B2B marketers looking for strategic advantage, vendor relationships, and innovation. Position yourself as the bridge between business needs and marketing innovation, helping your clients spark their creativity and drive growth in this specialized arena.



2026 AGENDA
[CLICK HERE](#)

PREVIOUS SPONSORS:

Captivate, Currnt, DatabaseUSA, Datorama, Demandbase, Fandango Rewards, GES Events, gyro, Hotwire Global Communications, IEEE Global Spec, LinkedIn, LovePop, Mower, Overture Promotions, SmartBrief, and Stein IAS.



2026 ANA MASTERS OF B2B MARKETING CONFERENCE

JUNE 3-5 | MARRIOTT MAGNIFICENT MILE CHICAGO | CHICAGO, ILL.

PRESENTING AND THOUGHT LEADERSHIP SPONSORSHIPS

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AWARDS AND GALA SPONSORSHIPS

Presenting Awards Dinner Sponsor

Awards Category Sponsorship

EVENT EXPERIENCE AND ENGAGEMENT

Social Q&A

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BRANDING OPPORTUNITIES

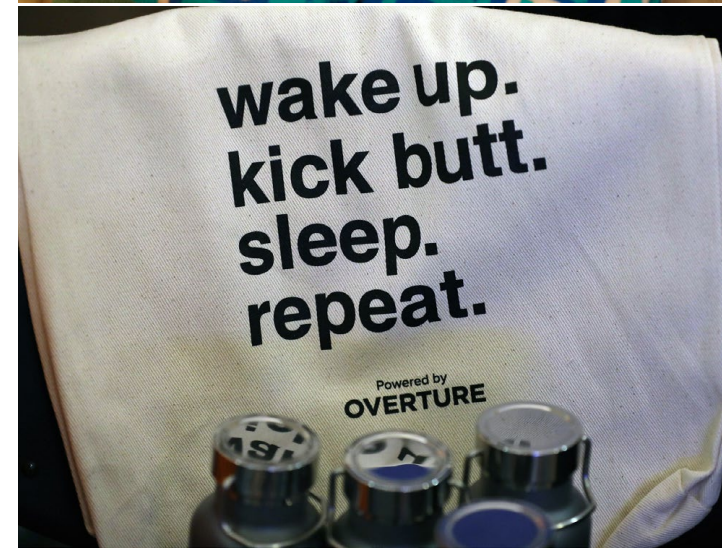
Conference Bags (plus cost of bags)

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EXHIBIT SPACE PACKAGE

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2026 ANA IN-HOUSE AGENCY CONFERENCE

JUNE 22-24

**HYATT REGENCY HUNTINGTON BEACH RESORT
AND SPA | HUNTINGTON BEACH, CALIF.**

Where Marketers Turn Internal Agencies into Impact Engines

Internal agencies have taken over how brands execute, operate, and activate marketing. By sponsoring this event, you're directly in front of in-house agency leaders seeking tools, collaboration models, and platforms to increase flexibility and impact. Your brand will be perceived as the supporter of this evolution, helping internal teams make the industry work for you by delivering speed, service, and innovation.

 **2026 AGENDA**
[CLICK HERE](#)

PREVIOUS SPONSORS:

Adelphic, Aquent Studios, Bionic Advertising Systems, Cella, Centro, Datorama, Extreme Reach, Mediaocean, MightyHive, Oliver, PubMatic, Simulmedia, Survata, The & Partnership, The Team Companies, Thunder Experience Cloud, Tilt Creative + Production, and TripleLift.



2026 ANA IN-HOUSE AGENCY CONFERENCE

JUNE 22-24 | HYATT REGENCY HUNTINGTON BEACH RESORT AND SPA |
HUNTINGTON BEACH, CALIF.

PRESENTING AND THOUGHT LEADERSHIP SPONSORSHIPS

- Kickoff Session
- Breakfast Sponsorship and Presentation
- Lunch Sponsorship and Presentation
- Dinner Sponsorship and Presentation

NETWORKING OPPORTUNITIES

- Opening Night Reception
- Networking Reception
- Post-Receptions
- Conference Kickoff Coffee Break
- A.M. Networking Coffee Break
- A.M./P.M. Networking Coffee Break

AWARDS AND GALA SPONSORSHIPS

- Presenting Awards Dinner Sponsor
- Awards Category Sponsorship

EVENT EXPERIENCE AND ENGAGEMENT

- Social Q&A
- ANA Events App
- Mobile Charging Stations
- Wi-Fi

BRANDING OPPORTUNITIES

- Conference Bags (plus cost of bags)
- Lanyards
- Room Keys

EXHIBIT SPACE PACKAGE

- 6' x 8' Space



2026 ANA DIGITAL & SOCIAL MEDIA CONFERENCE

JULY 8-10

**JW MARRIOTT LOS ANGELES L.A. LIVE |
LOS ANGELES, CALIF.**

Where the Future of Digital Marketing Takes Shape

The ANA Digital & Social Media Conference is where marketers come to define what's next in digital innovation. As digital and social channels remain the front line of brand-consumer interaction, sponsoring this conference grants you visibility and credibility with strategists, buyers, and content innovators. Your organization will be front and center amid discussions on performance, community, and culture in the most dynamic marketing arenas.

 **2026 AGENDA**
[CLICK HERE](#)

PREVIOUS SPONSORS:

Accenture Interactive, AdMedia, BrandTotal, Datorama, DesignIQ, DoubleVerify, ECI Media Management, Extreme Reach, Geopath, Innovid, IPSOS Connect, ListenFirst, Meredith, Music Audience Exchange, Neustar, OneSpot, Shutterstock, and VMLY&R.



2026 ANA DIGITAL & SOCIAL MEDIA CONFERENCE

JULY 8-10 | JW MARRIOTT LOS ANGELES L.A. LIVE | LOS ANGELES, CALIF.

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2026 ANA AI AND TECHNOLOGY FOR MARKETERS CONFERENCE

SEPTEMBER 23-25

MGM NATIONAL HARBOR | OXON HILL, MD.

The Most Important Event for Marketing's AI and Tech Revolution

Marketing's future will be driven by automation and data. Sponsoring this conference gives your organization front-row access to the innovators who are defining how brands engage with consumers and create and measure value. You'll stand out among senior marketers, technology leaders, and agency partners looking to harness AI and technological integration. By aligning with this event, you become the essential enabler of accelerated marketing success, guiding them through the complexity of change and positioning yourself at the nexus of technology and creativity.



2026 AGENDA

[CLICK HERE](#)

PREVIOUS SPONSORS:

Axiom, Adroll, Amazon Ads, Analytic Partners, Brandtech, Canto, Ceros, Claritas, Cognitiv, Conversica, Dstillery, Inspired Thinking, Komo, Kontent.ai, Marigold, MessageGears, Meta, Resonate, Screendragon, TAG, TransUnion, and USPS.



2026 ANA AI AND TECHNOLOGY FOR MARKETERS CONFERENCE

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2026 ANA MEASUREMENT & ANALYTICS CONFERENCE

SEPTEMBER 28-30
RADISSON BLU AQUA HOTEL | CHICAGO, ILL.

Where Data, Insight, and Impact Define Marketing Success

Better measurement can help marketers make better business decisions and add billions of dollars to the bottom line. This conference provides attendees with practical ideas to improve marketing decision-making through measurement. As a sponsor, you'll reach marketing leaders whose priorities are precision, measurement, and ROI. Elevate your credibility with an audience who values outcomes.

 **2026 AGENDA**
[CLICK HERE](#)

PREVIOUS SPONSORS:

Alphonso, Cadent, Comscore, Datorama, Drawbridge, Geopath, Google, Hulu, Invoca, IPSOS Connect, iSpot, Marketing Evolution, Neustar, Resonate, TiVo Research, V12 Data, and Video Advertising Bureau.



2026 ANA MEASUREMENT & ANALYTICS CONFERENCE

SEPTEMBER 28-30 | RADISSON BLU AQUA HOTEL | CHICAGO, ILL.

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6' x 8' Space



2026 ANA MULTICULTURAL AND INCLUSIVE MARKETING CONFERENCE

NOVEMBER 9-11
JW MARRIOTT LOS ANGELES L.A. LIVE |
LOS ANGELES, CALIF.

The Leading Forum for Inclusive Marketing Strategies

Diversity, inclusion, and cultural fluency are table stakes in modern marketing, and your sponsorship signals your leadership in this area. Engage with senior decision-makers committed to authentic multicultural strategies and inclusive growth. Your brand will be associated with best-in-class thinking, broad reach, and authentic resonance. Position your organization as the partner that helps brands advance their ambitions across culture and audience.

 **2026 AGENDA**
[CLICK HERE](#)

PREVIOUS SPONSORS:

Aspire, aspireTV, Claritas, Essence, Essential Accessibility, Geopath, H Code Media, Mirriad, Music Audience Exchange, Nielsen, Pandora, Pod Digital Media, Times Group, Video Advertising Bureau, VIX, and Zeta Global.



2026 ANA MULTICULTURAL AND INCLUSIVE MARKETING CONFERENCE

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OPPORTUNITIES FOR SPONSORS

Sponsor an ANA conference to put your brand in front of senior marketers inside a trusted, member-led environment. Packages are flexible and built to your goals.

WHAT SPONSORS RECEIVE

Before the Event

- Placement on event site and agenda
- Social/email mentions (where applicable)
- ANA speaker/content guidance (as relevant)
- On-site logistics

During the Event

- On-site branding per sponsorship package
- Stage, session, or lounge presence (as relevant)
- Exhibit footprint (if selected)
- ANA-curated networking moments

After the Event

- Post-event summary and insights (privacy-first)
- Warm, permission-based follow-up paths
- Debrief to plan the subsequent activation

CONFERENCE SPONSORSHIP BENEFITS

What you gain as a sponsor — in simple, tangible terms.

Audience and Credibility

- Proximity to decision-makers in a member-led setting
- Association with the ANA brand, which marketers trust
- Visibility in the right context (not just impressions)
- Connections and conversations
- ANA-curated introductions and invitation-only forums
- Meaningful dialogue with engaged senior marketers
- Moments that start real relationships

Content and Amplification

- Stage and session visibility (with editorial oversight)
- Digital reach via ANA channels and recaps
- Evergreen assets you can reuse post-event

Insights and Follow-Up

- Privacy-first reporting on engagement trends
- Clear next steps (permission-based follow-ups)
- Guidance from the ANA to sustain momentum

All sponsorship packages include:

- Three complimentary event registrations
- Logo recognition as a conference sponsor on the agenda webpage
- A 75-word corporate profile on the ANA Events App
- Social media handles and logo featured in the Conference Sponsor tab on the ANA Events App
- A digital ad on the ANA Events App
- On-stage mention during the general session



AVAILABLE AREAS OF PROMOTION FOR SPONSORS

CONFERENCE PRESENTING SPONSOR



As the premier sponsor of the conference, your brand receives maximum visibility before, during, and after the event. This includes opening remarks or a main stage moment, prominent in-room and online branding, and inclusion across digital, social, and on-site communications. Presenting Sponsors are positioned as thought leaders and gain elevated access to all attendee touchpoints.

PRESENTING AWARDS DINNER SPONSOR



Take the spotlight at the awards dinner, celebrating top creators and industry achievements. Sponsors receive on-stage recognition, branded signage, and opportunities for branded materials on attendee tables or in takeaway gifts.

KICKOFF SESSION SPONSOR



Start the conference with high-impact exposure by sponsoring the Kickoff Session, held prior to the first full day of programming. Sponsors receive branding in the session room, mentions in the conference agenda, and opportunities for a brief welcome or remarks to engage attendees. This session sets the tone for the conference and offers a prime moment to place your brand front and center.

A.M./P.M. NETWORKING COFFEE BREAKS



On the first full day of the conference, attendees enjoy a 20-minute morning refreshment and networking break. Sponsors of this break can air a 60-second video or sizzle reel in the general session room to announce the start of the break. Additionally, an ongoing afternoon coffee break provides further opportunities to distribute branded materials, collateral, or promotional items at the coffee stations.

MEAL (BREAKFAST, LUNCH, DINNER) SPONSORSHIPS



Sponsoring a breakfast, lunch, or dinner provides a unique platform to showcase your thought leadership. Sponsors receive a 10- to 20-minute speaking session within the meal room, offering a chance to engage attendees with valuable insights. The session abstract and speaker details will be featured on the conference website and ANA Events App. Sponsors are encouraged to enhance their presence with additional signage and collateral distribution on attendee seats.

AWARDS CATEGORY SPONSORSHIP



Showcase your brand by sponsoring a specific awards category. Your company logo will appear in event materials, announcements, and the awards presentation, positioning your brand as a thought leader.

AVAILABLE AREAS OF PROMOTION FOR SPONSORS

NETWORKING RECEPTIONS



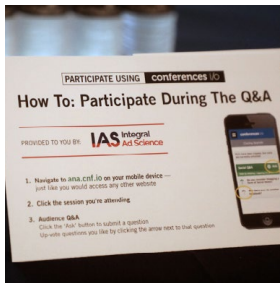
ANA receptions provide a relaxed, one-hour networking experience featuring a full bar and passed hors d'œuvres. Sponsoring a reception allows your brand to take center stage with prominent signage, collateral distribution, and custom-branded giveaways, maximizing brand visibility in a social setting.

MOBILE CHARGING STATIONS



A charged mobile device is essential for staying connected. Sponsoring the mobile charging stations allows attendees to keep their phones and tablets powered throughout the event. The ANA provides three standing charging stations, each fully wrapped with sponsor-supplied branding. These stations also feature video media capabilities (artwork and media provided by the sponsor). The ANA will manage the wrap logistics. If additional power outlets are required in a visible location, the sponsor must cover the cost of a standard electric drop.

SOCIAL Q&A



Show how your brand is a thought leader during Q&A sessions following speaker presentations. Attendees submit questions through the conference's I/O platform, and your company logo will appear on the bottom of the screen. Sponsors also have the opportunity to include a 140-character branded "insight" or "did you know?" message, keeping your company top of mind throughout the event.

WI-FI



Keep attendees connected by sponsoring the conference Wi-Fi within the general session room. Sponsors provide custom-branded Wi-Fi access cards with login details, ensuring visibility at every seat while supporting attendees' social media engagement throughout the event.

ANA EVENTS APP



The ANA Events App is the primary hub for accessing the conference agenda, attendee list, and social networking tools. As the app sponsor, your brand will receive on-site and in-app recognition, including a corporate profile. Additionally, you can send two push notifications per day to share thought leadership, drive engagement, or direct attendees to a custom landing page.

SOCIAL PHOTOGRAPHY



Engage attendees with a sponsored social photography activation. A professional photographer will capture attendee moments — either headshots or group photos — which will be sent via email. Sponsors and the photographer will have the ability to scan and collect data from participants using two provided attendee badge scanners.

AVAILABLE AREAS OF PROMOTION FOR SPONSORS

CONFERENCE BAGS



Put your brand in attendees' hands by sponsoring the official conference bags. Sponsors may include logos on the bag and/or inserts for materials, gifts, or promotional items. Bags are distributed at registration, ensuring high visibility throughout the event.

LANYARDS



Your company logo will be prominently displayed on both sides of all lanyards worn by attendees. Sponsors will receive on-stage recognition and signage reminding attendees to collect their badge and lanyard at registration.

ROOM KEYS



Showcase your brand every time attendees enter their rooms with a sponsored room key. This opportunity includes branded room keys and accompanying key folders featuring your logo on the inside. These will be distributed to each attendee upon check-in, ensuring high visibility.

OPPORTUNITIES FOR EXHIBITORS



Make a lasting impression at an ANA national industry conference by securing an exhibit space for your brand at the heart of the action. Exhibiting provides a high-visibility presence just outside the general session room, allowing you to engage with senior decision-makers and attendees throughout the event. This prime location offers the opportunity to distribute materials, showcase promotional items, demo products and solutions, and network with industry professionals, especially before breakfasts and lunches and during networking coffee breaks.

Exhibit Package Includes:

- A 6-foot skirted table, two chairs, and a wastebasket within a 6-foot-by-8-foot space at select national industry conferences. (Masters of Marketing features a larger 10-foot-by-10-foot booth.) Exhibit setup must remain within the allocated footprint.
- One complimentary registration (additional passes available for purchase at the discounted ANA MSP Gold member rate).
- A corporate profile, social media handles, and logo listed in the Exhibitor tab on the ANA Events App.
- **Lead retrieval capabilities:** One badge scanner included to capture attendee contact information. All scanned data, including contact details, will be provided to exhibitors post-event.
- **Please note:** Power, internet/Wi-Fi, and A/V equipment are not included but can be rented through the ANA's contracted provider.

This is your opportunity to create an engaging brand experience, generate leads, and establish valuable connections with key industry professionals.





Companies interested in any of the above sponsorships or programs, please contact:

sponsorship@ana.net

Availability and pricing may change, so please contact us for up-to-date specifics.