



# It's Not What You Sell: It's What You Stand For

September 14, 2011  
Roy Spence  
Chairman and CEO,  
GDSM and Idea City



# Sponsorships Available

- Increase your visibility with Colorado BMA members and luncheon attendees, approximately 200 – 250 people
- Company name included on all correspondence publicizing the event
- BMA Colorado web site recognition

Your investment puts you in front of:

- CMOs and marketers
- Executives in B2B advertising agencies
- Educators, consultants, and writers
- Industry suppliers

## Title Sponsorship - \$1000

- Table Exhibit Space with exposure to all luncheon attendees
- 2 Workshop Tickets
- 2 Lunch Ticket, and opportunity to purchase additional tickets at BMA member price
- Podium Recognition
- BMA Colorado web site recognition on sponsor page
- Your Company Logo included on all communications for the event

## Supporting Sponsorship - \$500

- Table Exhibit Space with exposure to all luncheon attendees
- 1 Workshop Ticket
- 1 Lunch Ticket, and opportunity to purchase additional tickets at BMA member price
- Podium Recognition
- BMA Colorado web site recognition on sponsor page
- Your Company Logo included on all communications for the event

**Sponsorships close Friday, September 9<sup>th</sup>.**

**Contact the BMA Sponsorship Team:**

Susan Grattino  
BMA VP Sponsorships & Events  
Korat Marketing  
303-377-5454  
[susan@koratmarketing.com](mailto:susan@koratmarketing.com)

BMA Executive Director  
Marilee Yorchak  
303-607-9957  
[marilee@bmacolorado.org](mailto:marilee@bmacolorado.org)

# Mini Expo Exhibits

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## Exhibits - \$300 each

- Table Exhibit Space
- 1 free lunch ticket, and opportunity to purchase additional tickets at BMA member price

**LIMITED NUMBER OF EXHIBIT TABLES AVAILABLE!**

**RESERVE YOUR EXHIBIT SPACE TODAY!**

**Exhibit space closes Friday, September 9th.**

**Contact us to make arrangements for electricity or internet access.**

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# It's Not What You Sell, But What You Stand For

## Do You Market on Purpose?

In today's world of bottom-line numbers and quarterly quotas, there's little else that occupies our time. Or is there? Organizations around the world are beginning to understand a different motivator that now drives their success – **purpose**.

Spence's message applies equally to solopreneurs and Fortune 500 executives. Because purpose is the ultimate brand message about the difference a company is trying to make in the world. And companies that operate and communicate on "purpose" have proven track records of out-performing and out-earning their competition.

Attendees will learn:

- What purpose is and why it matters in today's business world
- Why you need to bring purpose to life in your organization
- How to articulate purpose and share it with employees and customers
- How to move from ideas about purpose into solutions with tangible results

**[Register Now!](#)**

**Lunch Tickets:**

**BMA Member - \$35**

**Not-yet Members - \$50**

**Full-time students - \$25**

**Register by Monday, September 12, 2011**

Web: [www.bmacolorado.org](http://www.bmacolorado.org)

Fax: 303-969-8320

Phone: 303-607-9957

Email: [registration@bmacolorado.org](mailto:registration@bmacolorado.org)

\* A Mastercard, VISA or AMEX number is required to hold reservations.

### Event Agenda:

September 14, 2011

10:30 am - 11am Mini Expo Exhibitor Set Up

10:30 am - 11:30 am New & Prospective Member Orientation

11:30 am - Noon Check-in and Networking

Noon – 1:30 pm Luncheon and keynote presentation (Keynote begins at approx. 12:30 pm ends at 1:30pm)

**Location:** Embassy Suites  
Denver Convention Center  
1420 Stout St. Denver 80202  
303-592-1000

### Parking

Metered street parking and valet parking will be available. See web site for more information.

## About the Speaker

### Roy Spence

**Roy Spence, Co-founder and CEO of The Purpose Institute; Co-Founder and Chairman of GSD&M Idea City**

As Co-Founder and CEO of The Purpose Institute, Roy Spence consults with people and organizations on how to discover and live their purpose. Along with Haley Rushing, Spence co-authored the *Wall Street Journal* bestselling book, ***It's Not What You Sell, It's What You Stand For: Why Every Extraordinary Business is Driven by Purpose.***



Under Spence' leadership, his GSD&M Idea City agency has helped grow some of the world's most successful brands like "Don't Mess with Texas," Southwest Airlines, Wal-Mart, DreamWorks, the PGA TOUR, BMW, the U.S. Air Force, LLBean and the Clinton Global Initiative. He has served a trusted advisor to legendary leaders including Sam Walton and Southwest Airlines founder, Herb Kelleher. Spence's council has been sought by U.S. presidents and leaders in the State Department and Department of Defense. He has also been named Ad Man of the Year and Idea Man of the Century.