



"Creating the World's Best CMO Conversations"™

CLUB OVERVIEW

The CMO CLUB, a peer-to-peer membership organization with a pure focus on enhancing the professional and personal experiences of Senior Marketing Executives. We develop the best marketing leaders, open doors for quality connections and provide our members with the tools necessary to enrich their careers and personal life. Our members become better leaders, marketers, officers, deal makers and individuals – ultimately helping them lead the growth agenda for their company.

Access to the The CMO Club Members Only Community including:

Over 700 Heads of Marketing in the Club • Jobs, Forum, Blogs and Special Interest Groups
Vendor Rating Program • Thought Leadership Library and Network for CMO-Worthy Content
Members Blog • RSS Feeds • Twitter Feeds

EXCLUSIVE ACCESS TO PEER COMMUNITY

Search • Access • Share

- CMO Club Member Portal: Secure, behind closed doors.
- Find peers with specific industry, company, marketing expertise for sharing of insights

CMO CLUB DINNERS & SUMMITS

Quarterly Dinners:

- Currently in 20+ Cities in the US and London, Geneva, Paris, Moscow, Prague and Kiev. With new cities being added every month in 2011 and 2012.
- Two Global CMO Summits per year (<http://www.thecmoclub.com/pg/summit/all>)

CMO CLUB TV

- Weekly "CMO Worthy" Shows with CMOs, Global Thought Leaders, Artists and Celebrities
- CMO "Point of View" Video Interviews and Podcasts
- Summit Keynote Session Videos

JOBS & SPEAKING/INTERVIEW OPPORTUNITIES

- Access to CMO and other Marketing Jobs
- CMO Speaking & Interview Opportunities for Members

For more information refer to our website (www.thecmoclub.com) or Contact The CMO Club at:
855.CMO.CLUB (855.266.2582) xt 102 or info@thecmoclub.com

The CMO Club is an exclusive, peer to peer, members-only community for Chief Marketing Officers (CMO) or Heads of Marketing. The Club is not open to marketing executives from agencies or firms, marketing consulting/service companies with more than 50% of business selling to marketers.



ROUNDTABLES AND FORUM

- Special Interest Groups and Members On-Demand Roundtable Calls & Webcasts
- Monthly Forum Program
- Quarterly "Members-Only" Summits to learn about new Market Vehicles, Platforms and Media

MEMBERS ONLY RESEARCH REPORTS

- Quarterly CMO-Worthy Benchmarking Studies
- Research Reports and Webcasts: CMOs and other experts sharing insights on research results
- Quarterly Members Only Poll Results
- Weekly Members Only Benchmarking Polls

THE BENEFITS OF THE CLUB

- Programs for CMOs to help solve member specific challenges
- Exclusivity and Interest: Your peers share the same challenges, same mindset and same capabilities
- Content for Conversation vs. Content for Presentation
- Engagement: Most engaged CMO community due to year-round, local and regional events and community digital platform
- Heads of Marketing Only
- World-Class, life-changing experiences through relationships and sharing

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Companies selling predominately to marketers are encouraged to Partner with The CMO Club to engage with the Members and contribute to The CMO Club experience. For more information about Partnerships click [here](#) or contact The CMO Club at info@thecmoclub.com or call 855.CMO.Club (855.266.2582) xt. 102 or 917.210.1250

MEMBERSHIP FEES

Individual Membership: \$1,595

Premium Membership: \$4,995

Corporate Membership Program:

5 CMOs - \$19,995

10 CMOs - \$39,980

MEMBERSHIP BENEFITS	INDIVIDUAL MEMBERSHIP	PREMIUM MEMBERSHIP	CORPORATE PROGRAM
Access to CMO Club Members Ask/Answer Questions with CMOs Vendor Rating Program Insights from CMOs Podcasts Weekly CMOs Poll Results Dinner/Summit Recaps and Presentations Access to Members-Only Thought Leadership Library Access to CMO Job Opportunities	INCLUDED	INCLUDED	INCLUDED
Chapter Events and Forums (Note: Chapter Events subject to per activity charges or dues)	INCLUDED	INCLUDED	INCLUDED
3-4 "Members Only" Research Reports per Year	INCLUDED	INCLUDED	INCLUDED
Access to CMO CLUB TV	INCLUDED	INCLUDED	INCLUDED
Dinners: Per CMO/CMO Guest	4 Dinners Per year INCLUDED	4 Dinners Per year INCLUDED	4 Dinners Per Year INCLUDED
Spring and Fall CMO Thought Leadership Summits	Member Rate: \$1,995 per Summit	INCLUDED	INCLUDED
Access to Barcelona, Cannes, Tribeca, and London Film Festivals and Mofilm/CMO CLUB Events	N/A	INCLUDED	INCLUDED