



Chicago Interactive Social Club

MEDIA

GUIDE 2012

Who We Are

We host monthly get-togethers and invite you to come mingle with agency masterminds, fellow creatives, code gods and interactive marketers all within the friendly confines of some of Chicago's choicest watering holes. Because at Chicago Interactive Social Club (CISC), we understand that you can make a lot more connections with a kind word and a drink than you can with just a kind word.



OUR AUDIENCE



Marketers know this better than anyone else: there's strength in numbers. Nearly 5,000 professionals make the Chicago Interactive Social Club the largest networking group of interactive & advertising professionals in Chicago.

“ In an effort to increase our relevant follower-base on Facebook, SIM Partners decided to sponsor a CISC event to take advantage of their digital audience. We used the event as an opportunity to host a giveaway for an iPad2. Through CISC’s marketing tactics and vast member-base, SIM Partners was able to exceed our initial goal of Facebook Likes by over 400%! Not only did we enhance our brand-awareness within Chicago, we were able to network with a relevant audience while having a great time.”

Jon Schepke - President, SIM Partners



We attract Talented Creatives & Decision Makers from the Biggest Agencies in the city



Leo Burnett

razorfish™

DDB[®]

DRAFTFCB

Ogilvy



OUR ONLINE PRESENCE

5000

Member Email
Database

3800

Social Media
Followers



THE VENUES



The size of CLSC makes us a popular draw for some of Chicago's most popular locations. We've brought our 5,000 to restaurants and clubs like Epic, The Mid, Hubbard Inn, Moe's Cantina, The Underground, Rockit Bar & Grill and NV Penthouse Lounge.

OUR REACH

622

Avg amount of
RSVPs in 2010

876

Avg amount of
RSVPs in 2011



PAST

SPONSORS





We've worked with RMM Online, Myspace, Sim Partners, The Nerderly, Harrington College and the list goes on. Our monthly events are 100% free for people who work in, the four corners of interactive marketing: Agency, Sales, Tech, and Design.

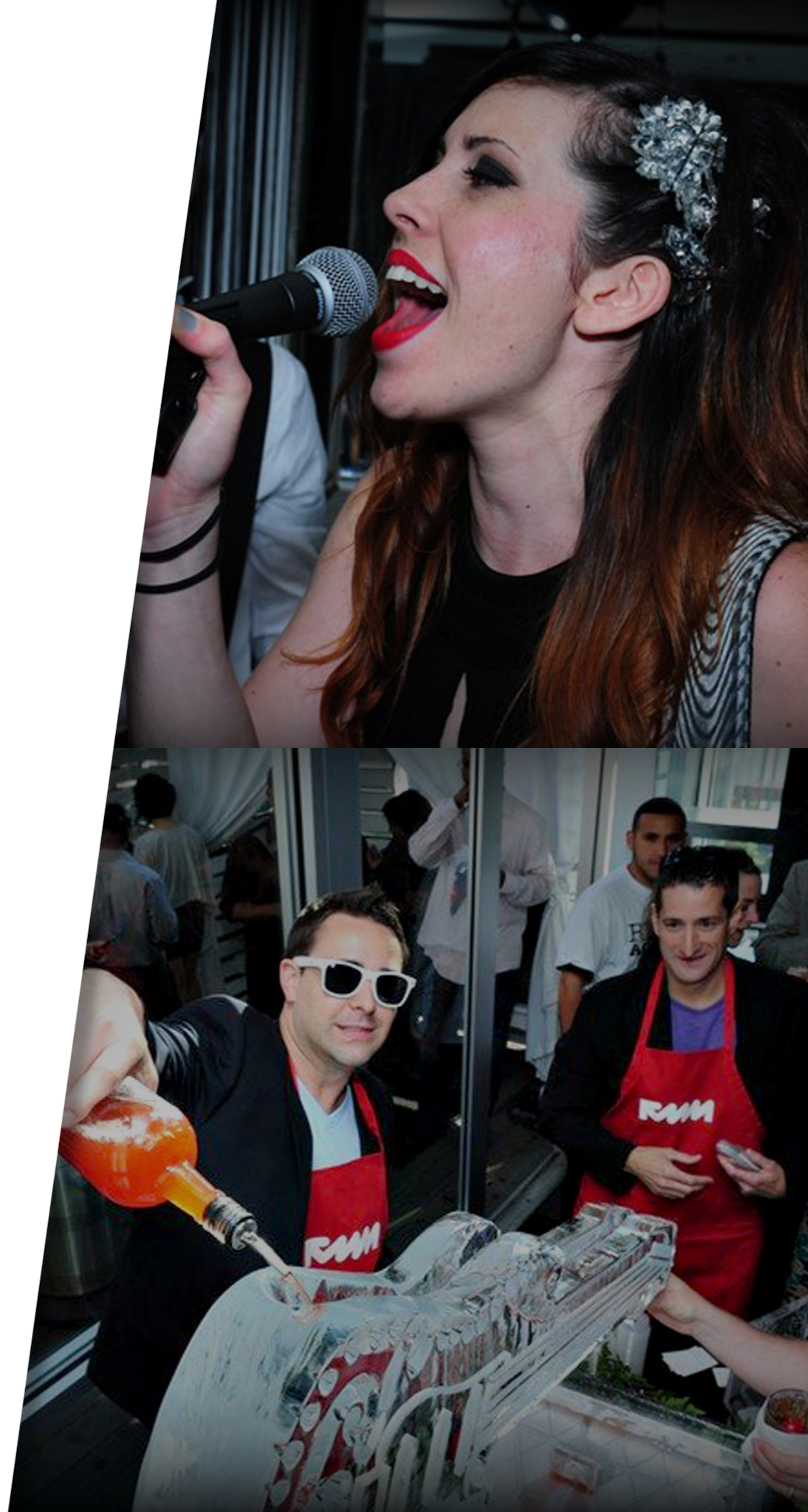
RMM Online Case Study

For CISC's June 2011 event, our partner sponsor RMM Online decided to try something different.



The Approach

- They hired a live band to perform & a custom ice luge shot station was brought in.
- A splash page was created to sign people up for their big giveaway, a MacBook Air.
- CISC provided further support through social media and e-blasts.



The Outcome

There were immediate results. RMM Online signed up 150 people to their splash page in the first day, and through CISC re-marketing efforts, they signed up another 200 people in a two week time span.





Get more information here
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