



Design Guide

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Grow's Data Driven Summit 2017

Summit Badges

Lightweight 3x5" plastic badges worn by all attendees and employees. Attendee names and companies printed on 1x2⁵/₈" labels with white ink. Agenda printed on vinyl stickers and attached to back of badge. Worn with black J-hook lanyards.



Attendee & Employee Shirts

Dark gray attendee shirt provided in swag bags featuring icon logo on front with Summit wordmark on back. Blue employee shirt worn by “Growmies” during Summit featuring icon logo on front with “Need Help? Ask a Growmie.” on back. All shirts provided by RealThread.



Live Screenprinting

At RealThread sponsor booth, attendees chose a gray or green shirt and one of two exclusive Summit designs to screenprint live.



Swag Bag

Summit-branded drawstring bag, attendee shirt (see page 4), Summit-branded aluminum water bottle, and Grow-branded fidget spinner given to each attendee.



Summit Banners

Roll-up banners placed throughout Summit venue. “Welcome” banner used outside main ballroom; general Summit information banner used at Registration table; “Data Bar” banner used at the Data Bar.

- Welcome, General, Data Bar •



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SUMMIT 2017**

GET EMPOWERED.

 **HEAP**  **PriceIntelligently**
 **client success**  **real thread**



Digital Signage & Presentations

Digital signage used throughout Summit, including a general slide to be used as the default display between speaker presentations. All speaker presentations opened with customized Summit-branded introductory slides.



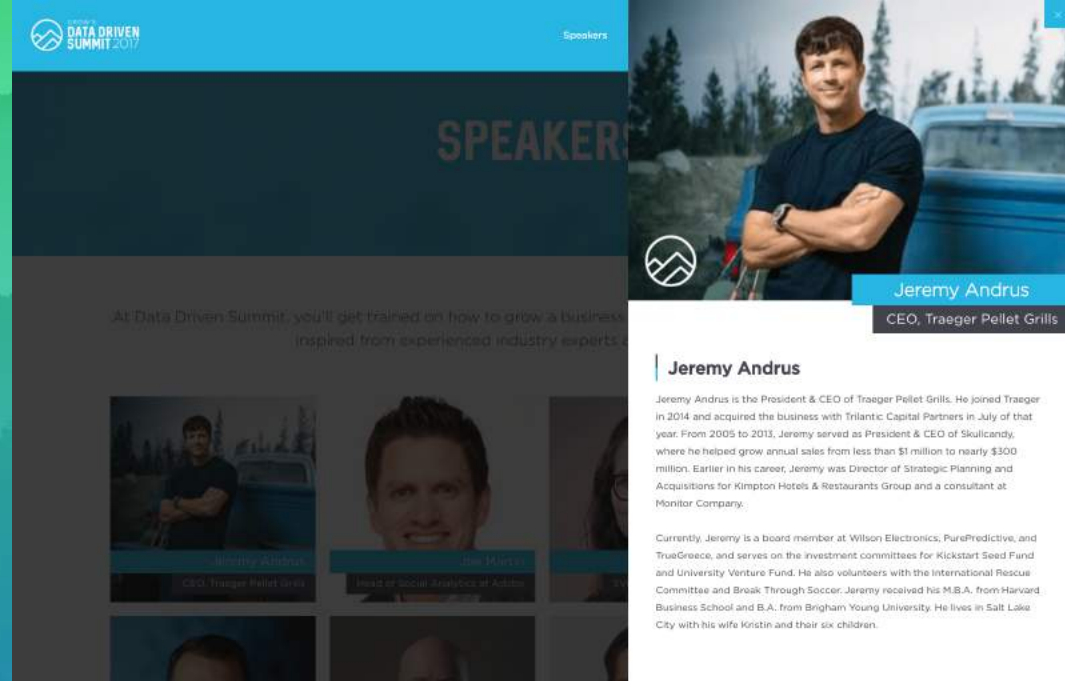
Summit Website

Summit website included homepage with full-screen hero image, as well as pages for Speakers, Agenda, Location, Sponsorships, FAQ, and Awards.

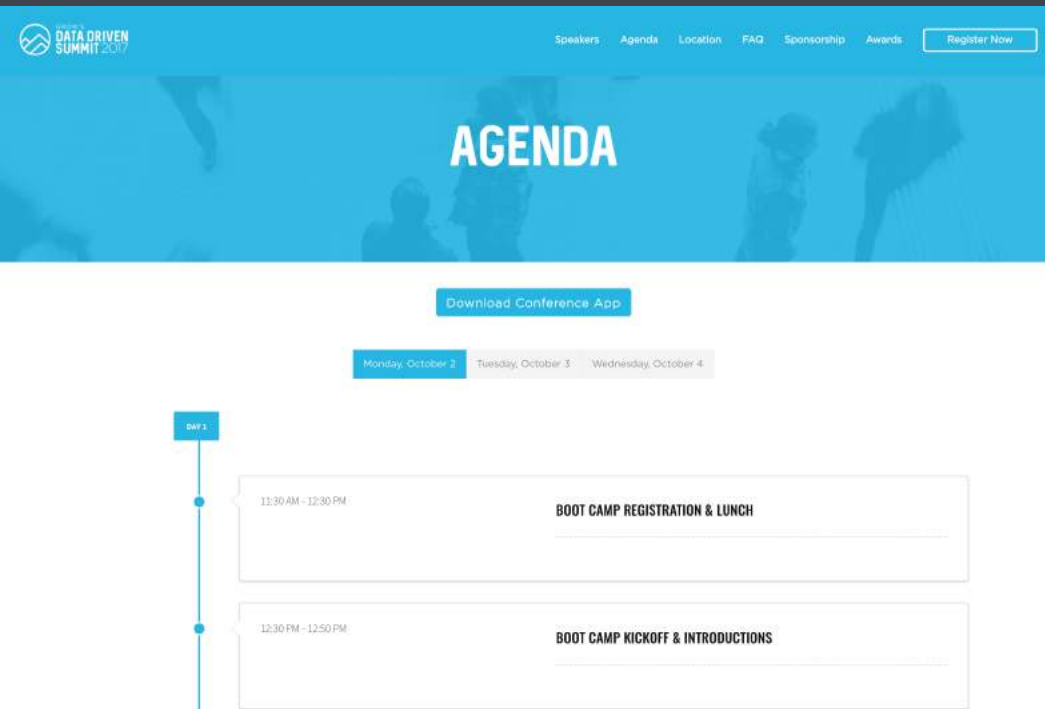
The following are small previews of each page:



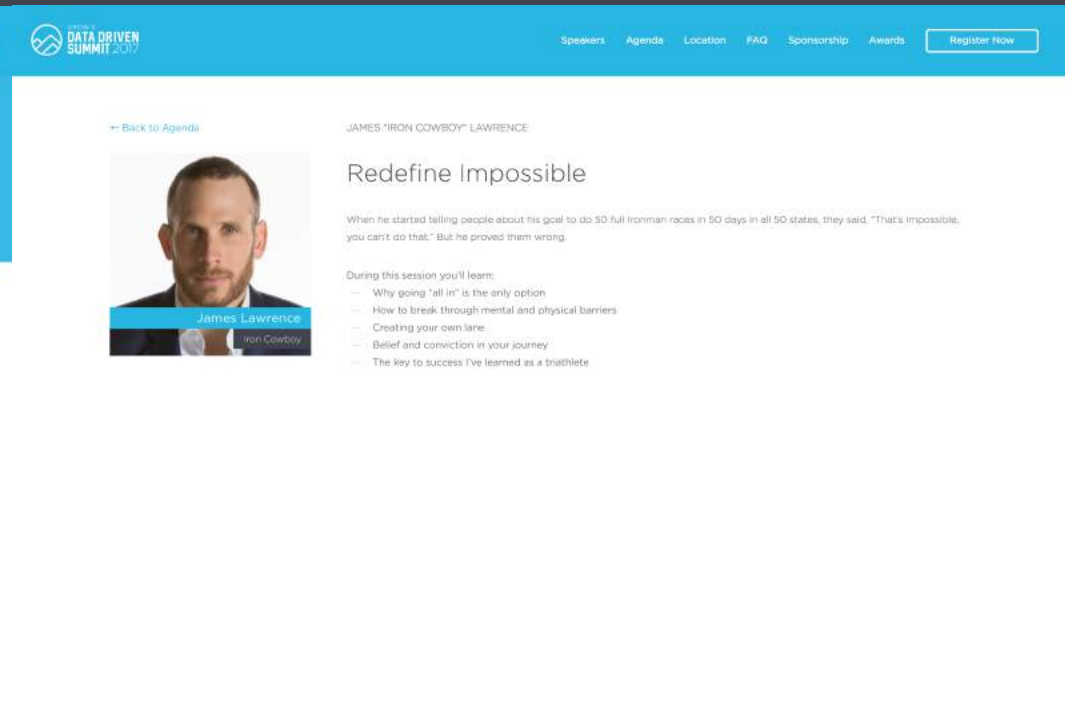
HOME



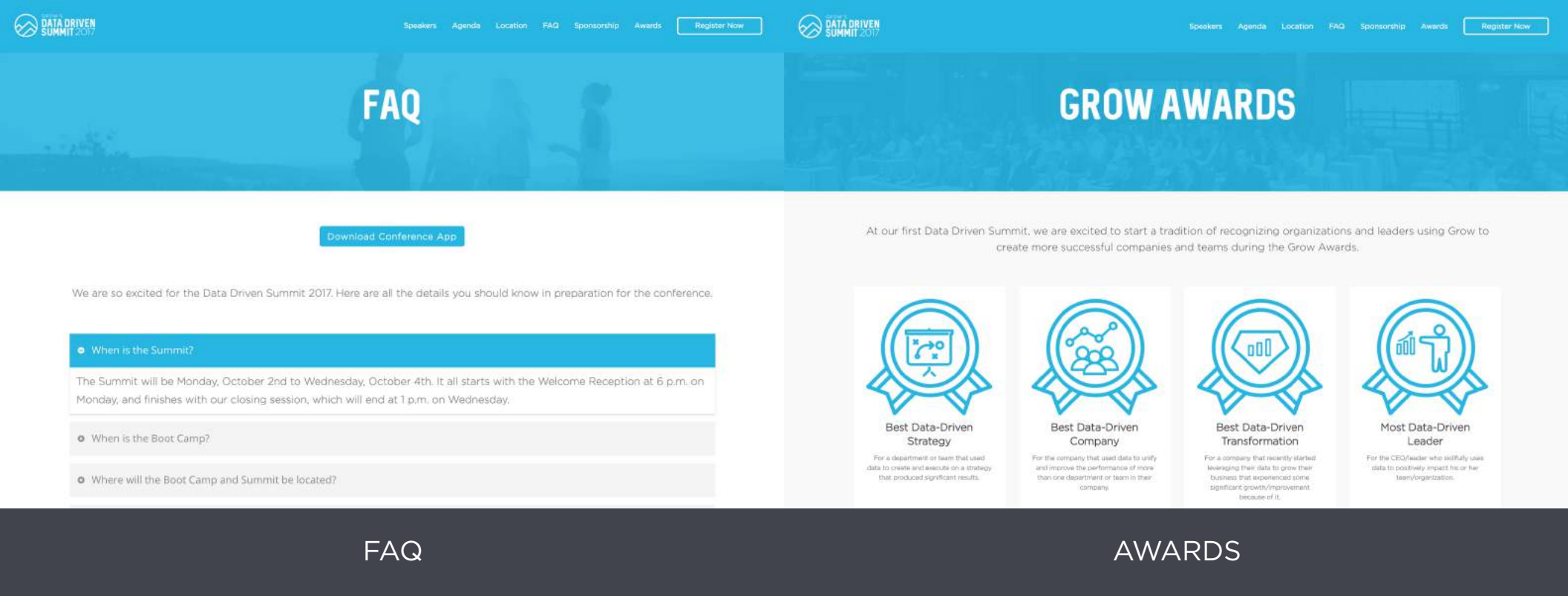
SPEAKERS



AGENDA



AGENDA DETAIL



FAQ

GROW AWARDS

[Download Conference App](#)

We are so excited for the Data Driven Summit 2017. Here are all the details you should know in preparation for the conference.

• When is the Summit?

The Summit will be Monday, October 2nd to Wednesday, October 4th. It all starts with the Welcome Reception at 6 p.m. on Monday, and finishes with our closing session, which will end at 1 p.m. on Wednesday.

• When is the Boot Camp?

• Where will the Boot Camp and Summit be located?

At our first Data Driven Summit, we are excited to start a tradition of recognizing organizations and leaders using Grow to create more successful companies and teams during the Grow Awards.



Best Data-Driven Strategy

For a department or team that used data to create and execute on a strategy that produced significant results.



Best Data-Driven Company

For the company that used data to unify and improve the performance of more than one department or team in their company.



Best Data-Driven Transformation

For a company that recently started leveraging their data to grow their business that experienced some significant growth/improvement because of it.



Most Data-Driven Leader

For the CEO/leader who skillfully uses data to positively impact his or her team/organization.

FAQ

AWARDS

Social Media

Summit-branded imagery used in social media, as well as ads and emails. Customized images were provided for speakers to use to promote the Summit through their own and company social media accounts.

FEATURED KEYNOTE

The Iron Cowboy

50 Ironmans. 50 States. 50 Days.



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SUMMIT 2017

October 2-4, 2017
Park City, Utah



ACCELERATE GROWTH AND SCALE YOUR BUSINESS.



Accelerate growth
and scale your business.



Accelerate growth
and scale your business.

