

IDEAFESTIVAL®

Presenting Sponsor:



SAVE THE DATE
SEPTEMBER 26-28, 2017
LOUISVILLE, KY
 ideafestival.com

STAY CURIOUS

* FACTS & FIGURES

EMBRACE THE DANGER OF NEW IDEAS™

* INNOVATORS

"FINAL DAY OF @IDEAFESTIVAL #IF16... IT'S BEEN OVERFLOWING WITH INSPIRATION FOR BUSINESS, ART, TECHNOLOGY, SCIENCE, AND HUMAN PROGRESS."

JASON HINER,
 GLOBAL EDITOR IN CHIEF
TechRepublic/CBS Interactive

"IDEAFESTIVAL UNDERSTANDS WHAT DRIVES CHANGE AND CREATES INNOVATION. THE TASTE EVENT WAS SPOT ON FOR A CHEF!"

CHEF GREG CHRISTIAN,
 CHIEF EXECUTIVE OFFICER
Beyond Green Partners, Inc.

OVER 400 OF THE WORLD'S LEADING THINKERS, DOERS AND INNOVATORS HAVE PARTICIPATED IN IDEAFESTIVAL:

Steve Wozniak · Michio Kaku · Aubrey de Grey · Tiffany Shlain · Kim Phuc · Janelle Monáe · Daniel Tammet · Ariel Waldman · Naomi Tutu · Oliver Burkeman · Beth Comstock · Maria Konnikova · Wynton Marsalis · Ndaba Mandela · Peter Zeihan · Titus Kaphar · Amy Chua · Lindsey Stirling · Sir George Martin · Jane McGonigal · Alan Lightman · Troy Carter

* SPONSORS

Presenting: **DELTA DENTAL**

Title:



Lead: **IGB** **artwithoutwalls** **LOUISVILLE FOUNDATION** **OGLE FOUNDATION** **THE C.E. & S. FOUNDATION**



* ATTENDEES

30
sessions
over 4 days

600+
attendees
per session

250+
festival passes
purchased

LOYAL
75% attend IdeaFestival more than once

CONNECTED
75% use social media on a regular basis

IMMERSED
71% purchase festival passes

NETWORKED
77% use IF to network and explore ideas

ENGAGED
95% attend IF to learn critical thinking skills

MINDFUL
50%+ attend IF to think locally and act globally

SATISFIED
85% recommend IF to a friend or colleague

EDUCATED
91% hold advanced degrees

DIVERSE
50% male/female
54% age 25-54
25% students*

INFLUENTIAL
60% hold upper management positions

SUCCESSFUL
62% earn \$100,000-\$250,000+ annually

GLOBAL
IF presenters and attendees span the globe

*Student attendance is supported by major foundations, educational institutions, and generous donors.

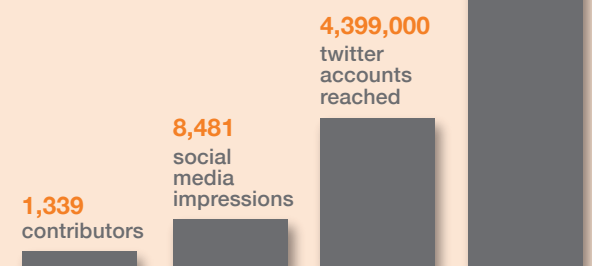
* NETWORKING

IF BRINGS TOGETHER THE WORLD'S MOST FORWARD-THINKERS:

Entrepreneurs · Technologists · Artists · Musicians · Educators · Activists · Government Influencers · Poets · Scientists · Business Leaders · Life Science & Healthcare Innovators

* SOCIAL MEDIA STATS

MEDIA REACH AND MENTIONS BEFORE, DURING & AFTER THE FESTIVAL:



3,200,000
internet reach

2,000,000
print reach

4,879
facebook likes

8,040
twitter followers

726
instagram followers

* GLOBAL MEDIA PARTNERS



* IDEAFESTIVAL DIGITAL — A GLOBAL, ENGAGED AUDIENCE

35,832 visitors

page views **125,959**

1,799 IF TV subscribers

IF app downloads **649**

17 countries:

UNITED STATES

Indonesia · India · Canada · U.K. · China · Brazil · Germany · South Korea · Australia · Japan · Netherlands · Russia · Italy · France · Spain · South Africa

* PEOPLE LOVE IDEAFESTIVAL

WHAT ATTENDEES, SPEAKERS AND SPONSORS HAVE TO SAY:

First time at #IF16. Love the entrepreneurial vibe and lots of new founder friends to learn from!

@WENDYSLEA

"Set yourself up for moments TO fail. That's the only way you learn."

— Ricardo Rivera #IF16 #staycurious

@IDEAFESTIVAL

I want to go door to door telling my friends and neighbors about @ideafestival Does that make me the world's first Idea Festivangelist?

@GOLDENFABULOUS

"I think it is wonderful that there are experiences not subject to rational analysis."

— Alan Lightman #IF16 #staycurious

@IDEAFESTIVAL

Every single one of our stories is a small chapter in the entire history of the human race. It all matters.

— @ChrisKenneally #IF16

@ALISONDENISCO

Serendipity, coined by Horace Walpole, can be defined as "a way to explore the unknown unknown."

@Pagankennedy #IF16 #teamGateway

@AUTHORKATIELYNN

"Cultivating our comfort with uncertainty has a moral dimension in our politics."

— Jamie Holmes at @ideafestival #IF16

@SCALAWAGMAG

"Nonsense wakes up the brain cells."

— Dr Seuss #IF16 #wordstoliveby

@ANNEBOGEL

* STAY CURIOUS™ — SEE YOU @ideafestival AND #IF17