Brands are getting their acts together and taking them on the road. They're turning to events and experiential marketing to create the kinds of live happenings that immerse consumers in their products and engage them more deeply with their brands.

Adweek's special section will look at why sponsored events will look at why sponsored events and promotions are becoming the go-to option for one-on-one consumer engagement.

SHOWCASE YOUR CAPABILITIES IN THIS MULTI-BILLION DOLLAR MARKET WITH ADWEEK!