

CMAA Connections



Your guide to increasing your visibility and brand recognition among owners, executives of service provider organizations, individual practitioners, and others with a vital interest in the success of the construction management industry.

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About CMAA



The Construction Management Association of America is an industry association dedicated to the practice of professional construction management. CMAA members including federal/state/local government and private sector owners, construction consultants, technology suppliers, academia, and legal organizations all with a common goal: to improve our nation's infrastructure.

CMAA was formed in 1982 to establish standards for managing construction projects. Construction management is rooted in traditional project management practices and also requires a unique body of skills and professional knowledge to perform successfully. CMAA is delivery method neutral; seeking to ensure that all professionals are prepared to succeed regardless of the scope, scale, or complexity of any project or program.

Today, CMAA has more than 16,000 members including individual professionals, professional service companies, and construction owners in the public and private sectors, as well as academic and associate members. CMAA has 30 regional chapters across the country.

CMAA's Vision is that all owners will realize project and program success by using professionally qualified Construction Managers (CMs).

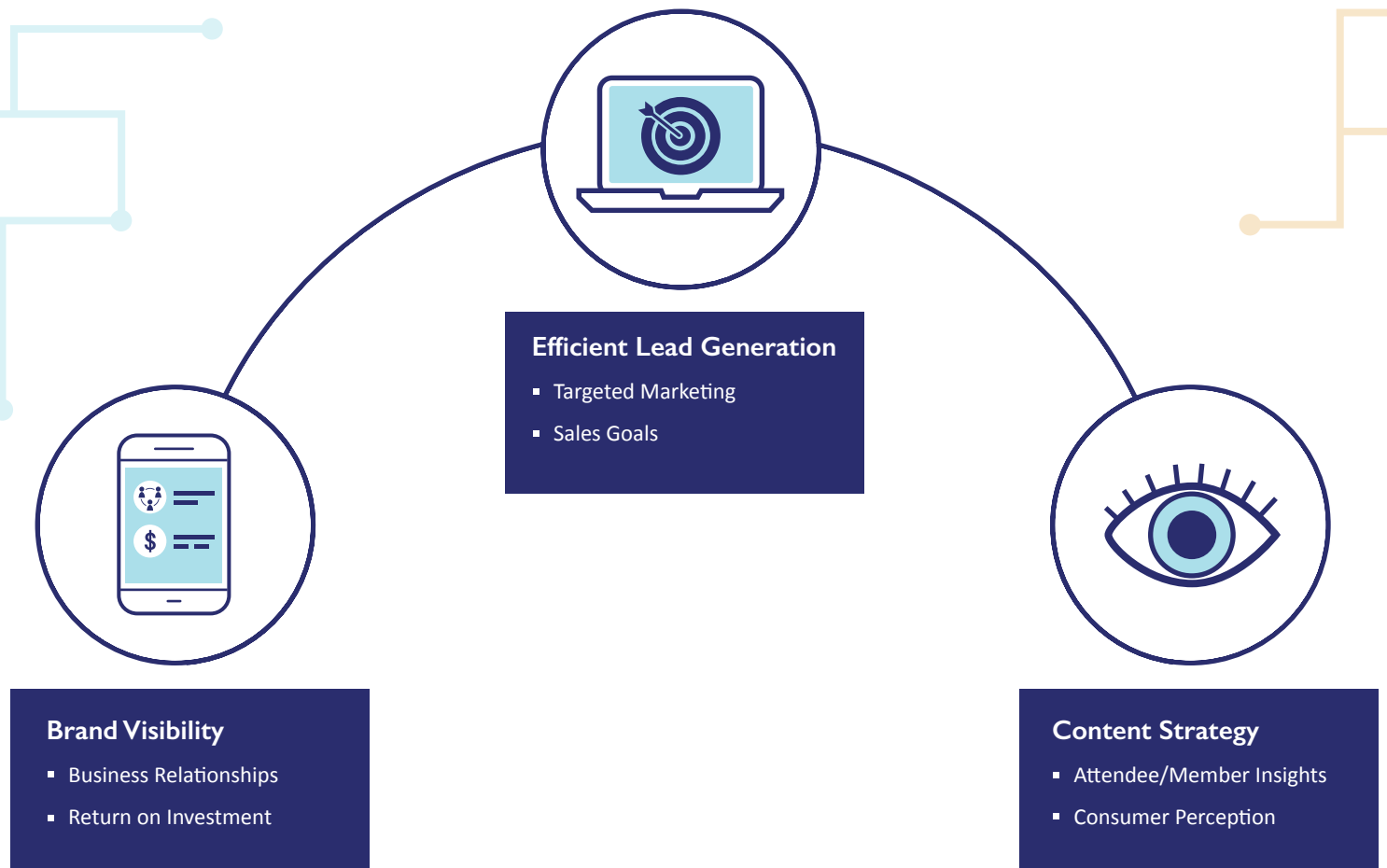
CMAA's Mission is to promote the profession of construction management and the use of qualified CMs on projects and programs.

CMAA Connections Opportunities

A sponsorship is an amazing opportunity for your company to show its support of CMAA, while at the same time increasing visibility and brand recognition among our membership of owners, executives of construction management service providers, individual practitioners, and others in the construction industry.

There are several different sponsorship opportunities to choose from to help you meet your company's goals. As a sponsor, your company will broadcast its message to industry leaders in the construction management industry.

The Benefits of Sponsorship:



? Questions

Please contact Michelle Anysz, Director of Business Development, at 703-995-7384 or manysz@cmaanet.org

CMAA Connections

CMAA2020

CMAA 2020



October 13 - 16, 2020 Online

Sponsorship Opportunities

CMAA2020 is the premier event for the Construction Management industry that focuses on building the skills needed to improve project delivery. Our 2020 Online Conference will be attended by construction managers and other A/E/C professionals for a packed program of thought provoking plenary sessions and keynotes, educational sessions, technical tours, and networking.

Previous CMAA National Event Sponsors Include:



Highlights



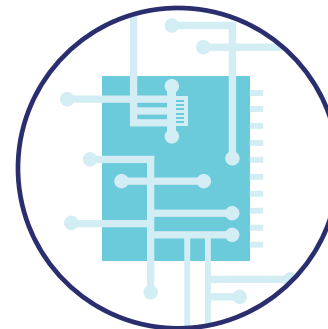
A/E/C Owners & Construction Management Professionals in Attendance



Thought-Provoking Plenary Sessions & Keynotes



Over 30 Educational Sessions



Local Chapter Programming




CMAA Live Town Hall



Sponsor Demos and Forums

Sponsorship Packages

| LEVEL FEATURES |  GOLD \$7,500 |  SILVER \$5,500 |  BRONZE \$3,500 |
|--|--|--|--|
| Banner Ads CMAA2020 Website | 1 | 1 | — |
| Active Logo/Link CMAA2020 Website | YES | YES | YES |
| Active Logo/Link CMAA2020 Marketing Emails | YES | YES | YES |
| Verbal Recognition during Plenary Sessions | YES | YES | YES |
| Full-Conference Registrations | 5 | 2 | 1 |
| Sponsor Demo Session | 2 | 1 | NO |
| Logo on Conference Platform | YES | YES | YES |
| Company Description on Platform | YES | YES | YES |
| Playlist (# of media items) | 5 | 2 | 1 |
| Dynamic Role based Playlist | YES | YES | NO |
| Lead Generation with Custom Forms | YES | YES | NO |
| Roundtable Meetings | YES | YES | YES |
| Pre-arranged Roundtable Meetings | YES | YES | NO |
| Leads Dashboard (visitors & email list) | YES | YES | YES |
| ABM dashboard | YES | YES | NO |
| Highlight Sessions on Booth | YES | YES | NO |
| Logo Placement on Event Platform Home Page | YES | YES | YES |

Gold Sponsors

Pick One Package Below:
 Plenary Session (2)
 Platform Walk-through (1)
 Awards & Closing Session (1)
 On-Demand Educational Sessions (2)

Silver Sponsors

Pick One Package Below:
 Education Session (7)
 Daily Opening Communications (3)
 Daily Closing Communications (3)

Conference Add-On: Digital Retargeting Marketing Campaign

Get exclusive direct access to CMAA2020's website visitors and retarget them with your company's ads that will showcase your brand, services, and products anywhere they visit online.

- Cost: +\$1500 to any package above
- Timeframe: 1 Month Duration
- 25,000 Impressions
- Receive a Full Report of Trackable Impressions

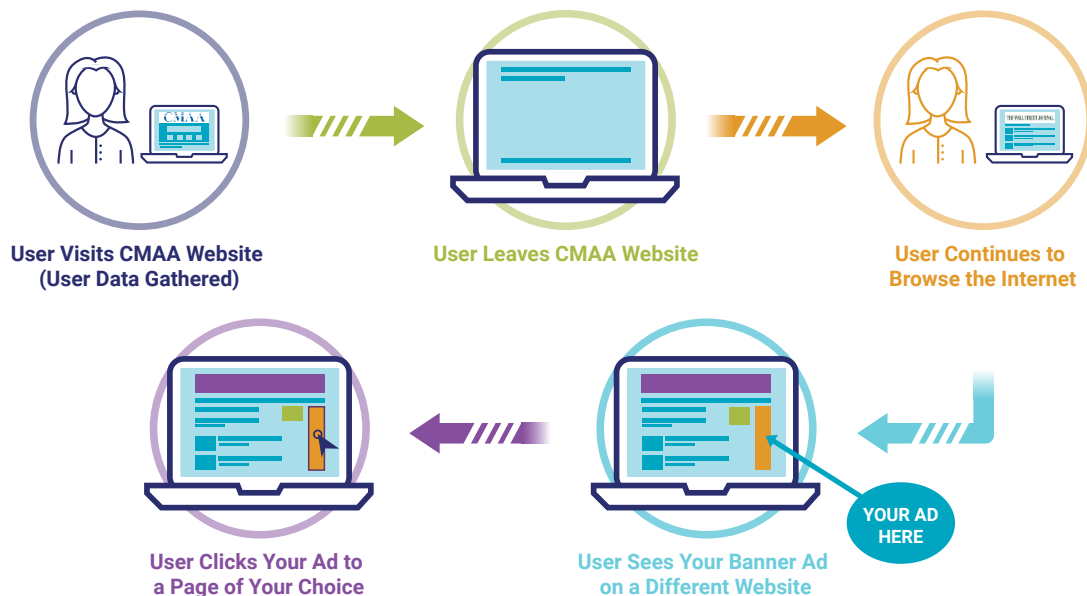
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Retargeting Digital Sponsorship

EXPAND YOUR BRAND & BROADEN YOUR REACH WITH A CMAA DIGITAL RETARGETING SPONSORSHIP

INTELLIGENT MARKETING STARTS HERE



We know that CMAA members are your target audience and are important to you and your business development. With business travel and face-to-face meetings being eliminated, CMAA has created an opportunity to allow you to reach CMAA's online audience through a digital sponsorship.

Why Use Retargeting?

Our audience becomes your audience through retargeting. Get exclusive direct access to CMAA's website visitors and retarget them with your company's ads that will showcase your brand, services, and products anywhere they visit online.

Quality Audience

Don't rely on broad, generic targeting on common ad platforms to market your company. Stand out with CMAA's uniquely qualified audience that will showcase your business to those who need you the most.

Return On Investment

Receive Quantifiable Results Data! Gain 24-hour access to detailed reports that allow you to see your campaign results in real-time including impressions, clicks, and geographical locations of ads served. Add to your results by creating a landing page link from the ads, to access more information from those who have clicked through.

? Questions

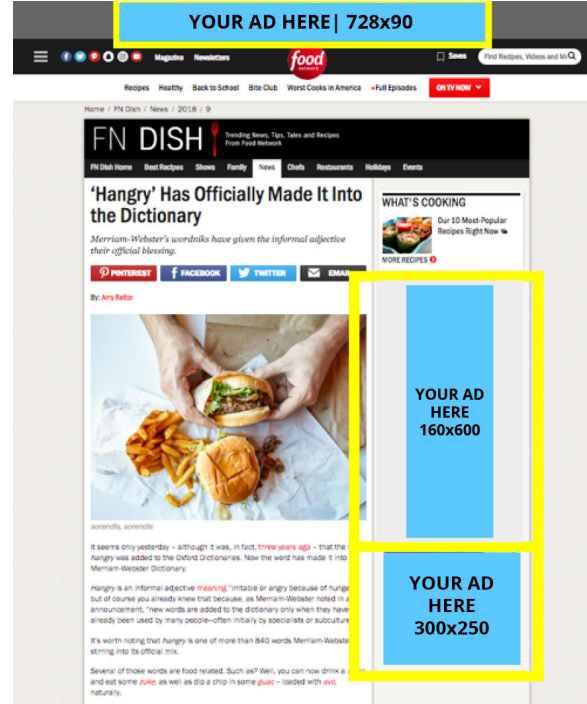
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CHOOSE YOUR REACH & DURATION

All Sizes Include:

- 728x90
- Square Pop-Up 300x250
- Wide Skyscraper 160 x 600

Ad Sizes & Specs
 .jpeg or gif static images only; no flash ads



Available Packages

| Package | Price | Duration | # of Impressions |
|---------|---------|----------|------------------|
| Tier 1 | \$2,500 | 1 Months | 35,000 |
| Tier 2 | \$4,500 | 3 Months | 75,000 |
| Tier 3 | \$6,000 | 5 Months | 100,000 |

Your ads will appear on multiple major websites and mobile apps, following CMAA's audience on their online journey.

Questions

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CMAA Connections

Strategic Partner Program

CMAA Strategic Partner Program

The CMAA Strategic Partner Program provides a valuable opportunity to partner with CMAA and maintain a strategic, consistent, high-profile presence with CMAA's members. Each sponsorship platform is tailored to maximize your ability to reach your audience and meet your company's bottom line objectives. Also included in the package are membership fees, virtual conference sponsorship coverage, exclusive data through membership surveys, invitations to CMAA board receptions, CMAA website banner, and sponsorship content published through the MCX email.

Your Strategic Partnership Includes:

1 Your Choice of Sponsored Platform

- Sole presenting sponsorship of one year-round platform
- Sponsored platform component (limited to one choice below)
 - CMAA Live Webinar Program
 - CMAA eLearning Program
 - CMAA Certified Construction Manager (CCM) Program
 - CMAA Construction Manager-in-Training (CMIT) Program
- Sponsored platform components include:
 - Sole promotional rights around sponsored platform
 - Logo on electronic promotional materials and signage
 - Logo on sponsored platform webpages within CMAA website
 - Sponsor logo on collateral around sponsored platform
 - Verbal recognition by CMAA representative (when appropriate)

2 Membership/Registrations/Additional Benefits

- One (1) Associate Membership and Unlimited Additional Associate Memberships
- Five (5) Registrations to CMAA2020

3 Digital Advertiser/Sponsor with CMAA

Our audience becomes your audience with retargeting. Get exclusive direct access to CMAA's website visitors and retarget them with your company's ads that will showcase your brand, anywhere they visit online.

Package: Tier 3 | Duration: 5 Months | Impressions: 100,000

4 CMAA2020 Virtual Conference Sponsor | October 13-16, 2020

- Gold Level Sponsorship
- Banner Ads on the Conference website
- Active Company Logo/Link on official Conference website
- Recognition in Conference marketing
- Active Company Logo/Link and in Conference marketing emails
- Add-on Digital Remarketing Campaign Package **Duration: 1 Month | Impressions: 25,000**

5 Exclusive Access and Information

- Two (2) invitations to CMAA Board (CMAA Board of Directors, CMAA Foundation Board of Directors, CMCI Board of Governors) Receptions held in conjunction with National Events. It may be virtually, or it may be in person.
- Ability to include one (1) question into CMAA Member Survey or Conference Evaluation Survey
- Exclusive Strategic Partner Summary of CMAA Member Survey or Conference Evaluation Survey

6 Website/Communications

- One (1) Sponsored Content piece in CMAA MCX per quarter (cross-posted on CMAA website)
- One (1) Logo or display ad on the CMAA homepage and additional pages throughout the site
- Logo on Strategic Partnerships recognition page

7 Additional Benefits

- Dedicated CMAA account executive to facilitate relationship
- Year-end sponsorship fulfillment report detailing results/status of commitment

8 Sponsor and License Rights

Use of official designations:

- CMAA Strategic Partner Logo
- CMAA2020 Logo

? Questions

For questions and pricing information, please contact Michelle Anysz, Director of Business Development, at 703-995-7384 or manysz@cmaanet.org