



2024

CMAA CONNECTIONS

SPONSORSHIP PROSPECTUS

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.

ABOUT CMAA



CMAA VISION

CMAA is the voice of the program and construction management industry and the premier resource for professionals working in the built environment.

CMAA MISSION

To promote, support, educate, and develop professionals who lead the delivery of programs and projects within the built environment.

The Construction Management Association of America is an industry association dedicated to the practice of professional construction management.

CMAA represents more than 20,000 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 20,000 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 local chapters across the country.

SPONSORSHIP OPPORTUNITIES



BRAND VISIBILITY

- ✓ Business Relationships
- ✓ Return on Investment



LEAD GENERATION

- ✓ Targeted Marketing
- ✓ Sales Goals



CONTENT STRATEGY

- ✓ Attendee/Member Insights
- ✓ Consumer Perception

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.

FOCUS24

Focus24 is a must-attend spring event for established and emerging leaders; service providers and owners – anyone looking to develop the leadership skills needed in today's CM/PM environment.

CMAA2024

CMAA2024 is the association's flagship event held in the fall, drawing construction industry professionals, owners, vendors, and educators from across the nation.

DIGITAL ADVERTISING

We know that CMAA members are important to you and your business development. Broaden your reach with trackable and quantifiable digital exposure to CMAA's online visitors.

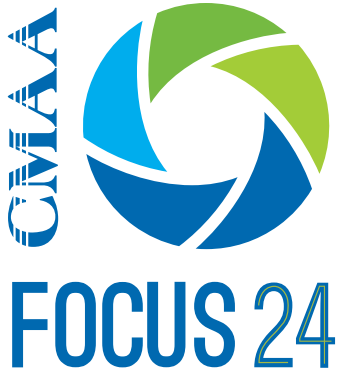
STRATEGIC PARTNERSHIP

Face-to-face and digital opportunities to reach your target audience. Each sponsorship tier is tailored to maximize your brand visibility and meet your company's bottom line objectives.



FOCUS24

Held in the spring, CMAA Focus24 will explore markets, trends, and factors which contribute to success in delivering projects. Speakers focus on providing in-depth and useful information on key industry topics including financing, partnering, contracts, leadership, legal and regulatory issues, bonding, risk management, workforce issues, and current market research.



PHILADELPHIA

MARCH 10-12



SPONSORSHIP BENEFITS

	<u>\$13,000</u>	<u>\$10,000</u>	<u>\$7,500</u>	<u>\$5,000</u>
	PLATINUM	GOLD	SILVER	BRONZE
Full-Conference Registrations	2	2	1	1
Table Top Exhibit Display Space	✓	✓	✓	
Banner Ads on Conference App	2	1	1	
Company Logo/Link on official Conference website	✓	✓	✓	✓
Prominent on-site logo signage throughout the Conference	✓	✓	✓	✓
Recognition/Logo in Conference marketing promotions	✓	✓	✓	✓
Recognition at Conference Opening Session	✓	✓	✓	✓

CONFERENCE ADD-ON: SPONSOR DIGITAL RETARGETING CAMPAIGN

Cost: +\$1,500 to the Sponsorship Packages listed above.

Get exclusive direct access to CMAA Focus24's website visitors and retarget them with your company's ads that will showcase your brand, services, and products anywhere they visit online.

- ✓ 25,000 Impressions
- ✓ 1 Month Duration
- ✓ Real Time Dashboard
- ✓ Clicked Ad Reporting*

*Name and email displayed on the clicked ads report if user data is left behind on the website.



Sponsorship Packages can be changed prior to the event based on availability.

For more information, contact Natalie Dougherty, Director of Business Development, at 571-581-3480 or ndougherty@cmaanet.org

CMAA



FOCUS 24

SPONSORSHIP LEVELS



PLATINUM | \$13,000

MAKE YOUR CHOICE

- ✓ Conference WIFI
- ✓ Conference APP
- ✓ Badge/Lanyard Holder
- ✓ Padfolios
- ✓ Sunday General Session
- ✓ Monday Morning General Session

SILVER | \$7,500

MAKE YOUR CHOICE

- ✓ Conference Pens
- ✓ Networking Breaks
- ✓ Monday Lunch
- ✓ Educational Room Sessions
- ✓ Conference Signage

GOLD | \$10,000

MAKE YOUR CHOICE

- ✓ Sunday Welcome Reception
- ✓ Tuesday Town Hall
- ✓ Charging Station
- ✓ Water Stations & Refillable Tumbler Cup
- ✓ Onsite Pocket Schedule

BRONZE | \$5,000

MAKE YOUR CHOICE

- ✓ Registration Desk
- ✓ Conference A/V
- ✓ Monday Breakfast
- ✓ Tuesday Breakfast
- ✓ Tuesday Lunch



Don't see what you're looking for? Contact Natalie about customizing a package that's right for you!

CONNECTIONS 2024



CMAA2024

CMAA is looking forward to welcoming attendees October 27 - 29, 2024, in San Francisco, Calif. This year's event will feature unmatched educational programming, solution and technology providers, invaluable connections and networking, and recognition of the projects and people that help define the construction management industry.



SAN FRANCISCO · OCT 27-29

CMAA2024 SPONSORSHIP BENEFITS

	\$15,000	\$12,500	\$8,500	\$5,500
	PLATINUM	GOLD	SILVER	BRONZE
Full-Conference Registrations	2	2	1	1
Recognition at Conference Opening Session	✓	✓	✓	✓
Banner Ads on Conference App	2	1	1	
In-Person Sponsor Demo	✓	✓		
Company Logo/Link on the CMAA2024 Website Page	✓	✓	✓	✓
Prominent on-site logo signage throughout the Conference	✓	✓	✓	✓
Recognition/Logo in Conference marketing promotions	✓	✓	✓	✓
Post Conference CMAA-delivered email to conference attendees	✓			

CONFERENCE ADD-ON: SPONSOR DIGITAL RETARGETING CAMPAIGN

Cost: +\$1,500 to the Sponsorship Packages listed above.

Get exclusive direct access to CMAA2024's website visitors and retarget them with your company's ads that will showcase your brand, services, and products anywhere they visit online.

- ✓ 25,000 Impressions
- ✓ 1 Month Duration
- ✓ Real Time Dashboard
- ✓ Clicked Ad Reporting*



*Name and email displayed on the clicked ads report if user data is left behind on the website.

CMAA2024 SPONSORSHIP LEVELS

CMAA2024 Sponsorships include a wide variety of ways to get your products and services in front of CMAA membership. There are a lot of choices for your company's brand and marketing objectives.



SAN FRANCISCO · OCT 27-29

PLATINUM | \$15,000

MAKE YOUR CHOICE

- ✓ Sunday Welcome Reception
- ✓ Sunday Opening Plenary Session*
- ✓ Monday Morning Plenary Session*
- ✓ Monday Midday Plenary Session*
- ✓ Tuesday Closing Plenary Session*
- ✓ Badge Sponsorship
- ✓ Conference Bags
- ✓ Conference App
- ✓ Water Stations
- ✓ Industry Awards Event

*Includes 4-minute on-stage remarks.

SILVER | \$8,500

MAKE YOUR CHOICE

- ✓ Monday Breakfast
- ✓ Monday Lunch
- ✓ Tuesday Breakfast
- ✓ Tuesday Lunch
- ✓ Conference Pens
- ✓ CMAA Boards Reception Sponsor

BRONZE | \$5,500

MAKE YOUR CHOICE

- ✓ Conference Registration Desk
- ✓ Conference A/V
- ✓ Sanitizer Stations
- ✓ Ribbons Sponsor
- ✓ Tech Tour
- ✓ Headshot Lounge
- ✓ Women in Construction Reception
- ✓ New Member Reception

GOLD | \$12,500

MAKE YOUR CHOICE

- ✓ Coffee/Networking Breaks
- ✓ Educational Session Room Sponsor
- ✓ Onsite Pocket Schedule
- ✓ Conference WiFi
- ✓ Conference Signage
- ✓ Charging Stations
- ✓ Conference Website



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EXHIBIT OPPORTUNITIES



SAN FRANCISCO · OCT 27-29

BOOTH COSTS:

Standard Booth

Members: \$2750

Non-Members: \$3250

Premium Booth

Members: \$3250

Non-Members: \$3750

BOOTH INCLUDES:

- ✓ 10'x10' booth with 6' draped, skirted table; two plastic contour chairs; wastebasket; and identification sign
- ✓ 8'-high draped back wall and 3'-high draped side walls
- ✓ Two (2) Expo Only conference registrations
- ✓ Pre- and post-conference attendance roster with mailing addresses for promotion
- ✓ Firm listing on CMAA's Conference App with link to exhibitor's website and company description

To see the latest floorplan availability visit cmaanet.org

LEARN MORE >

The construction industry's most influential leaders want to meet you this fall during CMAA2024.

Whether you offer hardware, software, procurement systems, tax and financial planning, marketing, consulting, CM services, equipment, insurance, human resources, legal services, recruiting, A/E services, publishing, forensic auditing, or business development, this is the year's best opportunity to reach the lucrative construction/program management industry.

You'll meet and interact with construction managers from more than 400 firms like AECOM, Jacobs, Turner Townsend Heery, Parsons, HDR, Hill International, HNTB Corporation, Vanir, and Whiting-Turner. In addition, the conference draws leading owners from both the public and private sectors such as the U.S. Army Corps of Engineers, MTA New York City Transit, Port of Long Beach, LAUSD, MassDOT, San Diego Regional Airport Authority, U.S. Dept. of Veteran Affairs, plus state Departments of Transportation, airports, school districts, water authorities, healthcare systems, and many others.

QUESTIONS?

Please contact Natalie Dougherty, Director of Business Development, at 571-581-3480 or ndougherty@cmaanet.org



DIGITAL ADVERTISING

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 reduced, CMAA has created an opportunity to allow you to reach CMAA's online audience through digital advertising.

CMAA DIGITAL ADVERTISING OPPORTUNITIES

A variety of digital advertising opportunities are available to connect you with CMAA members, and others in the construction management industry, all year long:

1 ADVERTISE ON THE CMAA WEBSITE

With nearly 100,000 page views per month, your banner advertisement on www.cmaanet.org will ensure your company has prominent visibility with the decision makers and thought leaders of the construction management community.

DURATION	PRICE
1 Month	\$1,000
3 Months	\$2,500

2 CMAA MCX ADVERTISING

The Member Communication Experience (MCX) email is the main digital communication source from CMAA to its 20,000+ members. Published multiple times each week, the email newsletter is composed of industry-related articles, as well as CMAA news and information, updates on credentialing and professional development offerings, videos from key leaders in the organization, and much more. Your ad and content will be featured in two (2) emails per month with a link of your choosing.

DURATION	PRICE
1 Month	\$1,000
3 Months	\$2,500

3 CMAA PRODUCT DEMO SHOWCASE

Get your products and services in front of CMAA members through an online live 50-minute demonstration. This CMAA Product Demo is free to both members and non-members, however all attendees must register. CMAA will handle the marketing and registration of the demo.

DURATION	PRICE
1 Demo	\$1,000
3 Demos	\$2,500

4 CONSTRUCTION LEADERS PODCAST SPONSORSHIP

An original podcast presented by CMAA, the Construction Leaders Podcast focuses on the latest in capital management and the issues and challenges facing program and construction managers today. The podcast season features a new episode each month and regularly receives more than 3,000 downloads.

Each episode includes:

- ✓ Your logo
- ✓ Opportunity to present a message before the podcast begins
- ✓ Company recognition

DURATION	PRICE
2 Episodes	\$1,000

HOW RETARGETING WORKS FOR YOU.



User Visits CMAA Website (User Data Gathered)



User Leaves CMAA Website



User Continues to Browse the Internet



User Sees Your Banner Ad on a Different Website



User Clicks Your Ad to a Page of Your Choice

5

RETARGETING MARKETING

CMAA's audience becomes your audience through digital 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. Receive quantifiable results data! Gain 24-hour access to a detailed dashboard that will allow you to see your campaign results in real-time, including number of impressions, number of clicks, and geographical locations of ads served. You will also receive a list of those who have clicked your ads when the campaign is completed*.

*Name and email displayed on the clicked ads report if user data is left behind on the website.

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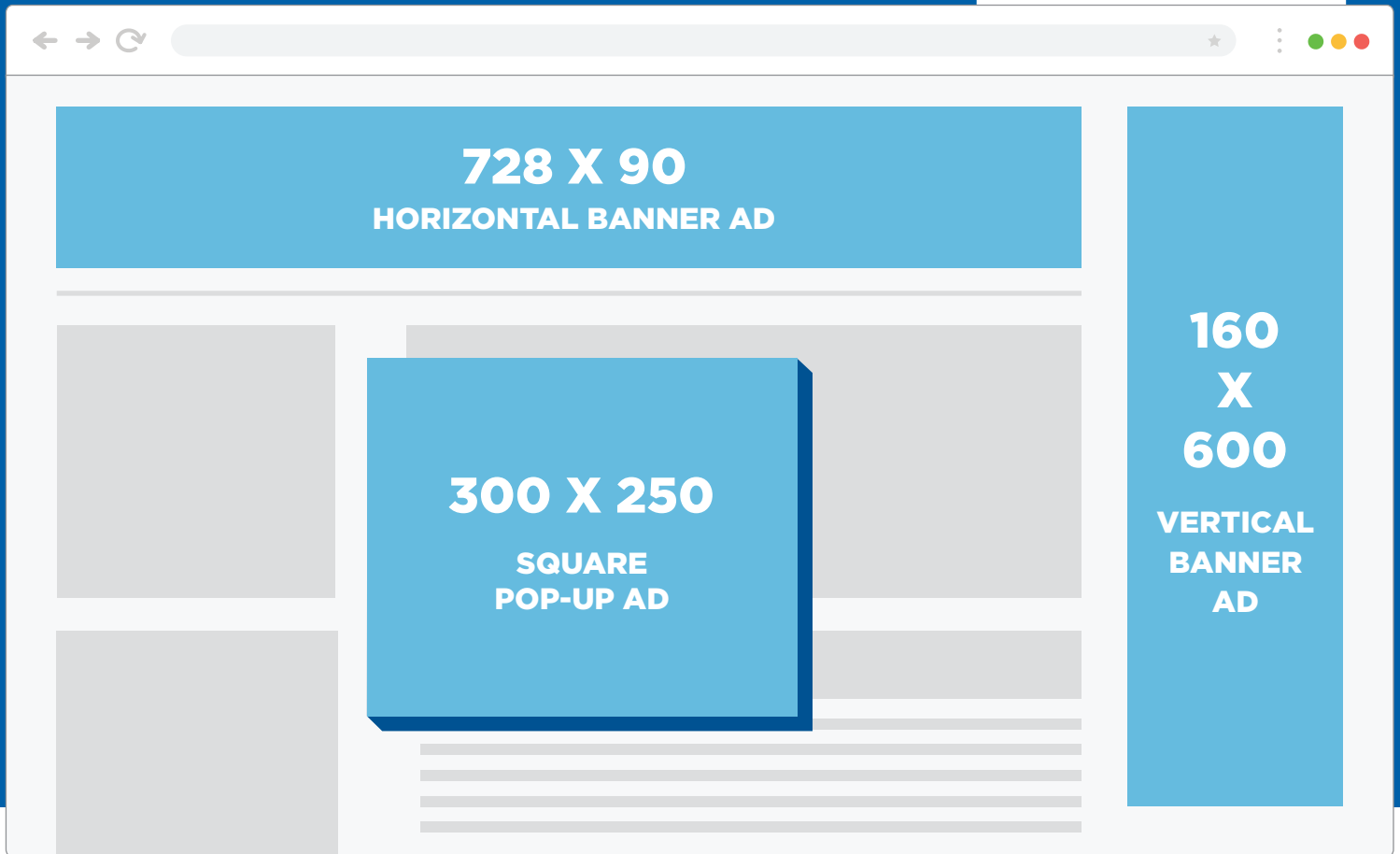
AVAILABLE PACKAGES

PACKAGE	PRICE	DURATION	# OF IMPRESSIONS
TIER ONE	\$2,500	1 Month	👁️ 35,000
TIER TWO	\$4,500	3 Months	👁️ 75,000
TIER THREE	\$6,000	5 Months	👁️ 100,000

CHOOSE YOUR REACH & DURATION

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

AD SIZES
AND PLACEMENT



6

MULTI-CHANNEL YEAR-LONG STRATEGIC PARTNER DIGITAL PACKAGE

PACKAGE PRICE

~~\$20,000~~ **\$15,000**

- ✓ Digital Retargeting (CMAA website visitors): 5 Months | Impressions: 80,000
- ✓ Sponsored Content in the MCX Member Communications Email 4x/Year (video or article)
- ✓ Virtual Sponsor Demo 1x/year
- ✓ One (1) Month of Construction Leaders Podcast Sponsorship
- ✓ Logo or display ad on the CMAA homepage and additional pages throughout the site
- ✓ Logo on Strategic Partner recognition page
- ✓ CMAA Strategic Partner Logo
- ✓ Unlimited CMAA Associate Memberships (if applicable)



STRATEGIC PARTNER PROGRAM

Face-to-face and digital opportunities to reach your target audience. Each sponsorship tier is tailored to maximize your brand visibility and meet your company's bottom line objectives.

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 tier is tailored to maximize your ability to reach your audience and meet your company's bottom line objectives. Partnerships can also be customized to include CMAA conferences.



PLATINUM \$30,000

Sole presenting sponsorship of a CMAA year-round program platform.

CHOOSE ONE PLATFORM:

- CMAA Live Webinar Program
- CMAA eLearning Program
- CMAA Certified Construction Manager (CCM) Program
- CMAA Certified Associate Construction Manager (CACM) Program
- CMAA Professional Construction Management (PCM) Program
- CMAA Construction Manager-in-Training (CMIT) Program

EXCLUSIVE BENEFITS AS A PLATFORM SPONSOR:

- ✓ 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)

MORE PLATINUM TIER BENEFITS:

- ✓ Digital Retargeting (CMAA website visitors): 10 Months | 100,000 impressions
- ✓ Sponsored Content in the MCX Member Communications Email 6x/Year (video or article)
- ✓ Three (3) Months of Construction Leaders Podcast Sponsorship
- ✓ Virtual Sponsor Demo 3x/year
- ✓ Logo or display ad on the CMAA homepage and additional pages throughout the site
- ✓ Logo on Strategic Partner recognition page
- ✓ Use of the CMAA Strategic Partner Logo
- ✓ Unlimited CMAA Associate Memberships (if applicable)
- ✓ Dedicated CMAA account executive to facilitate relationship
- ✓ Sponsorship fulfillment report detailing results/status of commitment

GOLD \$20,000

Sole presenting sponsorship of a CMAA year-round program platform.

CHOOSE ONE PLATFORM:

CMAA Live Webinar Program

CMAA eLearning Program

CMAA Certified Construction Manager (CCM) Program

CMAA Professional Construction Management (PCM) Program

CMAA Construction Manager-in-Training (CMIT) Program

EXCLUSIVE BENEFITS AS A PLATFORM SPONSOR:

- ✓ 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)

MORE GOLD TIER BENEFITS:

- ✓ Digital Retargeting (CMAA website visitors): 10 Months | Impressions: 100,000
- ✓ Sponsored Content in the MCX Member Communications Email 4x/Year (video or article)
- ✓ Virtual Sponsor Demo 2x/year
- ✓ Two (2) Months of Construction Leaders Podcast Sponsorship
- ✓ Logo or display ad on the CMAA homepage and additional pages throughout the site
- ✓ Logo on Strategic Partner recognition page
- ✓ Use of the CMAA Strategic Partner Logo
- ✓ Unlimited CMAA Associate Memberships (if applicable)
- ✓ Dedicated CMAA account executive to facilitate relationship
- ✓ Sponsorship fulfillment report detailing results/status of commitment

SILVER \$15,000

- ✓ Digital Retargeting (CMAA website visitors): 5 Months | Impressions: 80,000
- ✓ Sponsored Content in the MCX Member Communications Email 2x/Year (video or article)
- ✓ Virtual Sponsor Demo 1x/year
- ✓ One (1) Month of Construction Leaders Podcast Sponsorship
- ✓ Logo or display ad on the CMAA homepage and additional pages throughout the site
- ✓ Logo on Strategic Partner recognition page
- ✓ Use of the CMAA Strategic Partner Logo
- ✓ Unlimited CMAA Associate Memberships (if applicable)
- ✓ Dedicated CMAA account executive to facilitate relationship
- ✓ Sponsorship fulfillment report detailing results/status of commitment

For available packages, please contact
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