



2021

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

CMAA MISSION

Our mission is to promote the profession of construction management and the use of qualified CMs on projects and programs.

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

CMAA represents more than 16,000 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 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 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.

FOCUS22

Focus22 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.

CMAA2022

CMAA2022 is the association's flagship event held in the fall, drawing construction industry professionals, owners, vendors, and educators from across the nation.

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.

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.



FOCUS22

CMAA is looking forward to welcoming attendees to Focus22 March 20-22 in Chicago. The theme for this must-attend event is Building Greater Things Together. When we work together, we can learn from each other more easily, build relationships, and mentor emerging leaders.



CMAA2022

CMAA is looking forward to welcoming attendees October 9-11, 2022 in San Diego. CMAA2022 is the association's flagship event, drawing construction industry professionals, owners, vendors, and educators from across the nation.



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

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 16,000+ 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 will be featured in 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

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

4

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 detailed reports that allow you to see your campaign results in real-time including impressions, clicks, and geographical locations of ads served. You will also receive a list of those who have interacted with your ads when the campaign is completed.

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

Want to know kind of return you can expect? Recent statistics from our 1 month campaigns:

- ✓ There was an average of 558 emails gathered from cookies per month, with 475 being the lowest count and 791 being the highest.
- ✓ There was an average of 72 click throughs per month, with 49 being the lowest and 117 being the highest

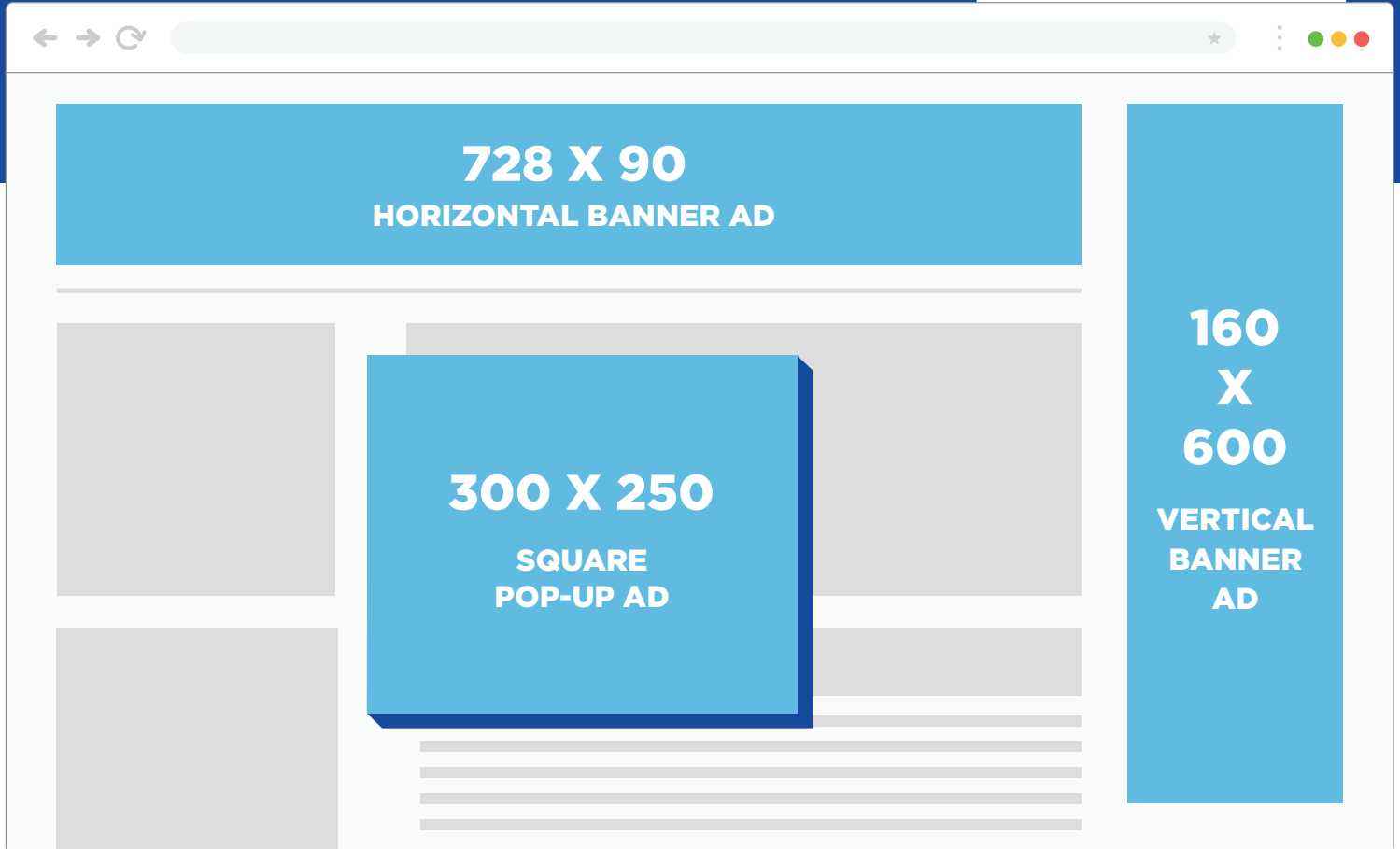
QUESTIONS?

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

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



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



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 - Sold for 2021~~

~~CMAA eLearning Program - Sold for 2021~~

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 PLATINUM TIER BENEFITS:

- ✓ Digital Retargeting (CMAA website visitors): 10 Months | 100,000 impressions
- ✓ Cross-listing of Sponsored Content in both the MCX and the CMAA APP 6x/year (video or article)
- ✓ Virtual Sponsor Demo 2x/year
- ✓ 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)
- ✓ 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:

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~~CMAA eLearning Program - Sold for 2021~~

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MORE GOLD TIER BENEFITS:

- ✓ Digital Retargeting (CMAA website visitors): 10 Months | Impressions: 100,000
- ✓ Cross-listing of Sponsored Content in both the MCX and the CMAA APP 6x/year (video or article)
- ✓ Virtual Sponsor Demo 2x/year
- ✓ Logo or display ad on the CMAA homepage and additional pages throughout the site
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- ✓ CMAA Strategic Partner Logo
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- ✓ Dedicated CMAA account executive to facilitate relationship
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SILVER \$15,000

- ✓ Digital Retargeting (CMAA website visitors): 5 Months | Impressions: 80,000
- ✓ Cross-listing of Sponsored Content in both the MCX and the CMAA APP 2x/year (video or article)
- ✓ Virtual Sponsor Demo 1x/year
- ✓ 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)
- ✓ Dedicated CMAA account executive to facilitate relationship
- ✓ Sponsorship fulfillment report detailing results/status of commitment

QUESTIONS?

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