



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.

CMAA2021

CMAA2021 is the association's flagship event held in the fall, drawing construction industry professionals, owners, vendors, and educators from across the nation. Events will be held virtually and in-person in 2021.

DIGITAL RETARGETING

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 website 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.

CMAA 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.



CMAA2021

CMAA is looking forward to welcoming attendees to CMAA2021 - September 12-14, 2021 in Philadelphia. Both an in-person conference and an online event will be available. CMAA2021 is the association's flagship event, drawing construction industry professionals, owners, vendors, and educators from across the nation.

ABOUT CMAA2021



IN-PERSON | VIRTUAL

PHILADELPHIA SEPTEMBER 12-14

CMAA

2021

DEFINING MOMENTS

As the 20th anniversary of 9/11 approaches, we are called to reflect upon the moments that change the world. These transcendent and arduous moments have challenged us to adapt and overcome whether they were rooted in disaster recovery due to terrorist attacks, school shootings, natural disasters, COVID, or leveraging new technologies during an economic recession.

CMAA2021 will focus on how these defining moments have impacted the industry, led to creative solutions, changed standards, and taught us all about resilience and progress. The last 20 years have been filled with critical periods for the construction industry and this year we will highlight and celebrate what we learned and where we are going.

As always, the safety of our members and the CM/PM community is our top priority and we are taking proper precautions to put on the in-person event. It may feel a little different than you may be used to, but it will be great to see so many of you in-person once again.

CMAA2021 SPONSORSHIP LEVELS

\$5,000

\$7,500

\$10,250

\$12,750

BRONZE

SILVER

GOLD

PLATINUM

PRE-EVENT

Active Company Logo/Link on official Conference website and in Conference marketing emails

✓

✓

✓

✓

Recognition/Logo in Conference marketing/mailings

✓

✓

✓

✓

Banner Ad on Conference website pages

1

1

2

2

Pre-Conference attendee roster with mailing addresses

✓

✓

✓

✓

IN-PERSON

Banner Ads in Conference App

×

1

1

2

Full-Conference Registration

1

1

1

2

Recognition at Conference Opening Session

×

×

✓

✓

Prominent on-site signage with Company Logo throughout Conference

✓

✓

✓

✓

Promotional Video Played on loop throughout conference venue

×

✓

✓

✓

In-Person Sponsor Demos

×

×

1

1

Conference App Push Notification

×

×

✓

✓

VIRTUAL

Recognition in Conference Platform

✓

✓

✓

✓

Promotional Video Played before select education sessions

×

✓

✓

✓

Virtual Sponsor Demo

×

×

1

1

POST-EVENT

Post-Conference attendee roster with mailing addresses

✓

✓

✓

✓

CMAA-delivered email to Conference attendees

×

×

1

1

CMAA2021 SPONSORSHIP PACKAGES

In addition to the benefits listed on the previous page, each sponsorship level has package options to fit your marketing and branding needs.

BRONZE | MAKE YOUR CHOICE

PACKAGE 1 - Conference Registration Desk

PACKAGE 2 - Conference A/V Sponsor

PACKAGE 3 - Sanitizer Stations Sponsor

PACKAGE 4 - CMAA Forums Sponsor

SILVER | MAKE YOUR CHOICE

PACKAGE 1 - Coffee Breaks Sponsor

PACKAGE 2 - Monday Lunch Sponsor

PACKAGE 3 - Conference Signage Sponsor

PACKAGE 4 - Tuesday Lunch Sponsor

PACKAGE 5 - Tuesday Breakfast Sponsor

PACKAGE 6 - Monday Breakfast Sponsor

PACKAGE 7 - Directional Decals Sponsor

GOLD | MAKE YOUR CHOICE

PACKAGE 1 - Monday Industry Awards Event

PACKAGE 2 - Educational Session Room Sponsor

PACKAGE 3 - Show Daily Email Sponsor

PACKAGE 4 - Onsite Pocket Schedule Sponsor

PACKAGE 5 - Conference WiFi Sponsor

PLATINUM | MAKE YOUR CHOICE

PACKAGE 1 - Sunday Opening Plenary Session*

PACKAGE 2 - Monday Morning Plenary Session*

PACKAGE 3 - Monday Midday Plenary Session*

PACKAGE 4 - Tuesday Closing Plenary Session*

PACKAGE 5 - CMAA2021 Badge Sponsorship

**Includes 4-minute on-stage remarks*

ADD-ON RETARGETING CAMPAIGN

\$1,500

Get exclusive direct access to CMAA2021 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
- ✓ Trackable Impressions
- ✓ Audience Reporting

A list of those who have interacted with your ads will be sent to you when the campaign is completed.



QUESTIONS?

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

EXHIBIT OPPORTUNITIES



BOOTH COSTS:

Members: \$2500

Non-members: \$3000

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
- ✓ Lunch on the Show Floor Monday, a Reception Monday evening, Breakfast Tuesday morning
- ✓ Exhibit Hall Ballroom is already carpeted
- ✓ One (1) CMAA Expo Only conference registration
- ✓ Pre- and post-conference attendance roster with mailing addresses for promotion
- ✓ Firm listing on Conference website and Conference App with link to exhibitor's website and company description

Schedule and exhibit offerings subject to change based on health and safety restrictions.

The construction industry's most influential leaders want to meet you this fall during CMAA2021.

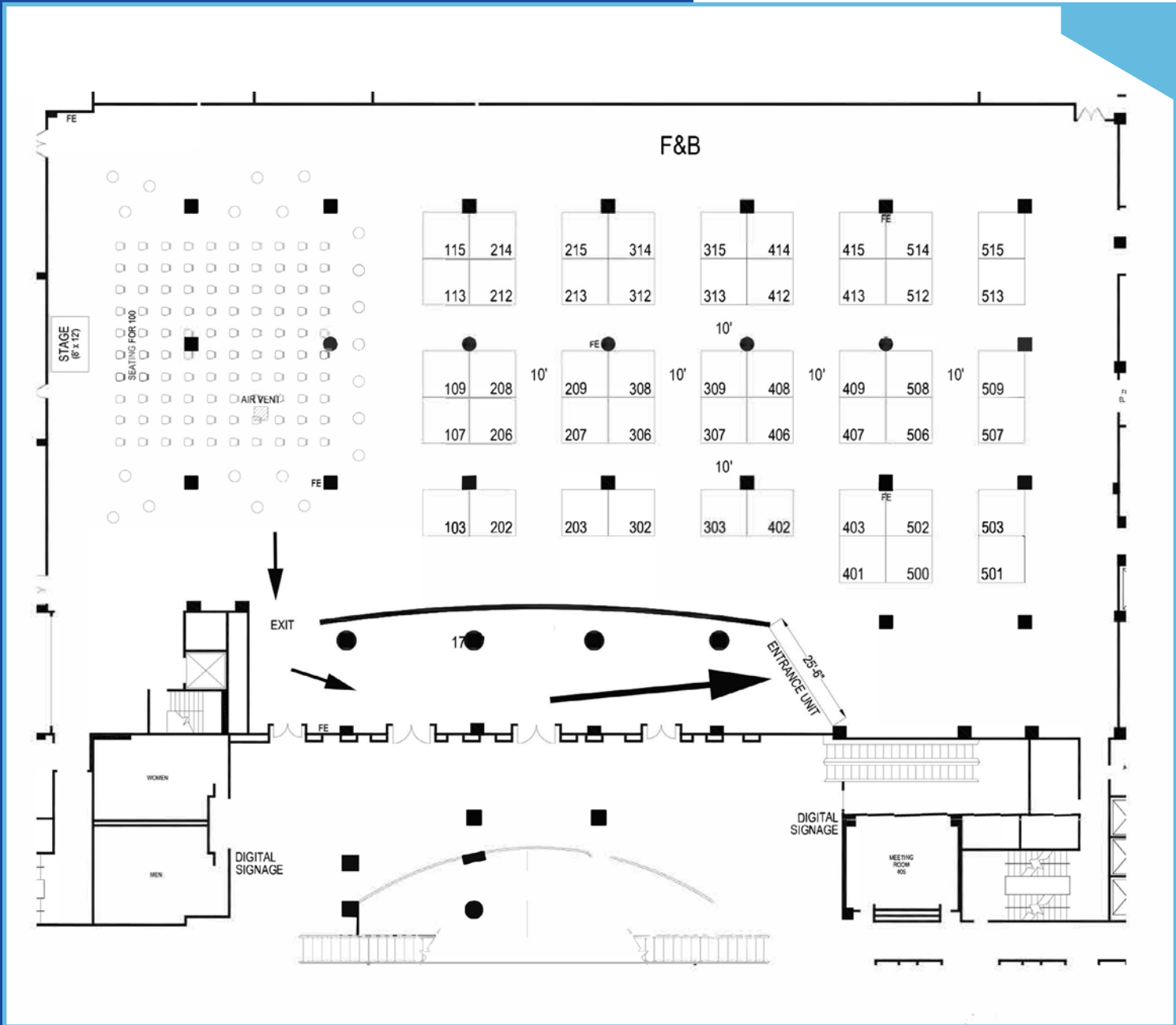
Whether you offer hardware, software, procurement systems, tax and financial planning, marketing, consulting, CM services, equipment, insurance, human resources, legal services, recruiting, A/E services, publishing, forensic auditing, or business development, this is the year's best opportunity to reach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

You'll meet and interact with construction managers from more than 400 firms like AECOM, Jacobs, CBRE Heery, Parsons, HDR, Hill International, ARCADIS, HNTB Corporation, Whiting-Turner, and Gilbane Construction. 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.

To see the latest floorplan availability, and everything else you need to plan for CMAA2021, [visit our website.](#)

[LEARN MORE >](#)

EXHIBIT HALL FLOOR PLAN



CMAA2021 // September 12-14, 2021
Philadelphia Marriott, Franklin Halls A & B

To see the latest floorplan availability,
and everything else you need to plan for
CMAA2021, [visit our website.](http://www.cmaanet.org)



DIGITAL RETARGETING

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.

HOW DIGITAL RETARGETING WORKS FOR YOU

Intelligent Marketing Starts Here.



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

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. A list of those who have interacted with your ads will be sent to you when the campaign is completed.

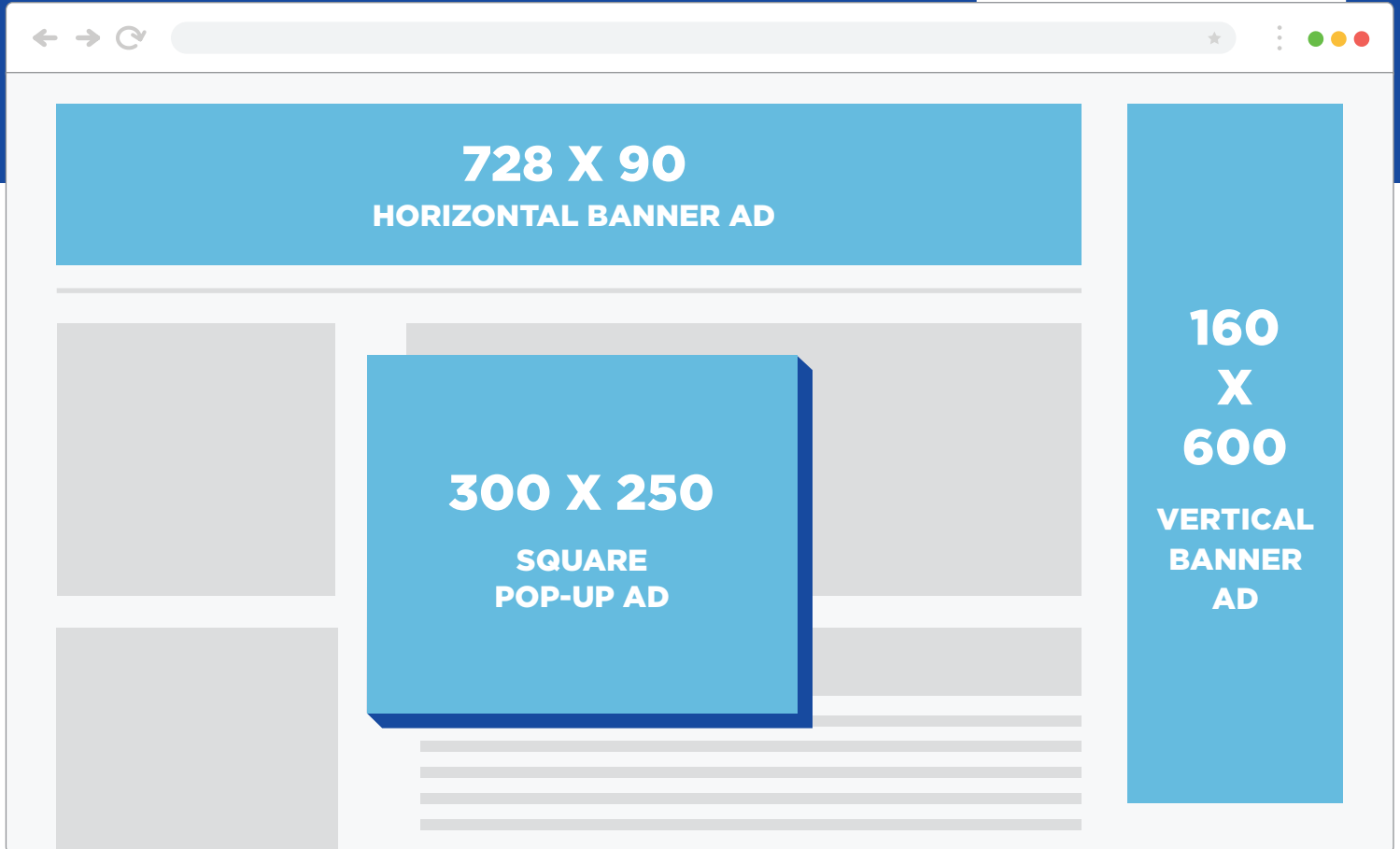
QUESTIONS?

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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:

~~CMAA Live Webinar Program - Sold for 2021~~

~~CMAA eLearning Program - Sold for 2021~~

CMAA Certified Construction Manager (CCM) Program

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EXCLUSIVE BENEFITS AS A PLATFORM SPONSOR:

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- ✓ 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
- ✓ 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
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SILVER \$20,000

- ✓ 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)
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- ✓ Sponsorship fulfillment report detailing results/status of commitment

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FOCUS22

Focus22 is a must-attend event for established and emerging leaders; service providers and owners – anyone looking to develop the leadership skills needed in today's CM/PM environment. More information to come.