



CMAA 2022 Year-Long Event and Advertising Packages

OPTION 1: DIAMOND PACKAGE

YEAR-LONG Strategic Partnership Package / Focus22 Gold Sponsorship / CMAA2022 Gold Sponsorship

YEAR-LONG Strategic Partnership Package

Sponsored platform: *CHOOSE ONE from below (current availability available on the CMAA website)*

1. CMAA Live Webinar Program
2. CMAA eLearning Program
3. CMAA PCM Course
4. CMAA Certified Construction Manager (CCM) Program
5. CMAA Construction Manager-in-Training Program

Sole presenting sponsorship of one year-round platform

Sponsored platform components include:

- ✓ Logo on print and electronic promotional materials and signage
- ✓ Logo on sponsored platform web pages within CMAA website
- ✓ Sponsor logo on collateral around sponsored platform
- ✓ Verbal recognition by CMAA representative (when appropriate)

Digital Retargeting Package (CMAA website visitors): 5 Months | Impressions: 80,000

MCX Sponsored Content 2x/year (video or article)

Virtual Sponsor Demo 1x/year

Sponsor banner on CMAA the entire year

Logo on Strategic Partner recognition page

Membership/Registrations

- ✓ ****Unlimited Associate Memberships****
- ✓ Two (2) Full Conference Registrations to Focus22 (Spring) & CMAA2022 (Fall)

CMAA Focus22 | March 20-22, 2022 | Chicago

Platinum Level Conference Sponsor:

- ✓ Choice of available Gold or Platinum Level Sponsor Package
- ✓ Tabletop Exhibit Space
- ✓ Two (2) Banner Ads in Conference App
- ✓ Active Company Logo/Link on official Conference website and in Conference marketing emails
- ✓ Prominent on-site signage with Sponsor Company Logo throughout Conference
- ✓ Recognition/Logo in Conference marketing mailings
- ✓ Recognition at Conference Opening Session

CMAA2022 | October 9-12, 2022 | San Diego

Platinum Level Conference Sponsor:

- ✓ Platinum Level Conference Sponsor
- ✓ Choice of available Gold or Platinum Level Sponsor Package
- ✓ 10x10 Exhibit Booth
- ✓ Two (2) Banner Ads in Conference App
- ✓ One (1) In-Person Sponsor Demo
- ✓ Active Company Logo/Link on official Conference website and in Conference marketing emails
- ✓ Prominent on-site signage with Sponsor Company Logo throughout Conference
- ✓ Recognition/Logo in Conference marketing mailings
- ✓ Recognition at Conference Opening Session
- ✓ Logo on shared Strategic Partner recognition signage in high-traffic area

Exclusive Access Invitations

Two (2) invitations to CMAA Boards (CMAA Board of Directors, CMAA Foundation Board of Directors, and CMCI Board of Governors) Receptions held in conjunction with National Events

Sponsor and License Rights

Use of official designations:

- ✓ CMAA Strategic Partner Logo
- ✓ CMAA Focus22 Sponsor Logo
- ✓ CMAA22 National Conference & Trade Show Logo

Additional Benefits

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

Annual cost ~~\$64,500~~ **\$42,500** (Savings of \$22,000)

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OPTION 2: GOLD PACKAGE

YEAR-LONG Strategic Partnership Package / Focus22 Gold Sponsorship / CMAA2022 Gold Sponsorship

YEAR-LONG Strategic Partnership Package

- ✓ Digital Retargeting Package (CMAA website visitors): 2 Months | Impressions: 35,000
- ✓ MCX Sponsored Content 2x/year (video or article)
- ✓ Virtual Sponsor Demo 1x/year
- ✓ Sponsor banner on CMAA the entire year
- ✓ Logo on Strategic Partner recognition page

Membership/Registrations

- ✓ Unlimited Associate Memberships
- ✓ One (1) Full Conference Registration to Focus22 (Spring) & CMAA2022 (Fall)

CMAA Focus22 | March 20-22, 2022 | Chicago

Gold Level Conference Sponsor:

- ✓ Choice of available Silver Level Sponsor Package
- ✓ Tabletop Exhibit Space
- ✓ Two (2) Banner Ads in Conference App
- ✓ Active Company Logo/Link on official Conference website and in Conference marketing emails
- ✓ Prominent on-site signage with Sponsor Company Logo throughout Conference
- ✓ Recognition/Logo in Conference marketing mailings
- ✓ Recognition at Conference Opening Session
- ✓ Logo on shared Strategic Partner recognition signage in high-traffic area

Gold Level Conference Sponsor:

- ✓ Choice of available Silver Level Sponsor Package
- ✓ 10x10 Exhibit Booth
- ✓ Two (2) Banner Ads in Conference App
- ✓ One (1) In-Person Sponsor Demo
- ✓ Active Company Logo/Link on official Conference website and in Conference marketing emails
- ✓ Prominent on-site signage with Sponsor Company Logo throughout Conference
- ✓ Recognition/Logo in Conference marketing mailings
- ✓ Recognition at Conference Opening Session
- ✓ Logo on shared Strategic Partner recognition signage in high-traffic area

Exclusive Access Invitations

Two (2) invitations to CMAA Boards (CMAA Boards (CMAA Board of Directors, CMAA Foundation Board of Directors, and CMCI Board of Governors) Receptions held in conjunction with National Events

Sponsor and License Rights

Use of official designations:

- ✓ CMAA Strategic Partner Logo
- ✓ CMAA Focus22 Sponsor Logo
- ✓ CMAA22 National Conference & Trade Show Logo

Additional Benefits

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

Annual cost ~~\$48,500~~ **\$35,000** (Savings of \$13,500)

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OPTION 3: SILVER PACKAGE

Focus22 Silver Sponsorship / CMAA2022 Silver Sponsorship / YEAR-LONG Strategic Partnership Package

CMAA Focus22 | March 20-22, 2022 | Chicago

Silver Level Conference Sponsor:

- ✓ Choice of available Bronze or Silver Level Sponsor Package
- ✓ One (1) Banner Ad in Conference App
- ✓ Active Company Logo/Link on official Conference website and in Conference marketing emails
- ✓ Prominent on-site signage with Sponsor Company Logo throughout Conference
- ✓ Recognition/Logo in Conference marketing mailings
- ✓ Recognition at Conference Opening Session
- ✓ One (1) Full Conference Registration

CMAA2022 | October 9-12, 2022 | San Diego

Silver Level Conference Sponsor:

- ✓ Choice of available Silver Level Sponsor Package
- ✓ 10x10 Exhibit Booth
- ✓ Two (2) Banner Ads in Conference App
- ✓ One (1) In-Person Sponsor Demo
- ✓ Active Company Logo/Link on official Conference website and in Conference marketing emails
- ✓ Prominent on-site signage with Sponsor Company Logo throughout Conference
- ✓ Recognition/Logo in Conference marketing mailings
- ✓ Recognition at Conference Opening Session
- ✓ One (1) Full Conference Registration

Exclusive Access Invitations

Two (2) invitations to CMAA Boards (CMAA Board of Directors, CMAA Foundation Board of Directors, and CMCI Board of Governors) Receptions held in conjunction with National Events

Sponsor and License Rights

Use of official designations:

- ✓ CMAA Focus22 Sponsor Logo
- ✓ CMAA22 National Conference & Trade Show Logo

YEAR-LONG Strategic Partnership Package

- ✓ MCX Sponsored Content 2x/year (video or article)
- ✓ Sponsor banner on CMAA the entire year

Annual cost ~~\$39,500~~ **\$30,000** (Savings of \$9,500)