



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.

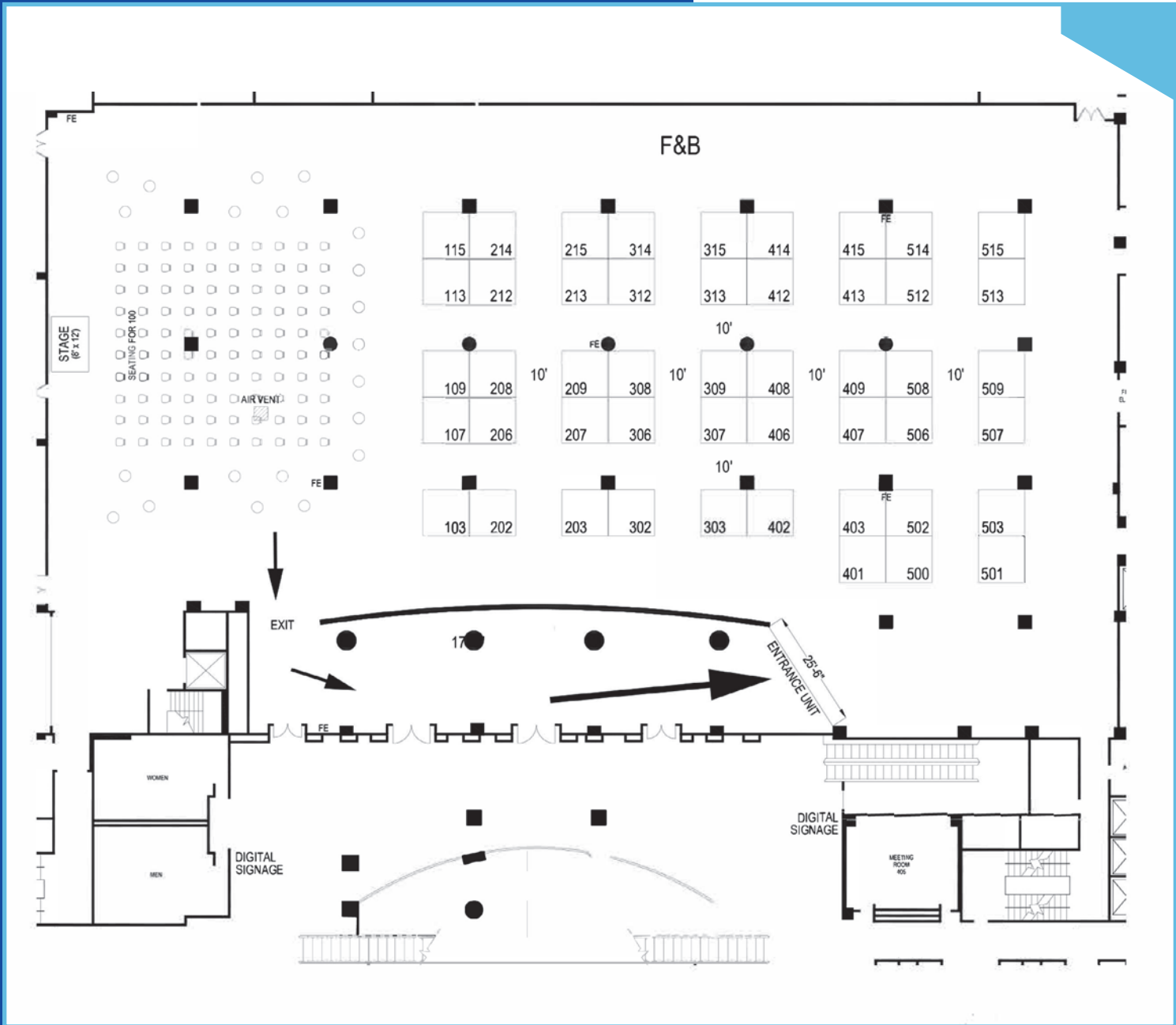
Whether you offer hardware, software, procurement systems, tax and financial planning, marketing, consulting, CM services, equipment, insurance, human resources, legal services, recruiting, A/E services, publishing, forensic auditing, or business development, this is the year's best opportunity to reach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

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and everything else you need to plan for
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