

CMA Event Series

2022 SPONSORSHIP OPPORTUNITIES

Connect with Leaders and Influencers

2022 will provide more high-level, yet actionable learning, networking and sponsorship opportunities. These experiences allow you to profile your organization's thought leadership with Canada's top marketing professionals.



Details

CMA Event Series will be presented virtual for the first half of 2022, with the goal to offer in-person in the Fall. Stay Tuned!

Audience

Mid-to-senior level marketing practitioners including marketers, agencies, media suppliers and professional services.

Attendees

125-175

Virtual Pricing

Members: Free

Non-members: \$49.00

Live Pricing

Members: \$99.00

Non-members: \$199.00

CMAinsights / (Virtual)

The fast pace of change in recent years drove an increased demand for information and innovation. What does 2022 look like, and what data will help us understand and navigate these rapidly evolving changes as they relate to customer purchasing patterns, behaviour and mindset?

CMAadtech / (Virtual)

CMAadtech will cover new and current marketing tools driving strategy insights and share major changes, including industry and government-led developments, shaping the digital advertising ecosystem. Learn from forward-thinking leaders who will explore the evolving trends and human implications of martech by sharing their innovative idea and insights.

CMAb2b/ (Virtual)

CMAb2b will cover everything from trends, technology tools, content marketing and sales alignment. CMAb2b shows you how and when to apply the latest tools to ensure alignment among sales and marketing to boost your marketing ROI.

CMAcx / (Virtual)

CMAcx is your chance to hear from customer experience experts on how to build trust, execute meaningful brand experiences and build loyalty via customer engagement. Learn how to navigate this new marketing ecosystem where your customers need to know - with just one click - everything about your product and where to find it.

CMAinclusion / (Virtual)

CMAinclusion will feature presentations on diversity, equality and inclusion in the marketing community, to support organization in understanding and applying best practices. CMA's newly created DE&I Committee, supported by subject matter experts will share their insights.

CMAmedia

CMAmedia brings together agencies, media suppliers and content specialists to cover the latest in media innovation and entertainment. We will recognize the increasing and innovative role media plays in the marketing mix and hear from the leaders responsible for the selection and placement of breakthrough media programs.

CMAfuture / (Virtual)

Get future-ready! In its seventh-year, CMAfuture will inspire and inform you with concepts and ideas to stay ahead and empower you for what is to come.

CMAmeasurement

CMA will delve into new areas of measurement from all aspects of the marketing profession. Presentations on how to use data to precisely target, measure and improve marketing results.

JANUARY

MARCH

APRIL

MAY

JUNE

SEPTEMBER

NOVEMBER

DECEMBER

ADDITIONAL INFORMATION

To learn more, contact sponsorship@theCMA.ca or 416.562.2642

CANADIAN
MARKETING
ASSOCIATION

CMA

Why Sponsor?

CMA events provide your organization with a top-rated and highly-valuable platform for marketing professionals to learn, connect and grow.

Each customized and strategic sponsorship plan is proven to deliver increased brand visibility, thought leadership sharing and client or prospect hosting opportunities.

Contact CMA to customize your approach today!

All Sponsors Receive:

- ☑ Recognition on all event day and pre-event marketing (on-screen visuals, programs, signage) and collateral as available
- ☑ Logo featured on event website with click-through link
- ☑ Thank you from the host
- ☑ Opportunity to set up an activation space in a high traffic area (live events only)

Activation Thought Starters

EXPOSURE & RECOGNITION | THOUGHT LEADERSHIP | HOSPITALITY

SPONSORSHIP LEVEL	SPONSORSHIP PACKAGE ELEMENTS
Presenting Sponsor Virtual: \$4,000 Live: \$8,000	Leverage one compelling content speaking opportunity (20 minutes Virtual & 35 Minutes Live; as approved by CMA). You will also receive: <ul style="list-style-type: none">• 8 member registrations (available to non-member clients with virtual events)• One e-communication (link) to delegates through CMA event follow-up email
Panel Sponsor Virtual: \$2,000 Live: \$4,000	Based on CMA's high-level marketing Councils' input, each Morning Event will feature a 20- 40-minute Council-moderated panel discussion on pressing topics affecting marketing. <ul style="list-style-type: none">• Provide a panelist to share thought leadership (5 minutes) to contribute to the discussion.• 3 registrations (available to non-member clients with virtual events)• One e-communication (link) to delegates through CMA event follow-up email
WiFi Sponsor (Live only) \$2,500	<ul style="list-style-type: none">• Promoted as WiFi Sponsor before, during and after the event• CMA-produced branded tent cards on tables and at reception promoting access codes• 2 registrations (available to non-member clients with virtual events)
Exhibit Sponsor (Live Only) \$1,500	<ul style="list-style-type: none">• Share information, collateral and insights with delegates in the presentation room• CMA can provide contacts for AV activations as necessary• 1 registration (available to non-member clients with virtual events)
Supporting Sponsor \$1,000 (Live & Virtual) Regional Supporter \$700 (Live & Virtual)	<ul style="list-style-type: none">• Logo recognition as supporting sponsor with click through• Logo recognition as supporting regional sponsor with click through. Only available to members outside Ontario• 1 registration (available to non-member clients with virtual events)

* Potential activation costs may be applicable. Activations are subject to approval by CMA.

Note: Sponsorships are contingent on the sponsor's CMA membership being in good standing.