

CMA 2022

Exclusive Experience Series

Customize Your Own Turn-Key Event!

CMA's series of Exclusive Breakfasts (in-person) and Virtual Experiences are sponsor-driven

opportunities to present custom content to an audience of Canada's best and brightest marketers.

We will work with you to create an event that allows you to show your thought leadership and innovation. With CMA managing all event logistics, your team has time to focus in on content delivery. The CMA will work with you to facilitate networking opportunities both in person and virtually.

Average audience includes 50 -70 marketing executives by-invitation-only, allowing you to cultivate a specific audience. These one to two hour sessions will only be available in a virtual setting in the first half of 2022, with health protocols determining in-person events late in the year. By hosting the Exclusive Experiences virtually, we enable our members to reach a broader audience across Canada.

All Sponsors Receive:

- Recognition on all pre-activation (email) and day-of marketing (on-screen visuals, programs, signage, and collateral as available)
- One e-communication (link) to delegates through CMA event follow-up email
- Thank you from the CMA host



**Exclusive Breakfast
In-Person
\$15,000**

**Exclusive Virtual
Experience
\$7,500**

- Exclusive sponsor with title positioning (ex: "The New Digital Landscape, Presented by Brand ABC")
- Provide keynote speaker / panel. Presentation content to be approved by CMA available to assist in securing CMA Members to contribute to panel discussions.
- Logo featured on event website with click-through link
- With CMA support, build targeted invitation list
- CMA to manage all event logistics (venue, communication, registration, catering)
- Opportunity to set up activation space in main exhibit area (live event only)

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

* Opportunity to customize virtual experience with incremental investment to allow for delivery of breakfast to attendees etc...

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

ADDITIONAL INFORMATION

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

CANADIAN
MARKETING
ASSOCIATION

CMA