

Event Series Virtual Conferences

In 2023 CMA will host three virtual conference events from 1:00pm to 2:30pm EST on Zoom. These experiences will allow you to profile your organization's thought leadership with Canada's top marketing professionals including mid-to-senior level marketing practitioners, agencies, media suppliers and professional marketing services.



CMAinsights / January 26

The fast pace of change in recent years drove an increased demand for information and innovation. What does 2023 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?



CMAinclusion / June 20

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



CMAadtech / December 4

In its second year, CMA*adtech* 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.

Sponsorship Opportunities	Exposure & Recognition
Title Sponsor \$6,000	 Title positioning "Event presented by XXX" Leverage one compelling content speaking opportunity (25 minutes), as approved by CMA. Recognition on all event day and pre-event marketing on-screen visuals, programs and event website with click-through link. Eight member registrations available to non-members One e-communication (link) to delegates through CMA event follow-up email Thank you from the event host
Presenting Sponsor \$3,500	 Leverage one compelling content speaking opportunity (15 minutes), as approved by CMA). Logo recognition on all event day and pre-event marketing on-screen visuals, programs and event website with click-through link. Three member registrations available to non-members One e-communication (link) to delegates through CMA event follow-up email Thank you from the event host
Panel Sponsor \$2,000	 Join a panel discussion (20 minutes) Logo recognition on all event day and pre-event marketing on-screen visuals, programs and event website with click-through link. Two member registrations available to non-members One e-communication (link) to delegates through CMA event follow-up email Thank you from the event host
Supporting Sponsor \$1,000	 Logo recognition on all event day and pre-event marketing on-screen visuals, programs and event website with click-through link. One member registration available to non-members Thank you from the event host
Regional Supporting \$700	 Logo recognition on all event day and pre-event marketing on-screen visuals, programs and event website with click-through link. Only available to members outside Ontario One member registration available to non-members Thank you from the event host

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

