

CMA Morning Event Series

2020 SPONSORSHIP OPPORTUNITIES

Connect with Leaders and Influencers

2020 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

Venue / Experience

Conveniently located in downtown Toronto, close to parking and transit access. Includes 3+ hours of experiences, networking and hot breakfast.

Audience

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

Attendees

125-175

Early Bird Pricing

Members: \$99.00

Non-members: \$199.00

CMA*insights*

Building on the success of this annual event, **CMA***insights* brings together the science of data and the art of marketing. Discover solutions to issues affecting both the marketer and the data practitioner. We present the latest thinking and best practices covering not only how to collect, analyze and interpret data, but also how marketers can create collaborative processes.

CMA*b2b*

CMA*b2b* continues to deliver a sold-out crowd of B2B professionals. Covering everything from trends, technology tools, content marketing and sales alignment, **CMA***b2b* shows you how and when to apply the latest tools to ensure alignment among sales and marketing to boost your marketing ROI.

CMA*cx*

CMA*cx* 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.

CMA*martech*

CMA*martech* helps marketers understand how to operate in the "new" through the use of technology and new sources of information. Learn from forward-thinking leaders who will explore the evolving trends and human implications of martech by sharing their innovative idea and insights.

CMA*media*

CMA*media* 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.

CMA*future*

Get future-ready. For the sixth-year running, **CMA***future* will inspire and inform you with concepts and ideas to stay ahead and empower you for what is to come.

FEBRUARY

APRIL

MAY

JUNE

OCTOBER

OCTOBER

ADDITIONAL INFORMATION

To learn more, contact sponsorship@theCMA.ca
or 416.644.3753

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
- ☑ Logo featured on event website with click-through link
- ☑ One e-communication (link) to delegates through CMA event follow-up email
- ☑ Thank you from the podium
- ☑ Opportunity to set up an activation space in a high-traffic area

Activation Thought Starters

EXPOSURE & RECOGNITION | THOUGHT LEADERSHIP | HOSPITALITY

SPONSORSHIP LEVEL	SPONSORSHIP PACKAGE ELEMENTS
Presenting Sponsor \$6,000 » Includes one speaker spot	Leverage one compelling content speaking opportunity (30-35 minutes; as approved by CMA). You will also receive: <ul style="list-style-type: none">• VIP-hosted table for 8, front and centre with branded signage on your table (CMA can assist with partner invites as necessary)
Panel Sponsor \$3,000 » Includes 3 tickets	Based on CMA's high-level marketing Councils' input, each Morning Event will feature a 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) and contribute to the discussion
WiFi Sponsor \$2,500 » Includes 2 tickets	<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
Exhibit Sponsor \$1,500 » Includes 1 ticket	<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

* 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.