

CMA NATIONAL CONFERENCE 2021 CONGRÈS NATIONAL DE L'AMC

MOVING
FORWARD
ALLER DE
L'AVANT

SPONSORSHIP
GUIDE

SPONSORSHIP GUIDE

CMA NATIONAL CONFERENCE 2021

This is your invitation to the dynamic world of Canadian museums, offering **partnership opportunities, connections, contacts** and **networks** with access to the largest national event convening senior-level museum professionals throughout Canada!

CMA 2021 will be held virtually over a two-week period:

- Monday, May 3: 13:00-16:30 ET
- Tuesday, May 4: 13:00-16:30 ET
- Thursday, May 6: 13:00-16:30 ET
- Tuesday, May 11: 13:00-16:30 ET
- Thursday, May 13: 13:00-16:30 ET

OPPORTUNITIES FOR YOUR FIRM

Check out our exhibitor and sponsorship options. If you'd like to propose something you don't see listed here, feel free to contact us. We'd be delighted to discuss your company's individual needs and customize sponsorship that's right for you.

Sponsors and exhibitors will have the opportunity to:

- Build and enhance relationships with private and public sector decision-makers
- Develop partnerships with museums and galleries and individuals across Canada
- Create awareness and position your brand, your products and your services to a targeted audience
- Contribute to the dialogue on the importance of Canada's cultural institutions
- Network with key stakeholders
- Learn about best practices in the sector

THE CONFERENCE

- Practical and theoretical sessions about the best practices, latest trends, and cutting-edge research
- Inspiring keynote speakers

EXPO 2021

- Showcases exhibits from a wide range of stakeholders in the museum sector
- Opportunity to network with decision-makers who are directly involved with Canada's cultural institutions

DELEGATE PROFILE

Decision-makers and a wide range of museum staff who are directly involved with Canada's cultural institutes:

- Executive Directors and Chief Financial Officers
- Senior Managers
- Curators
- Educators
- Interpreters
- Board Members

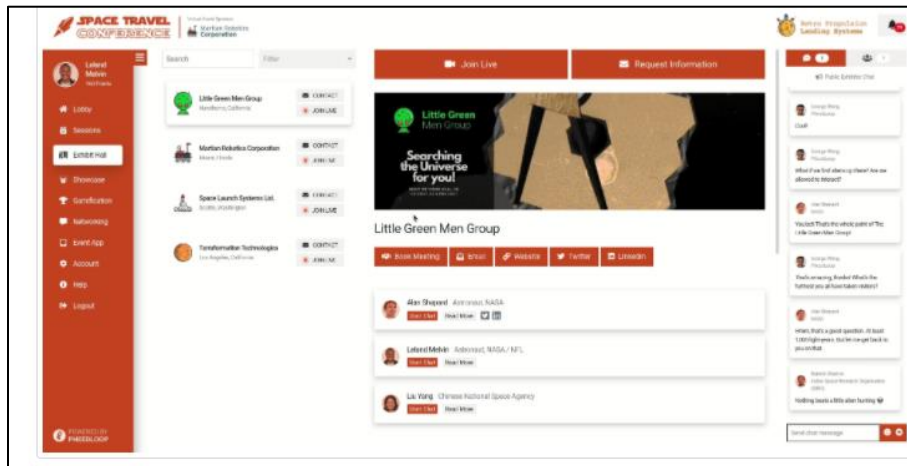
CMA 2021 NATIONAL CONFERENCE SUPPORTER BENEFITS

| SPONSORSHIP LEVEL | \$8,000 | \$6,000 | \$5,000 | \$4,000 | \$3,000 | \$2,500 | \$2,000 | \$1,500 |
|---|---------|---------|---------|---------|---------|---------|---------|---------|
| Premium Virtual Exhibit Booth | ✓ | ✓ | ✓ | | | | | |
| Director's Symposium Virtual Presentation/Video | ✓ | | | | | | | |
| Targeted e-mail to participants of Directors Symposium | ✓ | | | | | | | |
| Keynote Session | | ✓ | | | | | | |
| Sponsored Break | ✓ | ✓ | ✓ | ✓ | | | | |
| Targeted email announcement ¹ to registrants (before of after conference) | 2 | 1 | 1 | | | | | |
| Login page logo | ✓ | ✓ | ✓ | | | | | |
| Logo on lobby banner | ✓ | ✓ | ✓ | ✓ | ✓ | | | |
| Lobby splash video ² | ✓ | | | | | | | |
| Session pre-roll video ² | ✓ | ✓ | | | | | | |
| Session sponsorship (logo on listing and session) | ✓ | | | | | | | |
| Push notification ¹ | 2 | | | | | | | |
| Complimentary conference registration to attend sessions | 6 | 5 | 4 | 3 | 2 | 2 | 1 | 1 |
| Logo on portal header carousel | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Logo in E-News sent to CMA members monthly | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Logo on sponsor acknowledgement page in post-conference Muse magazine (print and electronic) | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |

BENEFITS

Premium Virtual Exhibit Booth (\$1,950)

- Logo
- Description
- Video message
- Upload resources
- Host a live video chat with up to 25 people at a time (per booth)
- One complimentary conference registration to attend sessions
- Logo in E-News sent to CMA members monthly
- Logo on sponsor acknowledgement page in post-conference Muse magazine (print and electronic)
- Logo on sponsor acknowledgement page on CMA website and PheedLoop platform



BENEFITS cont'd.

Directors' Symposium Virtual Reception

Join the virtual reception following the invitation only Directors' Symposium on Sunday, May 2. Includes a 3-minute speaking opportunity to up to 45 museum directors from across Canada.

Sponsored Break

Provide programming for up to 20 minutes. Think outside the box to get delegates talking about their experience during the break. Consider hosting a trivia game, mini concert, motivational speaker, dance party or yoga class.

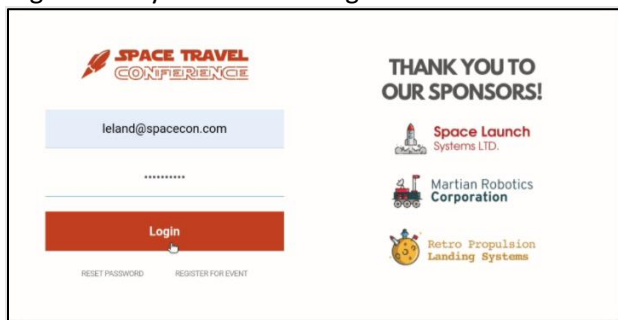
- Company logo will appear in the session list
- Welcome the group live or through a pre-recorded message

Targeted Email Announcement

Create a branded message specific to CMA National Conference attendees. This email will be exclusive and not include other sponsors.

Login Page Logo

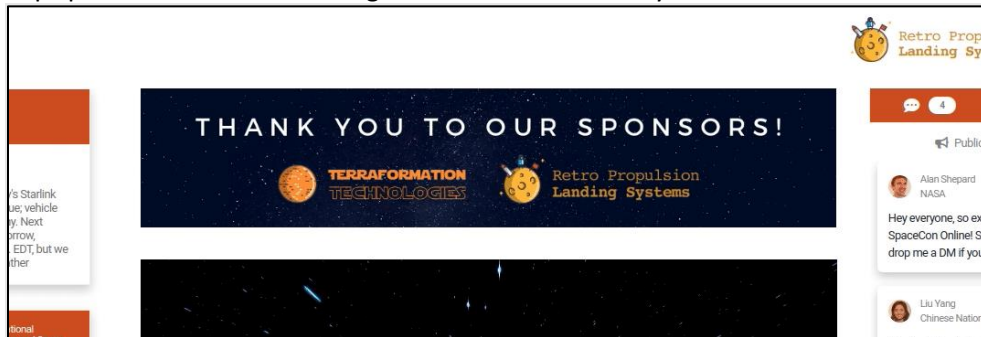
High visibility area as all delegates will see this screen when they login to the platform.



BENEFITS cont'd.

Logo on Lobby Banner

Top sponsors will have their logo included on the Lobby Banner.



Lobby Splash Video

A 30 second video will be included within the overall Lobby video message.

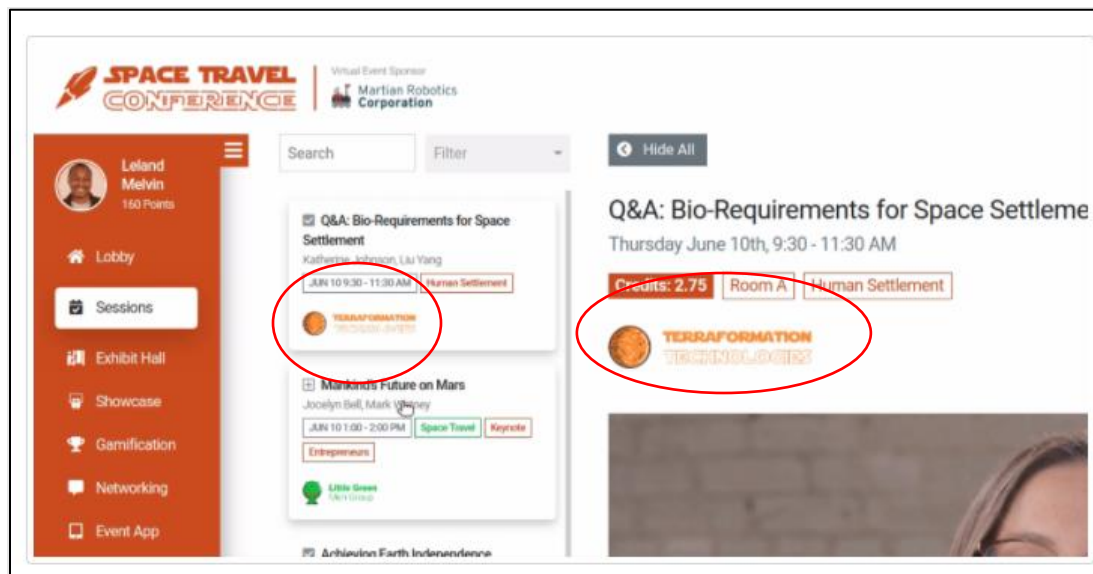
Session Pre-roll Video

A 15 second video message will be included in the session pre-roll – which plays while delegate are waiting for the session to start.

BENEFITS cont'd.

Session Sponsorship

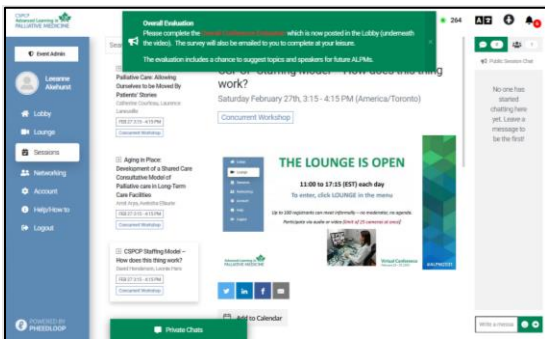
Company logo will appear in the overall schedule as well as the session listing.



BENEFITS cont'd.

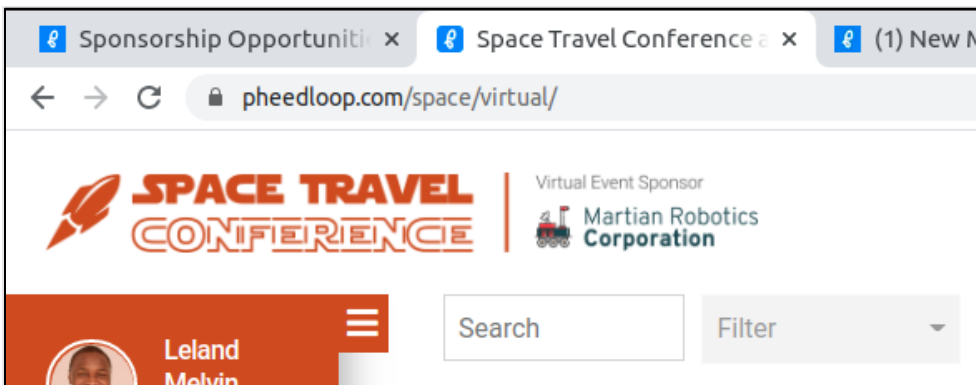
Push Notification

Send a custom, scheduled message to delegates during the conference. This will appear regardless of where the delegate is in the platform and is accessible in each delegate's notification centre.



Portal Header Carousel

All sponsor logos will rotate in the Portal Header located at the top right of the platform.



BENEFITS cont'd.

Logo in E-News

Sponsor logos will be included in CMA's E-News which is sent monthly to 1,300 email addresses.

Muse Magazine

Conference sponsors will be acknowledged in the CMA's Muse magazine which has 1,500 page views, and is mailed to 1,180 people.

CONTACT US

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TERMS AND CONDITIONS

- 1 Sponsor responsible for supplying final content in English and French. Content subject to approval by CMA. CMA reserves the right to determine when messages are sent.
- 2 Sponsor responsible for production costs and supplying MP4 file.