

SPONSORSHIP
OPPORTUNITIES

CEMA SUMMIT 2020
July 26 - 28
JW Marriott
Nashville, TN

A Special Conference for the Experienced Event Marketer

CEMA offers professional networking, knowledge sharing, thought leadership and education for senior level event marketing professionals. CEMA is a thriving community with over 700 active members.

- CEMA is the **premier community** for marketing and event marketing professionals
- An industry hub that promotes **professional networking** opportunities
- A valued resource for **industry education**
- A facilitator of **peer-to-peer** knowledge sharing
- A **thought leadership association** that is aware of event professional top of mind challenges
- Through information sharing, expertise, and experience, those who are engaged in CEMA enjoy new opportunities for professional and personal growth.

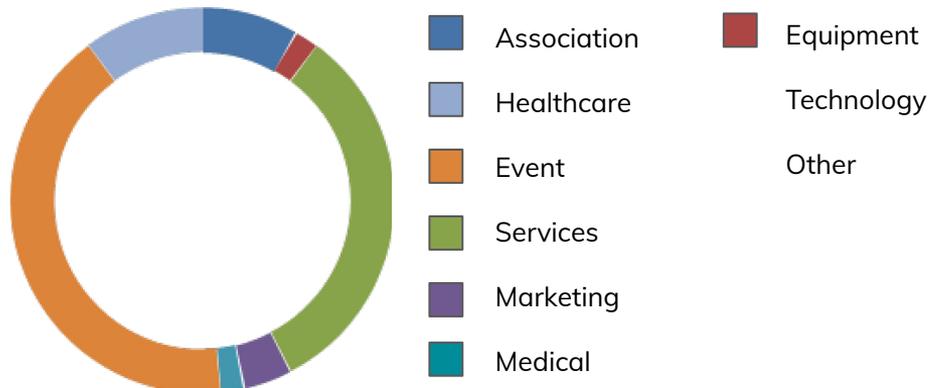
“CEMA has long been a vital community for us as experiential professionals, and in recent years has quickly become an essential element of our own marketing activities. The conference circuit can sometimes feel like a sea of sameness, and CEMA’s unique approach- from content to relationship-building - is simply inspired. The CEMA team understands that an authentic experience isn’t about banners or booths or business cards, but human beings.”

Sara Ost
Senior Vice President, Marketing Group Delphi

- Make a strategic move. CEMA's premier sponsorship opportunities offer you high-level exposure and direct access to more than 250 senior-level event marketing professionals who are responsible for strategy, management and measurement of their programs.

- Sponsoring CEMA Summit 2020 is your first step in gaining exclusive access to this influential group.
- Since summit is a nonselling environment, Sponsoring is the only avenue to reach this elusive group.

CEMA MEMBERS



CEMA Represents

\$1.36 Billion in total event budgets

Produce 7,600 trade show exhibits

Produce 2,700 private events

CEMA Game Changer \$45,000

(1 Available)

This investment guarantees the ultimate in brand exposure at CEMA Summit and year-round engagement. Elevate conversations beyond the event and onto experience

PRE-EVENT MARKETING

Co-produced press release announcing Game Changer Partnership.

SUMMIT EXPERIENCE

CEMA will co-create a customized face-to-face event experience that will help you reach your marketing goals. Sponsor is eligible to submit a call for keynote speaker for the main stage. Topic and Speaker will be reviewed and considered by CEMA.
Four (4) complimentary Summit Registrations.

ON-SITE MARKETING

Logo placement on all conference materials and signage.
Logo and company description on Summit page.
Logo placement scrolling on screens in all meeting rooms.

EXTEND YOUR IMPACT

Title Sponsor Study Tour

This exclusive back-of-the-house tour format allows the sponsor to be recognized as a thought leader in the industry and will be able to welcome attendees to the study tour. Logo placement in all of invitation email blasts. Logo placement on the CEMA website as a Study Tour sponsor.
The day includes a meal and a late afternoon happy hour.

POST CONFERENCE MARKETING

Three (3) month sponsor of CEMA newsletter
Banner on home page of CEMA website promoting your company as CEMA Game Changer Partner
Two (2) time access to membership email list via CEMA — to send specific EDM — pre- or post-Summit.
Opportunity to provide three (3) articles for CEMA newsletter. CEMA must approve content.

EXPERIENCE CHAMPION \$32,000

(2 Available)

If your company is in the "experience" business, then this is the opportunity for you!

PRE-EVENT MARKETING

Inclusion as an Experience Champion in all marketing and promotion of Summit 2020.
Logo placement on all conference materials and signage.
Logo and company description on Summit page.

SUMMIT EXPERIENCE

Collaborate with CEMA to create a customized event experience that will drive deeper engagement and provide a unique atmosphere.
This opportunity offers either a physical space at Summit for you to design an experiential environment or the opportunity to create an experience involving other forms of engagement. (i.e. pre- or post- conference game or scavenger hunt, etc.)
Three (3) complimentary Summit Registrations.

ON-SITE MARKETING

Logo placement scrolling on screens in all meeting rooms.
Co-produced press release announcing Experience Champion

EXTEND YOUR IMPACT

Focus Group

CEMA will coordinate attendees (7 minimum), manage all communications, and provide a moderator and location. Other logistics will be the responsibility of the Sponsor, including F & B, AV, etc.
This is not a selling environment, but rather a guided discussion on a particular product or to gain feedback on a specific topic.

POST CONFERENCE MARKETING

Two (2) month sponsor of CEMA newsletter
Banner on home page of CEMA website promoting your company as an Experience Champion.
Two (2) time access to membership email list via CEMA, to send specific EDM — pre or post Summit.
Opportunity to provide one (1) article for CEMA newsletter.

THOUGHT LEADERSHIP

KEYNOTE SPONSOR \$15,000

CEMA Summit has a reputation of providing only the most cutting-edge, thought-provoking Keynotes in the industry.

SUMMIT EXPERIENCE

Your company will have the opportunity to address the audience (total stage time will be five minutes) before the speaker.

Basic AV will be provided.

One (1) complimentary Summit Registration

ON-SITE MARKETING

Inclusion as an Education Sponsor in all marketing and promotion of Summit 2020.

Logo placement on all conference materials and signage.

Logo and company description on Summit page as an Education Sponsor.

Logo placement scrolling on screens in all meeting rooms.

CONTENT SPONSOR \$10,000 **SOLD**

This year-round opportunity to promote CEMA Summit's 2020 Content (i.e. presentation and videos) will put your company top of mind throughout the year.

SUMMIT EXPERIENCE

Sponsor will "own" the landing page where all presentations and videos are housed.

This gives you the opportunity to have a banner ad throughout the year and update content information as desired (prior approval form CEMA required).

One (1) complimentary Summit Registration.

ON-SITE MARKETING

Inclusion as an Education Sponsor in all marketing and promotion of Summit 2020.

Logo placement on all conference materials and signage.

Logo and company description on Summit page and a Content Sponsor.

Logo placement scrolling on screens in all meeting rooms.

THOUGHT LEADERSHIP

INNOVATION UNVEILED (Five Available)

Opportunity for Sponsor to demonstrate their innovative technology or product on the main stage with an eight-minute presentation.

PRE-EVENT MARKETING

Inclusion in all marketing and promotion of CEMA Summit 2020.

SUMMIT EXPERIENCE

Opportunity to submit a one-minute video to promote your presentation on the event website CEMA Online pre-conference.

Keeping it fresh every year, sponsors are limited to participating only every three years.

One (1) complimentary Summit Registration.

NOURISH & FLOURISH SPONSORSHIP

Sponsoring one of the meal functions puts you in front of the entire conference! Take advantage of a captured audience to showcase your hotel, destination, product or service.

This exclusive opportunity affords your company the chance to address the entire CEMA Summit group at one time in a fun, relaxed atmosphere. The meal events have always been a highlight of Summit with the entire group coming together to learn and network while enjoying a delicious bite.

BREAKFAST BUZZ SPONSOR: \$12,000 (Two Available, Monday & Tuesday)

PRE-EVENT MARKETING

Inclusion as a Nourish & Flourish Sponsor in all marketing and promotion of CEMA Summit 2020.

SUMMIT EXPERIENCE

CEMA will provide a standard menu, any upgrades will be at the cost of the Sponsor.

Sponsors have the opportunity to create an activity for attendees to enjoy during breakfast, such as branded bingo or trivia.

Logistics will be the responsibility of the Sponsor.

There are endless opportunities to make this your own!

One (1) complimentary Summit Registration.

ON-SITE MARKETING

Signage will be provided at entrance of room.

POST-CONFERENCE MARKETING

One (1) month sponsor of CEMA newsletter banner on home page of CEMA website promoting your company as a Nourish & Flourish Sponsor.

POWER LUNCH SPONSOR: \$15,000 (Two Available, Monday & Tuesday)

PRE-EVENT MARKETING

Inclusion as a Nourish & Flourish Sponsor in all marketing and promotion of CEMA Summit 2020.

SUMMIT EXPERIENCE

Five-minute speaking opportunity at the conclusion of the keynote immediately preceding the lunch.

CEMA will provide a standard menu, any upgrades will be at the cost of the Sponsor.

Sponsors have the opportunity to create an activity for attendees to enjoy during lunch, such as branded bingo or trivia.

Logistics will be the responsibility of the Sponsor.

Sponsors may create a branded dessert.

There are endless opportunities to make this your own!

One (1) complimentary Summit Registration.

NETWORKING BREAK SPONSOR: \$6,500 (Four Available)

This is a great opportunity for a Sponsor to make a splash! Sponsors can create a customized event during the break. Design, theme and create the experience you want the attendees to have. Attendees can walk away with a refreshment or snack with a unique experience and your company's name in the forefront!

PRE-EVENT MARKETING

Inclusion in all marketing and promotion of CEMA Summit 2020.

Logo placement on all conference materials and signage.

Logo and company description on summit page.

SUMMIT EXPERIENCE

Sponsor would provide any food, beverage or activity for break. CEMA provides assorted sodas, iced tea & lemonade.

Sponsor may provide branded promotional products or giveaways (but not marketing materials)

ON-SITE MARKETING

Signage will be provided at entrance of the break.

Speaker will thank Sponsor from stage.

THE EARLY EVENING RECEPTION: \$12,000 (One Available, Tuesday)

PRE-EVENT MARKETING

Inclusion as a Nourish & Flourish Sponsor in all marketing and promotion of CEMA Summit 2020.

SUMMIT EXPERIENCE

CEMA will provide open bar with standard brands. Any upgrades will be at the cost of the Sponsor.
Sponsors may provide themed centerpieces or buffet tables or create a branded cocktail.
One (1) complimentary Summit Registration.

ON-SITE MARKETING

Signage will be provided at entrance of room.

POST-CONFERENCE MARKETING

Logo included in post event email to attendees.

THE EVENING BITE, DINNER SPONSOR: \$25,000 (One Available, Tuesday)

PRE-EVENT MARKETING

Inclusion in all marketing and promotion of CEMA Summit 2020.

SUMMIT EXPERIENCE

Sponsor will have five minutes on stage to address attendees (video options pending location).
CEMA will provide a standard menu. Any upgrades will be at the cost of the Sponsor.
Sponsors may provide themed centerpieces or buffet tables, create a branded cocktail or dessert, place gifts at each seat, etc.
There are endless opportunities to make this your own!
One (1) complimentary Summit Registration.

ON-SITE MARKETING

Signage will be provided at entrance of room.
Speaker will thank Sponsor from stage.

POST-CONFERENCE MARKETING

One (1) month sponsor of CEMA newsletter.
Banner on home page of CEMA website promoting your company as a Nourish & Flourish Sponsor.
One (1) time access to membership email list to send EDM via CEMA, pre or post Summit.

MARKETPLACE

EXPERIENCE ZONE: \$10,000 (Four Available)

The Experience Zone are for those Sponsors that are interested in providing CEMA attendees with an immersive experience.

This is your opportunity to create an activation that showcases your products/services/strategy.

PRE-EVENT MARKETING

Inclusion in all marketing and promotion of CEMA Summit 2020.

SUMMIT EXPERIENCE

Includes approximately a 10 x 10 empty space in the Marketplace that can be customized into an experiential area to interact with attendees. CEMA will provide the space, the Sponsor provides the rest.
One (1) complimentary Summit Registration.

ON-SITE MARKETING

Inclusion as a Marketplace Sponsor in all marketing and promotion of CEMA Summit 2020.
Logo placement on conference materials and signage.
Logo and company description on Summit page.
Logo placement scrolling on screens in all meeting rooms.
Signage will be provided (size will be in line with Summit signage.)

DEMO KIOSKS: \$7500 (Four Available)

The Demo Lounge is designed for Sponsors to showcase and demo their latest products, services or technologies.

PRE-EVENT MARKETING

Inclusion in all marketing and promotion of CEMA Summit 2020.

SUMMIT EXPERIENCE

Customized kiosk in a prominent area with extensive foot traffic.
Includes, space, branded kiosk, monitor, tabletop sign (1) chair.
One (1) complimentary Summit Registration.

ON-SITE MARKETING

Inclusion as a Marketplace Sponsor in marketing and promotion of CEMA Summit 2020
Logo placement on conference materials and signage.
Logo and company description on Summit page.
Logo placement scrolling on screens in all meeting rooms.

EMERGING PLAYERS: \$3,500

(Six Available)

This is an exclusive one-time-only opportunity for those just starting out, or new to CEMA Summit. The Registration Tabletop opportunity is a great way to meet and talk with attendees as they check in.

CEMA will provide sponsor with Highboy Table with 2 Chairs & Tabletop Sign, in Registration area for Day 1 of Summit. Membership & Registration is additional, and must meet membership requirements, if sponsor plans to attend conference.

SUMMIT EXPERIENCE

One Highboy Table with 2 Chairs & Tabletop Sign in Registration area for Day 1.

Opportunity to attend the Welcome Reception.

ON-SITE MARKETING

Logo placement on registration signage.

Logo and company description on Summit page.

NETWORKING ACTIVITIES

PRICES DO NOT INCLUDE ANY ADDITIONAL F&B THAT CEMA MAY WANT TO ADD

Sponsoring one of the meal functions puts you in front of the entire conference! Take advantage of a captured audience to showcase your hotel, destination, product or service.

This exclusive opportunity affords your company the chance to address the entire CEMA Summit group at one time in a fun, relaxed atmosphere. The meal events have always been a highlight of Summit with the entire group coming together to learn and network while enjoying a delicious bite.

FOOD PRESERVATION CLASS: \$5,500

Chef-led class demonstrating classic methods of food preservation and how they are applied in current food trends. Includes tasting. Interactive stations for attendees to custom build their own preserved product. Topics to include dehydration, fermentation, pickling, curing, smoking.

Custom made preserved products to include beef jerky, hot sauce, recipe cards & pickling/curing spices

“NASHVILLE HOT” SUMMER: \$7,500

Chef-led team cooking class in which group will break into teams to learn how to cook classic southern offerings such as buttermilk biscuits, “Nashville Hot” fried chicken & hot sauce from scratch. Class will conclude by coming together to sample and pair teams’ creations with local honeys & jams.

Attendees will walk away with a Moonshine crate including hot sauce, biscuit mix, Nashville hot recipe cards, local preserves & honey.

Chocolate Truffle Class with Booze & Bonbon Pairing: \$7,500

The J.W Marriott Chocolatier and Executive Pastry Chef will demonstrate how to make a decadent chocolate ganache. Following demonstration, attendees will be able to customize their own chocolate truffles for a tasty delight.

Finally, indulge in a booze & bonbon pairing highlighting some of our local wineries & distilleries.

Attendees will walk away with Custom made chocolate truffles with recipe cards.

Meditation Session: \$5,000

Quiet the mind - By definition, mindfulness is the practice of purposefully directing attention into the present experience and learning to non-judgmentally observe thoughts, emotions, and feelings as they come and go. This workshop will teach you how developing a short daily meditation practice can significantly reduce the excess mental and emotional stress that unknowingly collects during our busy lives.

Steak Cooking Class & Wine Pairing by Bourbon Steak: \$6,500

Concept will be based on the cuisine of Bourbon Steak and focus on butter poaching steaks and grilling on an open wood fire grill as well as a wine pairing. This class will take place in the Bourbon Steak Kitchen and be hosted by the Chef de Cuisine and the wine sommelier. Bourbon Steak will cook Dry-Aged Prime/USDA Prime Beef. The attendees will get to see the cooking preparation of the meat, as well as having the opportunity to taste these deluxe grades of Beef.

Attendees will walk away with Bourbon Caramel Popcorn and Smoked Finishing Salt.

TN Whiskey and Bourbon: \$6,500

Explore the unique differences between TN Whiskey and KY Bourbons led by our knowledgeable Bourbon Sky team. This led tasting and educational session will feature 4-5 brown spirits paired to a Bourbon Steak French fry tasting, and how to craft the impeccable Reserve Old Fashioned – Fire, ice and smoke.

Attendees will take home Bourbon Caramel Popcorn and a Flask.

Cabana Club - Pool Drinks Mixology Class: \$5,000

Learn how to make Margaritas, Frosé, Mojito and Watermelon Coolers. You will witness the latest in fruit-branding along with mastering key summer drink techniques.

Enjoy some pool bites and socialize around a game of corn hole or Giant Jenga.

Attendees will take home a JW logoed hat, cozies, sunglasses and sunscreen.

Mural Painting: \$6,500

You have come to CEMA to learn, network and have some fun...now its time to give back! Join your fellow industry friends in creating a one-of-a-kind mural that will be donated to a Senior Living Home in the Nashville area.

Goat Yoga on the Lawn \$6,500

Group will enjoy goat yoga led by a certified yoga instructor and staffed with “herders” to tend to the goats and take picture! The joy and laughter people experience when crawling on all fours with goats frolicking around and on them is non-stop.

Afterwards enjoy a refreshing house-made gelato from our Stompin’ Grounds Market.

Singer Songwriter Experience: \$6,500

The singer/songwriter will engage with the group as they take part in a Nashville tradition. An authentic and intimate VIP experience that’s not a concert or a dinner show. The group is not an audience, but an active part of a very special time of music, storytelling, and engagement.

MARKETING PROMOTIONAL OPPORTUNITIES

No-Goat Yoga: \$5,000

(One Available)

Start your day feeling balanced and one with nature! Goat yoga is a group yoga class with the addition of live baby goats who are guided by their trainers to interact with attendees in specific poses.

Water Bottles: \$8,500 **SOLD**

(One Available)

Be the “refreshing” sponsor, with refillable water bottles featuring your company logo and given to attendees to use during the event and for take-home use. This is a co-branded bottle.

Production included in package.

Selfie Stand \$6,500

Completely customizable with branding and messaging opportunities

Sunrise Walk/Run \$5,000

The morning walk has become a CEMA staple! This unique opportunity is a Two-day sponsorship. Take the group on a walk around downtown Nashville for Monday and Tuesday mornings.

CEMA will provide all the marketing and include the event in the agenda Sponsor is responsible for managing the morning logistics and leading the walks. Sponsor may provide branded promotional materials. I.e. Step Trackers

Branding: Choose any one item for \$4,500

Chair Drop: (Two Available)

Hydration Station: (One Available)

Badge: (One Available)

Lanyard: (One Available)

Hotel Room Drop: (Three Available)

Branded Flash Drive: (One Available)

Notebooks: (One Available)

Co-Branded Key Cards: \$7,500 (One Available)

Co-Branded Key Sleeves: \$7,500 (One Available)

**Purchase both for \$12,500*

**All Items must be considered sustainable.*

*** Costs associated with production of gift is responsibility of sponsor. Pre-approval required for all material.*

Distinctive Opportunities

Boost Lounge: \$15,000

(One Available)

Be in the position of power! Attendees need to stay connected and will be able to recharge in a comfortable lounge style setting.

CEMA will provide lounge style furniture, charging capabilities and sign.

Included in Marketing Material.

Sponsor Benefits:

Naming Sponsor "XYZ" Boost Lounge.

Opportunity to provide marketing materials and/or branded products.

Sponsor will receive One Complimentary Registration

Welcome Band: \$5,000

(One Available)

As attendees register, they will be greeted with the sounds of a local traditionally Nashville band.

Sponsor will have the opportunity to invite some of their clients for a quick meet & greet and photo op

Branded Signage provided

Boardroom I: \$3,000

(One Available Each Day)

Holds 8 ppl

Availability: Sunday after 8pm Mon & Tues after 10pm

Boardroom II: \$5,000

(One Available Each Day)

Holds 12 ppl

Availability: Sunday after 8pm Mon & Tues after 10pm

The Library: \$10,000

(Available for Three Days)

Off the lobby of the hotel is a simply spectacular space with a library setting and wall-to-wall windows along one half of the room.

Host attendees after hours in this unique space!

Mindfulness Lounge: \$15,000

(One Available)

Let's face it, conferences are exhausting!

The Mindfulness Lounge offers attendees the opportunity to relax, de-stress, hydrate and just take a moment.

CEMA will provide lounge style seating & Sign.

Included in Marketing Material.

Sponsor responsible for creating the Lounge.

Activation Pre-approval required.

Sponsor will receive One Complimentary Registration

Sponsorship packages are filling up fast, don't miss out! Custom sponsorships are also available!

Contact Information

Kimberly Gishler

President & CEO

Kim@CEMAOnline.com

916-740-3623

Additional Information

Please visit

www.cemaonline.com

Past CEMA Sponsors

LVCVA

CompTIA CEA

ONE10Marketing

Kentucky Trailers

Encore|Wynn

JiffleNow

Cupanion

Hilton Worldwide

Mobile Impact Unlimited

GES

SpeakInc.

Choose Chicago

IMPACTXM

Caesars Entertainment

FreemanXP

Group Delphi Streamline

Opus Agency

PSAV

Speak Inc.

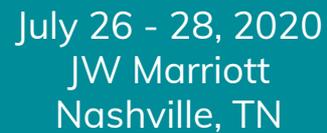
Philadelphia CVB

Tourism Vancouver

The logo for CEMA Summit 2020 features the word 'CEMA' in large, bold, multi-colored letters (C in teal, E in red, M in blue, A in green) above the words 'SUMMIT 2020' in a smaller, grey, sans-serif font. The background of the top half of the image is a pattern of light blue and white triangles.

CEMA
SUMMIT 2020

CORPORATE EVENT
MARKETING ASSOCIATION

The event details are presented in a white, sans-serif font against a solid teal background at the bottom of the page.

July 26 - 28, 2020
JW Marriott
Nashville, TN



2020 Sponsorship Opportunities

Company Name: _____

Current Member: YES NO

Authorized By: _____

Sponsorship Description: _____

Title: _____

Phone: _____

Special Considerations: _____

Email: _____

PAYMENT INFORMATION

Sponsorship Total: _____

Credit Card: _____

Card Number: _____

Exp. Date: _____

Address: _____

City: _____

State: _____

ZIP: _____