CEMA Summit

July 26 & 27, 2021

Arizona Biltmore, a Waldorf Astoria Resort

PROSPECTUS

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.

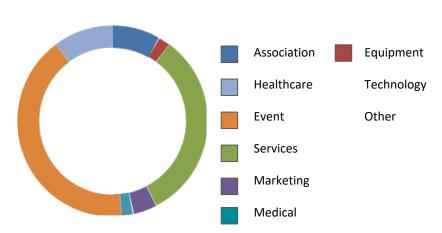
- CEMA is the premier community for marketing and event marketing professionals
- An industry hub that promotes professional networking opportunities
- A valued resource for **industry education**
- A facilitator of peer-to-peer knowledge sharing

- 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."

- 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

SPARK SESSIONS- \$12,000

(6 Available)

LIVE workshops and participatory discussions shaped to spark innovation using focus and flare techniques. Sponsors have the option of inviting their own session Luminaries (SMEs) for panels or session speakers or may pick from a CEMA approved list. These sessions will be recorded and available on demand for our digital audience.

Sponsors will pick from (6) six Spark Session Topics and then from two different formats to create their session.

Session Topics

- 1. Value of Value Defining ROI, using Audience Data (Psychographics); Supporting the sales cycle; Metrics & Measurement. Forecasting. Defining the 'Why' of your event and building value systems behind it.
- 2. Innovation Toolkit Thought leadership, tools and techniques that will affect planning strategies for a world post-covid. Frameworks for excellence in experiences Hybrid Timelines, Team structures, Multi-locations.
- 3. Tech Mastery Dive into digital innovations in products, platforms, and planning, oh my! Tech stacks and cross platform integration.
- 4. Channels in Balance How do we shape the engagement mixes for our audiences? How might we design inclusive experiences? How are we structuring content delivery Live Only? Live first, Virtual first or Omnichannel?
- 5. Creativity & Compliance Generating moments of delight within a world beyond touch. Health & Safety, Venue solutions for Phygital engagement. How do we think about behavioral/neuroscience insights for audience mindsets on live attendance and comfort levels?
- 6. Bridging the Gap how do marketing communications change for future events? What do audiences need to know? How do we build engagement pre-event? What does this mean for planning?

SPARK SESSIONS- \$12,000 (con't)

(6 Available)

Session Format Options

- Flash Labs: Case studies or Luminary presentation, followed by Luminary-led table-top discussions/activities. 'Luminaries' lead the discussion while the 'audience' is asked to contribute their Insight/ Idea/ Inspiration, in a participatory table-top discussion.
- 2. Idea Igniters: Insights panel followed by Q&A deep dive with Luminaries.

Both format's structure:

- 0-3 mins Sponsor Intro
- 3-7 mins Intro / Overview
- 7-20 mins Featured 'Luminaries' discussion
- 20-45 mins Discussion.

Sponsor Benefits

(2) Two complimentary registrations

Session branding

Opportunity to co-create session content with CEMA and Luminaries.

Workbook Session page branding

Logo & Link on Website

Logo & Link on Digital format

Name placement on Agenda

Name placement on the "Know Before you Go."

Sponsored session attendee list; Name and Company only

IDEA BUILDER \$15,000

(3 Available)

Building on the ideas discovered during the Spark Sessions, Idea Builder workshops will provide a hand -on opportunity to apply and ideate Hybrid experience solutions. Sponsor will be responsible for designing the attendee experience.

- (2) Two complimentary registrations
- Opportunity to create a White paper on findings for distribution thru CEMA throughout the year.
- Session branding
- Opportunity to co-create session content with CEMA and Luminaries.
- Workbook Session page branding
- Logo & Link on Website
- Logo & Link on Digital format
- · Name placement on Agenda
- Name placement on the "Know Before you Go."
- · Sponsored session attendee list; Name and Company only

TOWN HALL \$12,000

One of the most popular sessions is always the Town Hall. Take this opportunity to get the attention of the entire group! Share your company's information and introduce the speaker. This session will be recorded and available on demand. Sponsor will be responsible for designing the attendee experience.

- (1) One complimentary registration
- Sponsor will have 5mins on stage to show a video, speak or a combination of these.
- Logo & Link on Website
- Logo & Link on Digital format
- Name placement on Agenda
- Name placement on the "Know Before you Go."

CLOSING KEYNOTE \$12,000

Take this opportunity to get the attention of the entire group! Share your company's information and introduce the speaker. The Closing Keynote will be recorded and available on demand.

- (1) One complimentary registration
- Sponsor will have 5 mins on stage to show a video, speak or a combination of these.
- Logo & Link on Website
- Logo & Link on Digital format
- Name placement on Agenda
- Name placement on the "Know Before you Go."

EVENT MARKETER SCHOLARSHIPS - \$1500 per Event Marketer

Many CEMA Event Marketers are under a travel ban with their organizations, but we can support their attendance and get them to CEMA! Sponsors will financially support an EM coming to Summit.

- Sponsor will have the opportunity to network not only with their sponsored EM but with all the sponsored Event Marketers in an exclusive reception.
- Logo & Link on Website
- Logo & Link on Digital format

FIRST TIMER REGISTRATION AREA - \$7500

Welcome our First-time attendees with their own VIP registration experience.

Sponsor Benefits

- Event name branding
- Logo & Link on Website
- Logo & Link on Digital format
- Name placement on Agenda
- Name placement on the "Know Before you Go."

SUNRISE WALK - \$1500

- Opportunity to brand items (water bottles, towels, pedometers etc.)
- Logo & Link on Website

SAFETY AREA - \$3000

Provide attendees an area to ask questions or grab a mask and hand sanitizer. Sponsor to provide masks and hand sanitizer.

Sponsor Benefits

- Opportunity to brand items.
- Logo & Link on Website
- Logo & Link on Digital format
- Name placement on Agenda
- Name placement on the "Know Before you Go."

YOGA - \$2000

- Opportunity to provide branded items (mats, water bottles, towels etc.)
- Logo & Link on Website

CONNECTIONS

BREAKFAST SPONSOR - \$4500

- Place marketing materials or gifts on each table or seats.
- Name a special menu item.
- Opportunity to play a 90 sec video, if venue allows
- Logo & Link on Website
- Logo & Link on Digital format
- Name placement on Agenda
- Name placement on the "Know Before you Go".

AM/PM BREAKS- \$2500 each (may buy separately)

- Sponsor may theme breaks to represent their branding.
- Name a special menu item.
- Logo & Link on Website
- Logo & Link on Digital format
- Name placement on Agenda
- Name placement on the "Know Before you Go."

LUNCH SPONSOR - \$6500

Introduce CEO Kim Gishler's SHIRL (Smart Humans I Really Like) Group. Attendees will be asked to sit in their geographical area to promote the start of local SHIRL groups.

- Opportunity to play a 90 sec video, if venue allows
- Opportunity for a 1-2 min address to the attendees
- Sponsor may put gifts or marketing materials on each table or seat.
- Sponsor may offer table specific games.
- Logo & Link on Website
- Logo & Link on Digital format
- Name placement on Agenda
- · Name placement on the "Know Before you Go."

NETWORKING ACTIVITIES

Sponsor one of three fun and engaging networking activities!

- Tequila Tasting
- Salsa Making
- Cupcake Designing

Sponsor Benefits

- Logo & Link on Website
- Logo & Link on Digital format

PHOTO BOOTH & HEADSHOTS

The two Dudes are back again this year! They will be doing multiple activations, including a daily headshot booth, and portrait experiences each evening. All experiences are white labeled, so they can incorporate a sponsor's brand/message throughout the entire experience.

- Custom Branding
- Logo & Link on Website
- Logo & Link on Digital format

CONNECTIONS

NETWORKING AFTER PARTY- \$7500

Sponsor Benefits

- Co-Branded Naming opportunity
- Branded Specialty Cocktail
- Branded Signage at opening door
- Logo & Link on Website
- Logo & Link on Digital format
- Name placement on Agenda
- Name placement on the "Know Before you Go."

BRANDED ITEMS

- Notebook
- Spritzer Fans
- Room Drop
- Water Bottles

TECH SPARKLERS- \$2500

Tech Sparklers are a great way to get your product demo in front of the CEMA membership.

- Sponsor may submit a video, up to 15 mins in duration to be available in the digital platform and will be presented during the year to the CEMA members.
- (15) Fifteen-minute pre-recorded Product Demo
- Logo & Link on Website
- Logo & Link on Digital format
- Name placement on the "Know Before you Go."

CEMA SPARKLERS- \$2500

Do you have a research project or trends report you want to share with the CEMA membership? CEMA Sparklers is your answer.

- Sponsor may submit a video, up to 15 mins in duration to be available in the digital platform and will be presented during the year to the CEMA members.
- (15) Fifteen-minute pre-recorded video
- Logo & Link on Website
- Logo & Link on Digital format
- Name placement on the "Know Before you Go."

HYBRID

BRANDING PACKAGE - \$500

Have your brand represented at both engagement opportunities; the in-person and the digital platform.

- Logo & Link on Website
- Logo & Link on Digital format
- Name placement on Agenda
- Name placement on the "Know Before you Go."



July 26 - 28 JW Marriott Nashville, TN

CEMA

2020 Sponsorship Opportunities

		_	NO
Authorized By:		Sponsorship Description: _	
Title:			
Phone:		Special Considerations:	
Email:			
PAYMENT INFOR	MATION		
Sponsorship Total:		Credit Card:	
Card Number:			Exp. Date:
Card Number: _Address:			
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