



ABOUT CMAA



The Construction Management Association of America is an industry association dedicated to the practice of professional construction management.

CMAA represents more than 20,000 members including federal/state/local government and private sector owners, construction consultants, technology suppliers, academia, and legal organizations all with a common goal: to improve our nation's infrastructure.

CMAA was formed in 1982 to establish standards for managing construction projects. Construction management is rooted in traditional project management practices and also requires a unique body of skills and professional knowledge to perform successfully. CMAA is delivery method neutral; seeking to ensure that all professionals are prepared to succeed regardless of the scope, scale, or complexity of any project or program.

Today, CMAA has more than 20,000 members including individual professionals, professional service companies, and construction owners in the public and private sectors, as well as academic and associate members. CMAA has 30 local chapters across the country.

SPONSORSHIP OPPORTUNITIES



SPONSORSHIP BENEFITS

	\$13,000 PLATINUM	\$10,000 GOLD	\$7,500 SILVER	\$5,000 BRONZE
Full-Conference Registrations	2	2	1	1
Table Top Exhibit Display Space	✓	✓	✓	
Banner Ads on Conference App	2	1	1	
Company Logo/Link on of cial Conference website	✓	✓	✓	✓
Prominent on-site logo signage throughout the Conference	✓	✓	✓	✓
Recognition/Logo in Conference marketing promotions	✓	✓	✓	✓
Recognition at Conference Opening Session	✓	✓	✓	✓

CONFERENCE ADD-ON: SPONSOR DIGITAL RETARGETING CAMPAIGN

Cost: +\$1,500 to the Sponsorship Packages listed above.

Get exclusive direct access to CMAA Focus24's website visitors and retarget them with your company's ads that will showcase your brand, services, and products anywhere they visit online.

- ✓ 25,000 Impressions
- ✓ 1 Month Duration
- ✓ Real Time Dashboard
- ✓ Clicked Ad Reporting*

*Name and email displayed on the clicked ads report if user data is left behind on the website.



CMAA

FOCUS 2



CMAA is looking forward to welcoming attendees October 27 - 29, 2024, in San Francisco, Calif. This year's event will feature unmatched educational programming, solution and technology providers, invaluable connections and construction management industry.

	\$10,000	\$12,500	\$8,500	\$5,500
	PLATINUM	GOLD	SILVER	BRONZE
2	2	1	1	1
✓	✓	✓	✓	✓
1	1	1		
✓	✓			
✓	✓	✓	✓	✓
✓	✓	✓	✓	✓
✓	✓	✓	✓	✓
email				

ADD-ON: SPONSOR DIGITAL RETARGETING CAMPAIGN
with the Sponsorship Package listed above.

Access to CMAA2024's website
 Target them with your company's ads
 Promote your brand, services, and products
 Drive website visit online.

- ✓ 25,000 Impressions
- ✓ 1 Month Duration
- ✓ Real Time Dashboard
- ✓ Clicked Ad Reporting*



CMAA2024

SPONSORSHIP LEVELS

PLATINUM | \$15,000

MAKE YOUR CHOICE

- ✓ Sunday Welcome Reception
- ✓ Sunday Opening Plenary Session*
- ✓ Monday Morning Plenary Session*
- ✓ Monday Midday Plenary Session*
- ✓ Tuesday Closing Plenary Session*
- ✓ Badge Sponsorship
- ✓ Conference Bags
- ✓ Conference App
- ✓ Water Stations
- ✓ Industry Awards Event

SILVER | \$8,500

MAKE YOUR CHOICE

- ✓ Monday Breakfast
- ✓ Monday Lunch
- ✓ Tuesday Breakfast
- ✓ Tuesday Lunch
- ✓ Conference Pens
- ✓ CMAA Boards Reception Sponsor

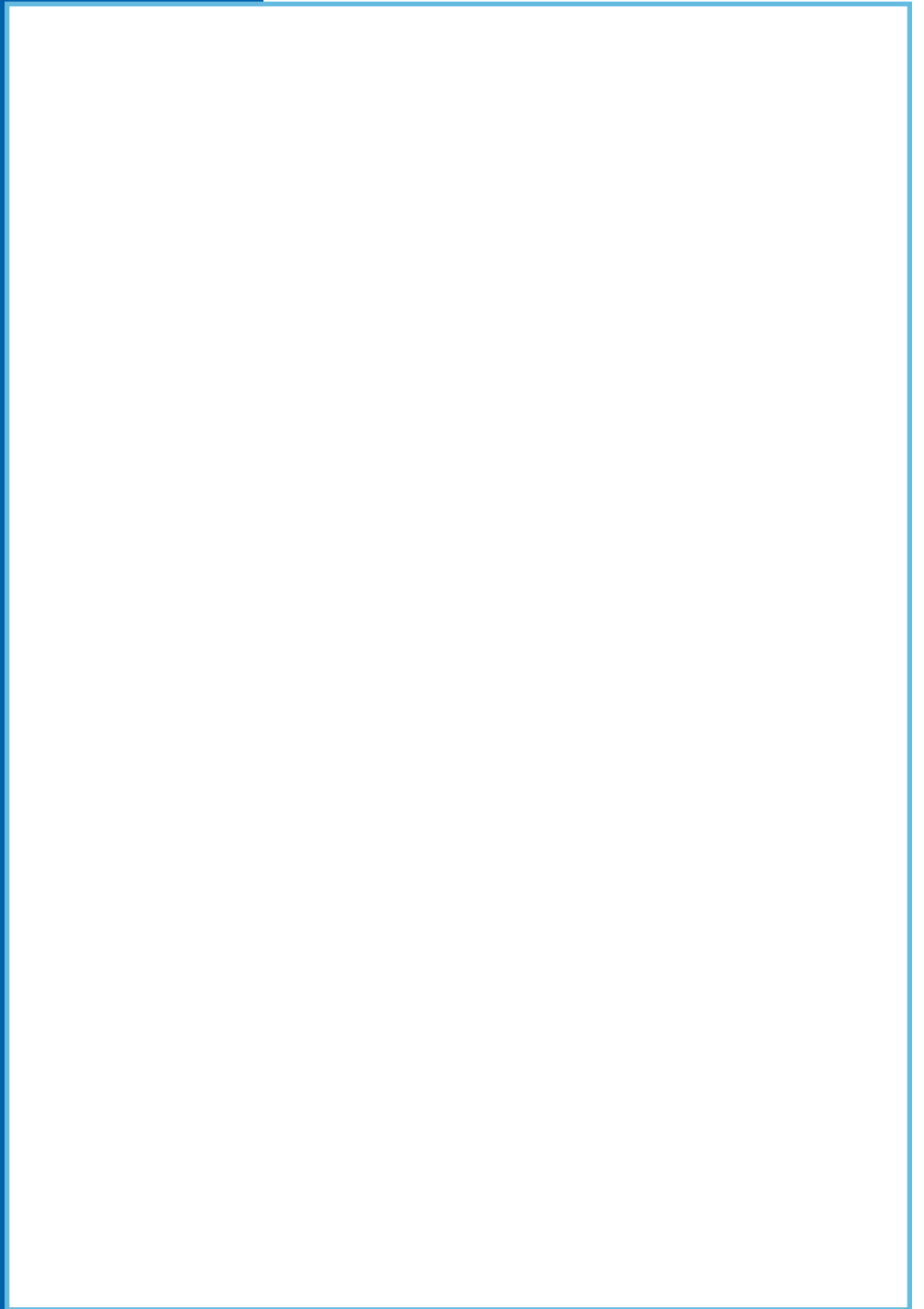
BRONZE | \$5,500

MAKE YOUR CHOICE

GOLD | \$12,500

MAKE YOUR CHOICE

- ✓ Coffee/Networking Breaks
- ✓ Educational Session Room Sponsor
- ✓ Badge Sponsorship
- ✓ CMAA Boards Reception Sponsor
- ✓ CMAA Boards Reception Sponsor





CMAA DIGITAL ADVERTISING OPPORTUNITIES

A variety of digital advertising opportunities are available to connect you with CMAA members, and others in the construction management industry, all year long:

1 ADVERTISE ON THE CMAA WEBSITE

With nearly 100,000 page views per month, your banner advertisement on www.cmaanet.org will ensure your company has prominent visibility with the decision makers and thought leaders of the construction management community.

DURATION	PRICE
1 Month	\$1,000
3 Months	\$2,500

2 CMAA MCX ADVERTISING

The Member Communication Experience (MCX) email is the main digital communication source from CMAA to its 20,000+ members. Published multiple times each week, the email newsletter is composed of industry-related articles, as well as CMAA news and information, updates on credentialing and professional development offerings, videos from key leaders in the organization, and much more. Your ad and content will be featured in two (2) emails per month with a link of your choosing.

DURATION	PRICE
1 Month	\$1,000
3 Months	\$2,500

3 CMAA PRODUCT DEMO SHOWCASE

Get your products and services in front of CMAA members through an online live 50-minute demonstration. This CMAA Product Demo is free to both members and non-members, however all attendees must register. CMAA will handle the marketing and registration of the demo.

DURATION	PRICE
1 Demo	\$1,000
3 Demos	\$2,500

4 CONSTRUCTION LEADERS PODCAST SPONSORSHIP

An original podcast presented by CMAA, the Construction Leaders Podcast focuses on the latest in capital management and the issues and challenges facing program and construction managers today. The podcast season features a new episode each month and regularly receives more than 3,000 downloads.

Each episode includes:

- ✓ Your logo
- ✓ Opportunity to present a message before the podcast begins
- ✓ Company recognition

DURATION	PRICE
2 Episodes	\$1,000

User Visits CMAA Website (User Data Gathered)



User Leaves CMAA Website



User Continues to Browse the Internet



User Sees Your Banner Ad on a

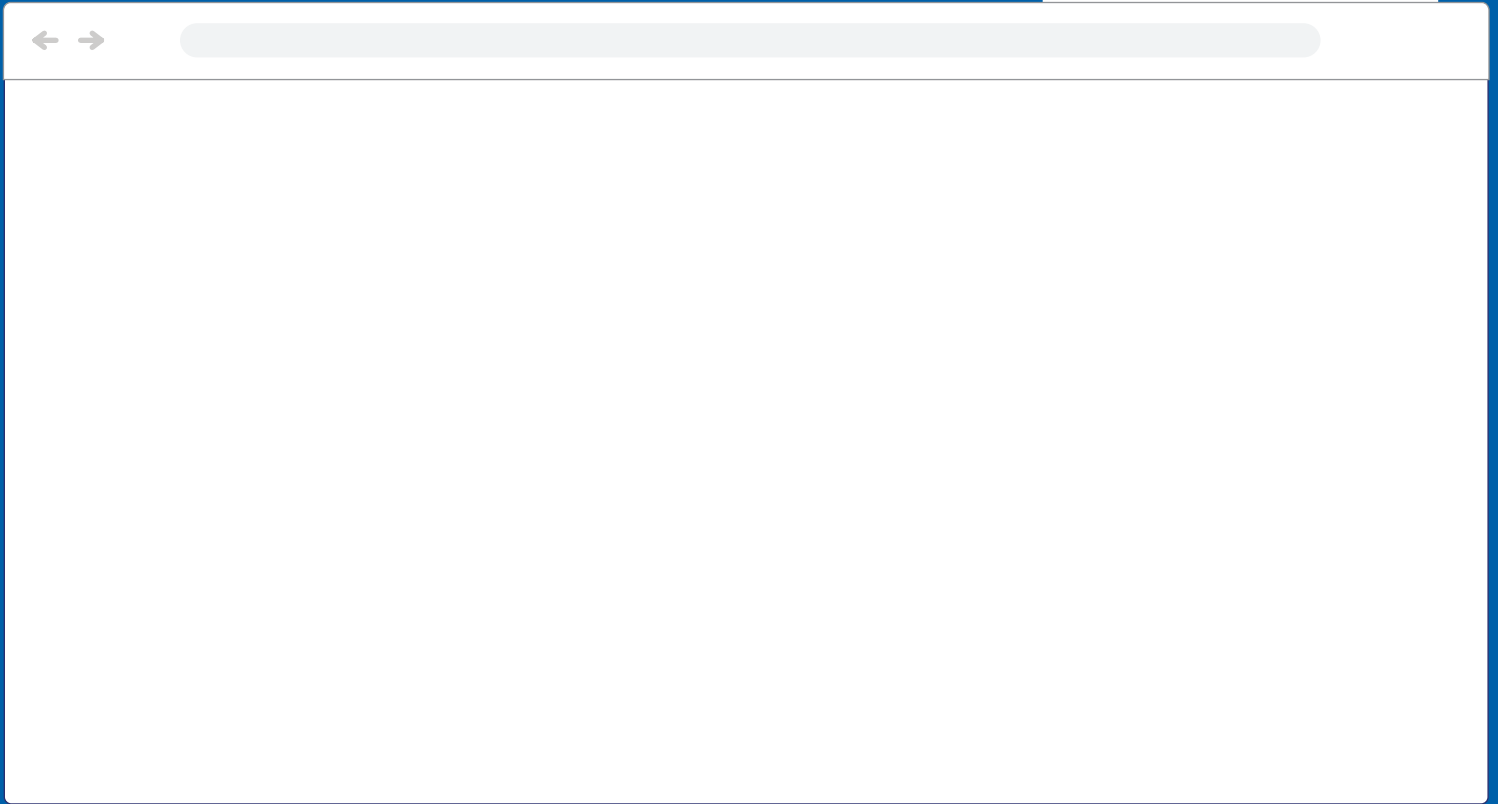


User Clicks Your Ad to a Page of Your Choice



CHOOSE YOUR REACH & DURATION

Your ads will appear on multiple major websites and mobile apps, following CMAA's audience on their online journey.





STRATEGIC PARTNER PROGRAM

The CMAA Strategic Partner Program provides a valuable opportunity to partner with CMAA and maintain a strategic, consistent, high-profile presence with CMAA's members. Each sponsorship tier is tailored to maximize your ability to reach your audience and meet your company's bottom line objectives. Partnerships can also be customized to include CMAA conferences.

PLATINUM \$30,000

Sole presenting sponsorship of a CMAA year-round program platform.

CHOOSE ONE PLATFORM:

GOLD \$20,000

Sole presenting sponsorship of a CMAA year-round program platform.

CHOOSE ONE PLATFORM:

CMAA Live Webinar Program

CMAA eLearning Program

EXCLUSIVE BENEFITS AS A PLATFORM SPONSOR:

- ✓ Sole promotional rights around sponsored platform
- ✓ Logo on electronic promotional materials and signage
- ✓ Logo on sponsored platform webpages within CMAA website
- ✓ Sponsor logo on collateral around sponsored platform
- ✓ Verbal recognition by CMAA representative (when appropriate)

- ✓ Digital Retargeting (CMAA website visitors): 10 Months | Impressions: 100,000
- ✓ Sponsored Content in the MCX Member Communications Email 4x/Year (video or article)
- ✓ Virtual Sponsor Demo 2x/year
- ✓ Two (2) Months of Construction Leaders Podcast Sponsorship
- ✓ Logo or display ad on the CMAA homepage and additional pages throughout the site
- ✓ Logo on Strategic Partner recognition page
- ✓ Use of the CMAA Strategic Partner Logo
- ✓ Unlimited CMAA Associate Memberships (if applicable)
- ✓ Dedicated CMAA account executive to facilitate relationship
- ✓ Sponsorship fulfillment report detailing results/status of commitment

SILVER \$15,000

- ✓ Digital Retargeting (CMAA website visitors): 5 Months | Impressions: 80,000
- ✓ Sponsored Content in the MCX Member Communications Email 2x/Year (video or article)
- ✓ Virtual Sponsor Demo 1x/year
- ✓ One (1) Month of Construction Leaders Podcast Sponsorship
- ✓ Logo or display ad on the CMAA homepage and additional pages throughout the site
- ✓ Logo on Strategic Partner recognition page