

CMA 2023 Event Program Sponsorship Opportunities

CMA Event Series In-Person Afternoon Conferences

In 2023 CMA will host two afternoon in person conferences from 1:00pm to 5:00pm ET. These events will be followed by a one-hour complimentary networking reception. Through our event feedback surveys our members have asked for more networking: you asked and we delivered! These experiences will allow you to profile your organization's thought leadership with Canada's top marketing professionals including mid-to-senior level marketing practitioners, agencies, media suppliers and professional marketing services.



The Future of CX and Human Experience / March 23

The Human Experience continues to evolve due to shifting needs and expectations, and the rapid growth of technology and innovation. What is heard again and again across consumer insights is that the "human" experience is more important than ever, but how it comes to life with the integration of tools and technology is fundamentally changing. It's critical to prioritize and align strategies to human needs and consider how personalization, authenticity, convenience, and empathy will foster loyalty and engagement.

Join us to hear about key priorities on the minds of customer experience (CX) practitioners for the year ahead and learn how to:

- Deliver customer experiences that are personalized considering your brand promise
- Understand and leverage the linkage between CX and employee experience
- Establish and elevate a strategic roadmap for CX and re-evaluating targets for KPIs

AI as a CX game-changer: Artificial intelligence (AI) has become an increasingly important tool for marketers in recent years, fueling data analytics and personalization and helping companies to better understand customers and improve their experience. Leading brands are leveraging AI to provide an intelligently informed and enhanced user experience at every touch point.

- Consider how AI improves user engagement, retention, and conversions – including machine learning to predict customer behaviour and Chat GPT to personalize content.
- Discuss how AI can supercharge the customer experience by:
 - Empowering data-driven decision-making
 - Personalizing content and messaging
 - Boosting conversion by qualifying sales leads
 - Improving customer satisfaction through AI chatbots
- Automating lead-nurturing



The Media Evolution / September 14

In 2023 CMA will host its first Media Evolution full afternoon conference combining the success of our 2022 events, *CMAmedia* and *CMAmeasurement*.

Bringing together agencies, media suppliers, research, measurement and content specialists to cover the latest in media innovation tools and metrics. We will explore 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.

Estimated Attendance: 150-200 | Event Pricing: Members: \$199 / Non-members: \$279

Sponsorship Opportunities	Exposure & Recognition
<p>Title Sponsor \$10,000 SOLD</p>	<ul style="list-style-type: none"> Title positioning "Event presented by XXX" Leverage one compelling content speaking opportunity (25 minutes), as approved by CMA) Recognition on all event day and pre-event marketing on-screen visuals, programs and event website with click-through link Eight registrations One e-communication (link) to delegates through CMA follow-up email Thank you from the event host
<p>Presenting Sponsor \$6,000 The Media Evolution SOLD</p>	<ul style="list-style-type: none"> Leverage one compelling content speaking opportunity (15 minutes), Logo recognition on all event day and pre-event marketing on-screen visuals, programs and event website with click-through link. Three member registrations (available to non-member clients) One e-communication (link) to delegates through CMA event follow-up email Thank you from the event host
<p>Panel Sponsor \$4,000</p>	<ul style="list-style-type: none"> Join a panel discussion (20 minutes) Logo recognition on all event day and pre-event marketing on-screen visuals, programs and event website with click-through link Two registrations One e-communication (link) to delegates through CMA follow-up email Thank you from the event host
<p>Networking Sponsor \$3,500</p>	<ul style="list-style-type: none"> Logo recognition on all event day and pre-event on-screen visuals, programs and event website with click-through link Onsite signage acknowledging as "Networking Sponsored by XXX" including the opportunity to provide a giveaway item or activate during networking Three registrations Thank you from the event host
<p>Supporting Sponsor \$1,000</p>	<ul style="list-style-type: none"> Logo recognition on all event day and pre-event marketing on-screen visuals, programs and event website with click-through link One registration Thank you from the event host
<p>Regional Supporting \$700</p>	<ul style="list-style-type: none"> Logo recognition on all event day and pre-event marketing on-screen visuals, programs and event website with click-through link. Only available to members outside Ontario One registration Thank you from the event host

Potential activation costs may be applicable. Activations are subject to approval by CMA.

Sponsorships are contingent on the sponsor's CMA membership being in good standing.

To learn more, contact
sponsorship@thecma.ca
or 416.562.2642

