

CEMA SUMMIT 2019

SPONSORSHIP OPPORTUNITIES

CEMA SUMMIT 2019
July 21 - 23, 2019
MGM Grand
Las Vegas, NV

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.”

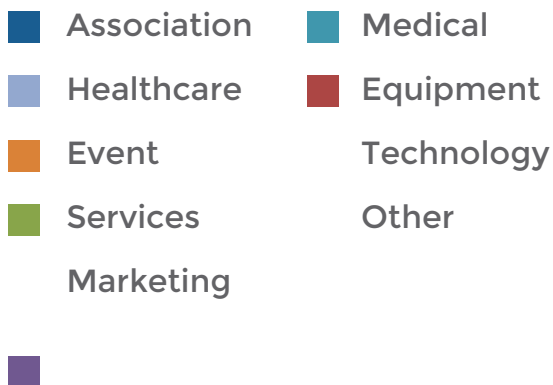
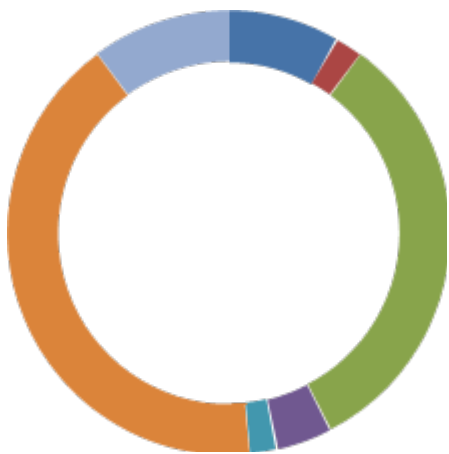
Sara Ost

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 2019 is your first step in gaining exclusive access to this influential group.
- Since summit is a non-selling environment, Sponsoring is the only avenue to reach this elusive group.

CEMA MEMBERS



PREVIOUS SUMMIT MARKETING ATTENDEES

HPE - Symantex - Oracle
 Intel - Cisco - Dell - SAP
 Microsoft - Salesforce
 NetApp - Autodesk

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 the Summit and year-round engagement. Elevate conversations beyond the event and on to experience.

PRE-EVENT MARKETING

Inclusion as a CEMA Game Changer in all marketing and promotion of Summit 2019.
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

VIP Study Tour

This exclusive back-of-the-house tour format will allow the sponsor to interact with all CEMA members attending.

The day includes breakfast, lunch and a late afternoon happy hour.

Sponsor will have 2 opportunities to address the group: as they arrive in the morning and again during lunch.

POST CONFERENCE MARKETING

Six (6) month sponsor of CEMA newsletter banner on home page of CEMA website promoting your company as a 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.

Experience Champion: \$32,500

(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 2019.

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.

CMO Roundtable Discussion

Join the senior leaders in our space by attending and participating in the CMO Roundtable.

Your company must provide comparable level of C-Suite attendee. Your participation includes networking time with the group, introducing the CMO and a presentation during lunch.

POST CONFERENCE MARKETING

Three (3) 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) articles for CEMA newsletter.

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.

SipTrip, Reception: \$8,000 (Tuesday)

PRE-EVENT MARKETING

Inclusion as a Nourish & Flourish Sponsor in all marketing and promotion of CEMA Summit 2019.

SUMMIT EXPERIENCE

CEMA will provide an open bar with standard brands, any upgrades will be at the cost of the Sponsor.

Sponsors may provide themed center pieces for 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

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

One (1) time access to membership email list to send EDM via CEMA, pre or post, Summit.

An Evening Bite, Dinner Sponsor: \$15,000 (Tuesday)

PRE-EVENT MARKETING

Inclusion as a Nourish & Flourish Sponsor in all marketing and promotion of CEMA Summit 2019.

SUMMIT EXPERIENCE

Sponsor will have 5 min. 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 center pieces for 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

POST-CONFERENCE MARKETING

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

Power Lunch Sponsor: \$15,000

(Monday & Tuesday)

PRE-EVENT MARKETING

Inclusion as a Nourish & Flourish Sponsor in all marketing and promotion of CEMA Summit 2019.

SUMMIT EXPERIENCE

Sponsor will have 5 min. 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 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

Breakfast Buzz Sponsor: \$12,000

(Monday & Tuesday)

PRE-EVENT MARKETING

Inclusion as a Nourish & Flourish Sponsor in all marketing and promotion of CEMA Summit 2019.

SUMMIT EXPERIENCE

Sponsor will have 5 min. 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 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

SIPINDIPITY, P-A-R-T-Y: \$15,000

(Tuesday)

The Final Party is a MUST attend CEMA Signature event! Sponsor will have the opportunity to collaborate with CEMA on theme and activation. Be the Brand remembered as attendees travel home the next day.

PRE-EVENT MARKETING

Inclusion as a Nourish & Flourish Sponsor in all marketing and promotion of CEMA Summit 2019.

SUMMIT EXPERIENCE

CEMA will provide all theming/décor, music etc.

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

Sponsor will have 5 min. on stage to address attendees.

One (1) complimentary Summit Registration.

ON-SITE MARKETING

Signage will be provided at entrance of room

CEMA is the leading event marketing association, with over 90% of client-side member organizations in the technology industry. Who better to showcase your new technology product or service with?

Innovation Unveiled \$15,000 (4 Available)

Speed Dating \$5,000

PRE-EVENT MARKETING

Inclusion in all marketing and promotion of CEMA Summit 2019.

SUMMIT EXPERIENCE

Opportunity for Sponsor to demonstrate their innovative technology or product on the main stage with a 5-minute presentation.

CEMA has taken away the competition aspect so now you can be the only company front and center on the main stage.

Opportunity to submit a 2 min 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 3 years. One (1) complimentary Summit Registration.

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.

CEMA Speed dating will be an afternoon activity for the entire group to participate.

PRE-EVENT MARKETING

Inclusion in all marketing and promotion of CEMA Summit 2019.

SUMMIT EXPERIENCE

Each participating sponsor will receive a 6ft roundtable with 10 chairs. Attendees will arrive, take their seats at the sponsor tables. Sponsors have the attention of up to 9 attendees for 10 mins to get their message across. Sponsors are encouraged to create a unique experience at their table. Every 10 mins, attendees will move to the next table. This session is 40 mins.

CEMA will provide appetizers, bottle waters, wine and beer. Sponsors may provide their own food & beverage to upgrade the experience.

Sponsor has use of tabletop & chairs only, NOT perimeter space.

One (1) complimentary Summit Registration.

ON-SITE MARKETING

Logo placement on all conference materials and signage.

Logo and company description on Summit page.

MARKETPLACE

Experience Zone \$15,000 (8 Available)

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

PRE-EVENT MARKETING

Inclusion in all marketing and promotion of CEMA Summit 2019.

SUMMIT EXPERIENCE

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

ON-SITE MARKETING

Inclusion as a Marketplace Sponsor in all marketing and promotion of CEMA Summit 2019
Logo placement on all conference materials and signage.
Logo and company description on Summit page.
Logo placement scrolling on screens in all meeting rooms.

POST-CONFERENCE MARKETING

One (1) time access to membership email list to send EDM via CEMA, pre or post, Summit.
Logo placement scrolling on screens in all meeting rooms.

Demo Lounge Sponsor \$8,500 (4 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 2019.

SUMMIT EXPERIENCE

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

ON-SITE MARKETING

Inclusion as a Marketplace Sponsor in all marketing and promotion of CEMA Summit 2019
Logo placement on all conference materials and signage.
Logo and company description on Summit page.
Logo placement scrolling on screens in all meeting rooms.

POST-CONFERENCE MARKETING

One (1) time access to membership email list to send EDM via CEMA, pre or post, Summit.

MARKETPLACE

Emerging Players \$3,500 (4 Available)

This is an exclusive one-time-only, opportunity for those technology companies 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 the sponsor with kiosk in Reg area for Day 1 of Summit.

Membership & Registration is additional if sponsor plans to attend conference.

SUMMIT EXPERIENCE

One Tabletop in Registration area for Day one.

ON-SITE MARKETING

Logo placement on registration signage.

Logo and company description on Summit page.

Put your name next to the education and thought leadership that CEMA has become known for. Sponsoring education at Summit elevates your company to the trend-setting, forward-thinking level every company wants to be known for!

Keynote Sponsor
\$12,000 (3 Available)

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 before the speaker and show a 90 second video.
One (1) complimentary Summit Registration

ON-SITE MARKETING

Inclusion as an Education Sponsor in all marketing and promotion of Summit 2019. 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.

CEMA Summit Scholarship
\$1,500 (1 Available)

What better way to connect with a customer than sponsoring them at CEMA!

SUMMIT EXPERIENCE

Sponsors collaborate with CEMA staff to discover customers that would benefit from a paid membership and registration. Must not already be a member to take advantage of complimentary membership. Accompany your scholarship recipient to New Member Orientation. Reserved Seating at two meals for you and your scholarship recipient.

ON-SITE MARKETING

Inclusion as an Education Sponsor in all marketing and promotion of Summit 2019. Company's name and logo listed in the "special thank you" to all our Scholarship sponsors in post Summit communication. Logo placement scrolling on screens in all meeting rooms.

Content Sponsor
\$10,000 (1 Available)

This rear-round opportunity to promote CEMA Summit's 2019 Content (i.e. presentation and videos) will put your company top of mind throughout the year. Logo

SUMMIT EXPERIENCE

Sponsor will "own" the landing 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 from CEMA required).

One (1) complimentary Summit Registration.

ON-SITE MARKETING

Inclusion as an Educational Sponsor in all marketing and promotion of Summit 2019. 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.

MPO 3 For \$10,000*

MORNING YOGA: \$2,000

Start your day feeling balanced and one with nature!

WATER BOTTLES: \$7,500

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. Production included in package.

HYDRATION STATION: \$2,000

Let’s face it, it’s July in Las Vegas, attendees will be refreshed and thankful to see water coolers with your logo throughout the conference space. Production included in package.

*May be purchased individually or together for the discounted price listed.

CHARGING STATIONS: \$5,000

Be in the position of power! Branded charging stations in the registration and break areas will let attendees know you understand their need to stay connected.

Badge: \$5,000

Lanyard: \$5,000

*May be purchased individually or together for the discounted price listed.

Have the entire conference wearing your company’s name or logo all day, every day!

ATTENDEE NOTEBOOKS: \$5,000

Attendee notebook co-branded with CEMA and Company logo. Sponsor supplies notebooks.

HOTEL ROOM DROP: \$4,500

Deliver your message outside of the event and in the attendees’ hotel rooms. Sponsor to produce and provide material/gift for distribution. Item subject to CEMA approval.

BRANDED FLASH DRIVE: \$3,500

Your company logo branded on a flash drive. Production included in package.

DIGITAL SIGNAGE STATIC AD: \$1,000

Static logo on digital signage located throughout the venue. Limited to one sponsor.

MOBILE APP BANNER AD: \$1,000

Branding in everyone’s hands? Have over 300 sets of eyes on your brand with the official 2019 CEMA summit mobile application banner ad. Sponsor to provide digital artwork per specifications.

SUCCESS STORY: \$1,000

Share your experience at CEMA Summit after the event. Write an article about why you and your company participate in CEMA and attend the Summit. CEMA will publish the article in the post-event newsletter as well as on the website.

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

Contact Information

Meg Fasy
 meg@FazeFWD.com
 702-232-1337

Additional Information

Please visit
www.cemaonline.com

Past CEMA Sponsors

LVCVA

CEA

Nth Degree

ONE10Marketing

Czarnowski

Sparks

Encore|Wynn

JiffleNow

G2 Planet

Hilton Worldwide

Maritz Travel

Quick Mobile

Impact Unlimited

Worldstage

SpeakInc.

Choose Chicago

Freeman

Promission Projects

Group Delphi

Streamline Events

PSAV

GES

ShowNets



CEMA

CORPORATE EVENT
MARKETING ASSOCIATION

SUMMIT 2019

July 21 - 23, 2019
MGM Grand
Las Vegas, NV

CEMA

2019 Sponsorship Opportunities

Company Name: _____

Authorized By: _____

Title: _____

Phone: _____

Email: _____

Current Member:

YES NO

Sponsorship Description: _____

Special Considerations: _____

PAYMENT INFORMATION

Sponsorship Total: _____

Credit Card: _____

Card Number: _____ Exp. Date: _____

Address: _____

City: _____ State: _____ ZIP: _____