

Chamber Music America

SPONSORSHIP PROSPECTUS



2017 NATIONAL CONFERENCE

JANUARY 12-15 | WESTIN NEW YORK AT TIMES SQUARE

Chamber Music America is the national network for ensemble music professionals. Its annual National Conference brings together the many components of this dynamic and growing field.

Sponsorship of CMA's Conference brings attention and visibility to your enterprise and connects you directly to your target market.

Conference Features

80+ exhibits and vendors

25+ sessions and workshops

18 ensemble showcases

world-renowned keynote speakers
networking events
industry awards

Conference Attracts 680+

Musicians

Presenters

Educators

Composers

Administrators

Board Members

Funders

53% of attendees are CEOs
or other decision-makers

Sponsorship Reaches

6,000+ members in all 50 states

8,000+ e-newsletter subscribers

100,000+ annual website visitors

CMA's Membership

41% musicians/composers/educators

32% ensembles

21% presenters/festivals

6% businesses

SPONSORSHIP PACKAGES

ALL OPTIONS INCLUDE

- ▶ One complimentary exhibit table and two registrations
- ▶ One promotional insert in Conference tote bags
- ▶ One full-page ad in Conference program book
- ▶ One *Accent* e-newsletter banner ad
- ▶ Logo in the Conference section of CMA's website
- ▶ Pre- and post-Conference attendee contact lists

GOLD SPONSOR | \$15,000

SELECT ONE OF THE FOLLOWING EVENTS:

Friday Keynote and Subsequent Learning Sessions (Friday, January 13)

Saturday Keynote and Subsequent Learning Sessions (Saturday, January 14)

Keynotes and their sessions explore the big ideas. Reach the largest Conference audience with your brand front and center.

- Prominent logo signage in Keynote Ballroom
- Verbal acknowledgment of sponsorship at event
- Sponsor acknowledgment and logo on Keynote video posted on CMA's website
- Prominent logo signage during hospitality hours in exhibit area
- Table for 10 at Friday's Conference Luncheon
- Invitations for 10 to Saturday Evening's Conference Party
- Reserved seating for 10 at Sunday's *New Music from CMA* concert
- Three additional Conference registrations (5 total)
- One full-page ad in *Chamber Music* magazine
- Upgrade to "Sponsor Spotlight" in *Accent* e-newsletter
- Company logo on all Conference-related e-broadcasts

SILVER SPONSOR | \$10,000

SELECT ONE OF THE FOLLOWING EVENTS:

Saturday Night Party (Saturday, January 14)

The new Saturday Night Party is this year's place to be seen, offering exceptional sponsor visibility.

New Music from CMA Concert (Sunday, January 15)

Capture the attention of 200+ listeners for the Conference's closing event at the DiMenna Center for Classical Music.

- Prominent logo signage in event space
- Verbal acknowledgment of sponsorship at event
- Marketing materials available at event
- Seating for 6 at Friday's Conference Luncheon
- Invitations for 6 to Saturday Evening's Conference Party
- Reserved seating for 6 at Sunday's *New Music from CMA* concert
- Two additional Conference registrations (4 total)
- One full-page ad in *Chamber Music* magazine
- Upgrade to "Sponsor Spotlight" in *Accent* e-newsletter
- Company logo on all Conference-related e-broadcasts

BRONZE SPONSOR | \$5,000

SELECT ONE OF THE FOLLOWING:

Membership Luncheon (Friday, January 13)

Create buzz that will last the entire weekend at the Conference's first networking event.

Opening Reception (Friday, January 13)

Connect your brand with the conference's welcoming festivities.

Sunday Keynote (Sunday, January 15)

Promote your name as the field's most prestigious honor, The Richard J. Bogomolny National Service Award, is presented.

Registration Room

The Conference experience starts here, and your company will be the first one that every attendee sees.

Pavilion Room

Located adjacent to the exhibit hall, this is your exclusive space to customize for entertaining clients, meeting with prospects, and marketing your services to the field.

Conference Tote Bag

Earn exclusive name recognition on the Conference's most prominent item, distributed to all attendees.

- Prominent logo signage
- Verbal acknowledgment of sponsorship
- Seating for 4 at Friday's Conference Luncheon
- Invitations for 4 to Saturday Evening's Conference Party
- Reserved seating for 4 at Sunday's *New Music from CMA* concert
- One additional Conference registration (3 total)
- One half-page ad in *Chamber Music* magazine
- Company logo on all Conference-related e-broadcasts

SPONSORED SESSION | \$3,500

SHARE YOUR INSIGHTS AND EXPERTISE:

- Prominent logo signage in session space
- Sponsor acknowledgment on session room digital sign
- Invitation for 2 to Saturday Evening's Conference Party
- Reserved seating for 2 at Sunday's *New Music from CMA* concert



EXHIBITS

The spacious ninth-floor Atrium and adjoining Plymouth Room are home to the Conference's dynamic exhibit area and form the hub of Conference activities.

EXHIBIT HOURS

Friday, January 13 - 2:00PM–6:00PM

Saturday, January 14 - 12:00PM–6:00PM

Sunday, January 15 - 12:00PM–2:00PM

EXHIBIT TABLES

Exhibits are 30" x 72" tabletop displays, with materials fitting on or immediately in front of the table. Wall space is limited; **banners and tall displays must be reserved.**

ATRIUM - \$615* OR PLYMOUTH ROOM - \$565*

**Exhibit fee includes one complimentary full conference registration.*

PRE-AND POST-CONFERENCE PROMOTIONAL BONUS:

All registered exhibitors receive complimentary pre- and post-Conference attendee mailing lists.

ADVERTISING

TOTE BAG INSERTS: \$325/PIECE

Catch the attention of conference attendees with a brochure, flyer, CD, bookmark, notepad, or other promotional items branded with your name, photo or logo.

PROGRAM BOOK AD: \$300

Distributed at registration, the Conference Program Book is an essential guide for every conference event and is even used after the conference as a resource for products and services. All ads are full-page, black & white.

PRE-CONFERENCE LIST: \$80

Begin networking before you get to the Conference! Purchase the Pre-Conference Mailing List, and in mid-December you will receive via email a list of names and addresses of all conference registrants.

POST-CONFERENCE LIST: \$90

Continue networking after the conference is over. The full Post-Conference Mailing List of registrants—which includes all registrants through January 15—is emailed to purchasers shortly after the conference adjourns.



Sybarite5