



# 2023 CMHA Midyear Meeting Sponsorship Packages

Updated as of 6/12/2023

## Platinum Level – \$6,000

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### Hospitality/Refreshments – 4 days

- Company Logo displayed in hospitality area

### **NEW!** Hardscapes & Masonry Forum Town Halls

- Visual recognition on screen (landing slide and video loop) of company logo at both the new Masonry and Hardscapes Forums as well as verbal acknowledgement at the podium.

### Meeting Room Wi-Fi

- **Table Tents** – Be recognized on all Table Tents during every meeting! Company logo will be printed on all meeting room table tents. These 3-sided Table Tents will have the schedule, Wi-Fi information featuring your company logo and promotion of upcoming events.

### CMHA Midyear Meeting Mobile App Banner & Profile

- Go paperless! In lieu of the pocket guide, the Mobile App will be the hub for all the information regarding schedules, events, and meeting agendas, right at your fingertips. Company recognition within the mobile app in a combined banner ad with all Platinum sponsors' logos listed.

### Recognition:

- Company logo on the CMHA Midyear Meeting website, eNews and pre/during/post-conference promotion
- Company logo displayed on daily signage "Thank you to our Sponsors"
- Sponsorship ribbon placed on sponsor's badge

## Gold Level – \$4,000

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### **NEW!** Hardscapes & Masonry Forum Town Halls

- Visual recognition on screen (landing slide and video loop) of company logo at both the new Masonry and Hardscapes Forums as well as verbal acknowledgement at the podium.

### Meeting Room Wi-Fi

- **Table Tents** – Be recognized on all Table Tents during every meeting! Company logo will be printed on all meeting room table tents. These 3-sided Table Tents will have the schedule, Wi-Fi information featuring your company logo and promotion of upcoming events.

### CMHA Midyear Meeting Mobile App Banner & Profile

- Go paperless! In lieu of the pocket guide, the Mobile App is the hub for all the information regarding schedules, events, and meeting agendas, right at your fingertips. Company recognition within the mobile app in a combined banner ad with all Gold sponsors' logos listed.

### Recognition:

- Company logo on the CMHA Midyear Meeting website, eNews and pre/during/post-conference promotion
- Company logo displayed on daily signage "Thank you to our Sponsors"
- Sponsorship ribbon placed on sponsor's badge

## Silver Level – \$3,000

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### Meeting Room Wi-Fi

- **Table Tents** – Recognition on all Table Tents during every meeting! Company logo will be printed on all meeting room table tents. These 3-sided table tents will have the schedule, Wi-Fi login information featuring your company logo and promotion of upcoming events.

### CMHA Midyear Meeting Mobile App Banner & Profile

- Go paperless! In lieu of the pocket guide, the Mobile App is the hub for all the information regarding schedules, events, and meeting agendas, right at your fingertips. Company recognition within the mobile app in a combined banner ad with all Silver sponsors' logos listed.

### Recognition:

- Company logo on the CMHA Midyear Meeting website, eNews and pre/during/post-conference promotion
- Company logo displayed on daily signage "Thank you to our Sponsors"
- Sponsorship ribbon placed on sponsor's badge



## A La Carte Sponsorship Opportunities:

### ❖ **NEW! 1hr Private B2B Breakfast - \$2,500 (3 Opportunities per day, 9 Opportunities Available)**

New for the CMHA 2023 Midyear Meeting – Sponsor a B2B Networking Breakfast and set aside dedicated time to meet with a small group of members and prospective customers. Sponsors are welcome to invite any attendees to their sponsored breakfast and will have the opportunity to provide a presentation, printed collateral, and signage for up to 50 people during a one-hour breakfast in a private room. Food, beverage and room logistics to be handled by CMHA Staff. **Presentation Materials, information, signage and/or collateral is the responsibility of the sponsor.** Sponsored Breakfasts are open to all registered attendees and is first come, first served.

#### Sponsorship includes:

- Company logo on the CMHA Midyear Meeting website, eNews and pre/during/post-conference promotion
- Company logo displayed on daily signage “Thank you to our Sponsors”
- Sponsorship ribbon placed on sponsor’s badge

### ❖ **Lanyards – \$2,500 (Exclusive Sponsor)**

Lanyards hold the badges for all attendees at the CMHA Midyear Meeting. Sponsorship of the lanyards is certain to call attention to your company’s artwork and/or messaging! **Production/artwork of the lanyards are at the expense of the sponsor as well as shipping to the hotel.** Total lanyards to order will be 450-500 with either one or two clips (preferably two). Artwork for the lanyards must be approved by CMHA prior to printing. Sponsor must include “CMHA” in addition to sponsor’s artwork/messaging.

#### Sponsorship includes:

- Company logo on the CMHA Midyear Meeting website, eNews and pre/during/post-conference promotion
- Company logo displayed on daily signage “Thank you to our Sponsors”
- Sponsorship ribbon placed on sponsor’s badge

### ❖ **Disposable Coffee Cups inside Meeting Rooms - \$2,500 (Exclusive Sponsor)**

What a great opportunity to keep your company’s logo, image, or message at attendees’ fingertips with custom disposable coffee cups! The hotel will place these inside each meeting room where coffee/refreshments will be served. **Production/artwork of the cups and lids are at the expense of the sponsor as well as shipping to the hotel.** Artwork for the cups must be approved by CMHA before printing. Recyclable coffee cups are preferred.

#### Sponsorship includes:

- Company logo on the CMHA Midyear Meeting website, eNews and pre/during/post-conference promotion
- Company logo displayed on daily signage “Thank you to our Sponsors”
- Sponsorship ribbon placed on sponsor’s badge

### ❖ **NEW! Boston Brewery Tour (3 Opportunities Available) - \$1,500**

Interested in supporting the Wednesday afternoon off for members to enjoy the city of Boston? Sponsor the 3-stop chauffeured Brewery Tour, and help CMHA members truly enjoy what the Boston Brewery Scene has to offer. Contact staff for more information about this sponsorship opportunity.

#### Sponsorship includes:

- Company logo on the CMHA Midyear Meeting website, eNews and pre/during/post-conference promotion
- Company logo displayed on daily signage “Thank you to our Sponsors”
- Sponsorship ribbon placed on sponsor’s badge

### ❖ **NEW! CMHA Mobile App Diamond Sponsor – \$1,500 (Exclusive Opportunity)**

Be the first thing that meeting attendees see when they open the meeting mobile app. Create your own custom messaging to be placed on the mobile app splash page along with a dedicated rotating banner, and upgraded interactive multi-media sponsor profile. **Art creative is the responsibility, and at the expense of the sponsor.**

#### Sponsorship includes:

- Company logo on the CMHA Midyear Meeting website, eNews and pre/during/post-conference promotion
- Company logo displayed on daily signage “Thank you to our Sponsors”
- Sponsorship ribbon placed on sponsor’s badge



❖ **CMHA Midyear Meeting Registration – \$1,500 (4 Opportunities)**

Take advantage of your company being the first image all Midyear Meeting attendees will experience at registration.

Sponsorship includes:

- Company logo displayed on signage at the registration counter
- Company logo displayed on the final registration confirmation email (once confirmed).
- Company logo on the CMHA Midyear Meeting website, digital messaging and pre/during/post-conference promotion
- Company logo displayed on daily signage “Thank you to our Sponsors”
- Sponsorship ribbon placed on sponsor’s badge

❖ **CMHA Member Welcome & Networking Reception – \$1,500 (Multiple Sponsors)**

Celebrate the end of the first day of the Midyear Meeting with all industry professionals as a Welcome & Networking Reception Sponsor! By becoming a Networking Reception Sponsor, your company will be a part of celebrating this evening reception that historically provides an opportunity for your company to connect with old and new industry members.

Sponsorship includes:

- Company logo on the CMHA Midyear Meeting website, eNews and pre/during/post-conference promotion
- Company logo displayed on daily signage “Thank you to our Sponsors”
- Sponsorship ribbon placed on sponsor’s badge

❖ **NEW! Digital Marketing – \$1,500 (3 Opportunities Available)**

Make your company visible throughout the CMHA Midyear Meeting event emails with this new digital marketing sponsorship. Position your company’s logo and active website link in a Sponsorship banner at the top, middle, or end (rotates) of the following CMHA e-communications related to the Meeting (based on when the banners are received): 2 Early-Bird Registration Date Reminders, 2 Standard Registration Reminders, Confirmation Email sent out to all registered in mid-August, and 4 Daily Onsite Emails. Total approximate email impressions including the new Sponsored by Banner: 6,500+.

Sponsorship includes:

- Prominent placement on the above listed CMHA E-Communications
- Sponsorship ribbon recognition placed on company registrants’ badge
- With early commitment, sponsor company logo will also be displayed on the meeting website and banner
- Sponsoring company will be provided data of meeting email open rate range and averages sent post meeting

❖ **Registration Giveaways – \$500 per item (Multiple Sponsors)**

This is a simple, yet effective opportunity for your organization to deliver its message to the CMHA Midyear Meeting attendees. Have your company’s sales and marketing materials handed out at the registration desk. Examples include, but are not limited to, pens, notepads, water bottles, cooling towels, sunglasses, etc. **Purchased collateral for this opportunity is at the expense of the sponsor.** All items must be approved by CMHA before acceptance of the sponsorship. This is a cost-effective way to promote your company in front of a large audience of attendees.

Sponsorship includes:

- Company logo on the CMHA Midyear Meeting website, eNews and pre/during/post-conference promotion
- Company logo displayed on daily signage “Thank you to our Sponsors”
- Sponsorship ribbon placed on sponsors badge



## Hotel Branding Sponsorship Opportunities:

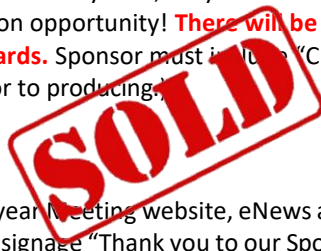
Take advantage of these opportunities offered for your company to gain high impact during the CMHA Midyear Meeting! All options offer your organization great exposure and are available August 20 - 24 at the Westin Copley Place hotel. Each sponsor's logo/link will be prominently featured on the CMHA website, eNews, and pre-conference promotion. **Sponsors will be responsible for all costs for production/installation/removal of artwork through the chosen decorator.**

- ❖ **3<sup>rd</sup> and 4<sup>th</sup> Floor Elevator Clings – \$1,500 per elevator (14 Opportunities)**
  - Placed on the elevators within CMHA's contracted space. **Sponsor is responsible for the cost of art creation, production, installation and removal.** Artwork approval by CMHA staff is required before going to production. Cling placement selections are done in the order that the sponsorships are confirmed.  
\*Additional elevator clings can be purchased at a discounted \$1,000 per elevator. Offered on a first-come, first-serve basis.
- ❖ **3<sup>rd</sup> and 4<sup>th</sup> Floor Escalator Clings – \$1,500 (4 Opportunities, 2 per escalator)**
  - Placed on the escalators within CMHA's contracted space. **Sponsor is responsible for the cost of art creation, production, installation and removal.** Artwork approval by CMHA staff is required before going to production. Cling placement selections are done in the order that the sponsorships are confirmed. Offered on a first-come, first-serve basis.
- ❖ **3<sup>rd</sup> and 4<sup>th</sup> Floor Pillar Wraps – \$1,500 per pillar (7 Opportunities)**
  - Placed on hotel pillars within CMHA's contracted space. **Sponsor is responsible for the cost of art creation, production, installation and removal.** Artwork approval by CMHA staff is required before going to production. Cling placement selections are done in the order that the sponsorships are confirmed.  
\*Additional pillar clings can be purchased at a discounted \$1,000 per pillar. Offered on a first-come, first-serve basis.
- ❖ **3<sup>rd</sup> and 4<sup>th</sup> Floor, Floor Clings (10 Opportunities) – 1 Cling for \$500**
  - One (1) 3x3 feet cling placed near the CMHA meeting and event space. Each sponsor can include their company logo/custom messaging on the cling. **Sponsor is responsible for the cost of art creation, production, installation and removal.** Artwork approval by CMHA staff is required before going to production. Cling placement selections are done in the order that the sponsorships are confirmed. Bulk discounts apply. Sponsor 1 floor cling for \$500, 2 for \$750 or 3 for \$1,000. Offered on a first-come, first-serve basis.
- ❖ **Hotel Key Cards – \$2,500 (Exclusive Sponsor)**

Take advantage of this sponsorship opportunity offering your company high impact visibility during the CMHA Midyear Meeting! Each time attendees reach for their hotel room key card, they will be reminded of the sponsor with the company's logo printed on the key card. Great company recognition opportunity! **There will be an additional cost incurred for processing artwork with the vendor producing and shipping the cards.** Sponsor must include "CMHA" in the artwork of the key card. (Artwork must be approved by CMHA prior to producing.)

### Sponsorship includes:

- Company logo on the CMHA Midyear Meeting website, eNews and pre/during/post-conference promotion
- Company logo displayed on daily signage "Thank you to our Sponsors"
- Sponsorship ribbon placed on sponsors badge





❖ **Dark Channel – \$2,500 (Exclusive Sponsor)**

Reach meeting attendees in the comfort of their hotel rooms by advertising on the hotel’s exclusive channel. Your company will receive exclusive coverage for the duration of the Midyear Meeting. Prior approval of the messaging is required by CMHA. You must submit your messaging to the hotel who will facilitate the setup. **All costs for production/installation of the messaging are at the sponsor’s expense.**

Sponsorship includes:

- Company logo on the CMHA Midyear Meeting website, digital messaging and pre/during/post-conference promotion
- Company logo displayed on daily signage “Thank you to our Sponsors”
- Sponsorship ribbon placed on sponsor’s badge

❖ **Cocktail Napkins in Lobby Bar – \$2,500 (Exclusive Sponsor)**

Need a napkin to go with your refreshments? Cocktail napkins are a great opportunity to remind attendees of your company with a logo or image. Napkins will be placed and used in the hotel lobby bar. **Production, artwork, and shipment of the napkins are at the expense of the sponsor.** If you need a napkin vendor/supplier, we can direct you to a company you can use. Napkin artwork must be approved by CMHA before printing.

Sponsorship includes:

- Company logo on the CMHA Midyear Meeting website, eNews and pre/during/post-conference promotion
- Company logo displayed on daily signage “Thank you to our Sponsors”
- Sponsorship ribbon placed on sponsors badge





## 2023 CMHA Midyear Meeting Sponsorship Order Form

Platinum Package	\$6,000	_____
Gold Package	\$4,000	_____
Silver Package	\$3,000	_____

### A La Carte Opportunities

<b>New!</b> 1hr Sponsored B2B Breakfast (Tues/Wed/Thur) Day of Week _____	\$2,500	_____
Lanyards ( <i>Exclusive Sponsor</i> )	\$2,500	_____
Meeting Room Coffee Cups ( <i>Exclusive Sponsor</i> )	\$2,500	_____
<b>New!</b> Boston Brewery Tours (3 Opportunities)	\$1,500	_____
<b>New!</b> CMHA Mobile App Diamond Sponsor ( <i>Exclusive Sponsor</i> )	\$1,500	_____
CMHA Midyear Meeting Registration ( <i>Multiple Sponsors</i> )	\$1,500	_____
CMHA Member Networking Reception ( <i>Multiple Sponsors</i> )	\$1,500	_____
<b>New!</b> Digital Marketing (3 Opportunities)	\$1,500	_____
Registration Giveaways ( <i>Multiple Sponsors</i> ) \$500 per item _____ # items x \$500 =		_____

### Hotel Branding Opportunities

3 <sup>rd</sup> and 4 <sup>th</sup> Floor Elevator Clings ( <i>14 Opportunities</i> )	# of Clings _____ x	\$1,500	_____
3 <sup>rd</sup> and 4 <sup>th</sup> Floor Escalator Clings ( <i>4 Opportunities</i> )	# of Clings _____ x	\$1,500	_____
3 <sup>rd</sup> and 4 <sup>th</sup> Floor Pillar Wraps ( <i>7 Opportunities</i> )	# of Pillars _____ x	\$1,500	_____
3 <sup>rd</sup> and 4 <sup>th</sup> Floor, Floor Clings ( <i>Multiple sponsors</i> )	# of Clings _____ x	\$500	_____
Hotel Key Cards ( <i>Exclusive Sponsor</i> )		\$2,500	_____
Hotel Dark Channel ( <i>Exclusive Sponsor</i> )		\$2,500	_____
Cocktail Napkins in Lobby Bar ( <i>Exclusive Sponsor</i> )		\$1,500	_____

Sponsorship Grand Total \$ \_\_\_\_\_

Payment Options:  Check (Payable to CMHA)  Credit Card\* (MC/Amex/Visa)  Invoice

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

**\*For all credit card payments, please call Dana Hartung at 703-457-1107 to process.**

**DEADLINE IS JULY 28, 2023**

**ADDITIONAL SPONSORSHIP SUGGESTIONS ARE WELCOME**

Cancellation Policy: All sales are final. Please email the completed form to [Dana Hartung](#)