



community
ASSOCIATIONS INSTITUTE

sponsorship & exhibitor prospectus



2020





our mission



CAI believes condominium and homeowners associations should strive to exceed the expectations of their residents.

We work toward this goal by identifying and meeting the evolving needs of the professionals and volunteers who serve associations by being a trusted forum for the collaborative exchange of knowledge and information, and by helping our members learn, achieve and excel. Our mission is to inspire professionalism, effective leadership and responsible citizenship—ideals reflected in associations that are preferred places to call home.

CAI offers a wide range of marketing and sponsorship opportunities across a variety of platforms, programs and initiatives, providing the ability to align your brand visibility, in-person contact, marketing activities, and touch points with the community associations industry worldwide.

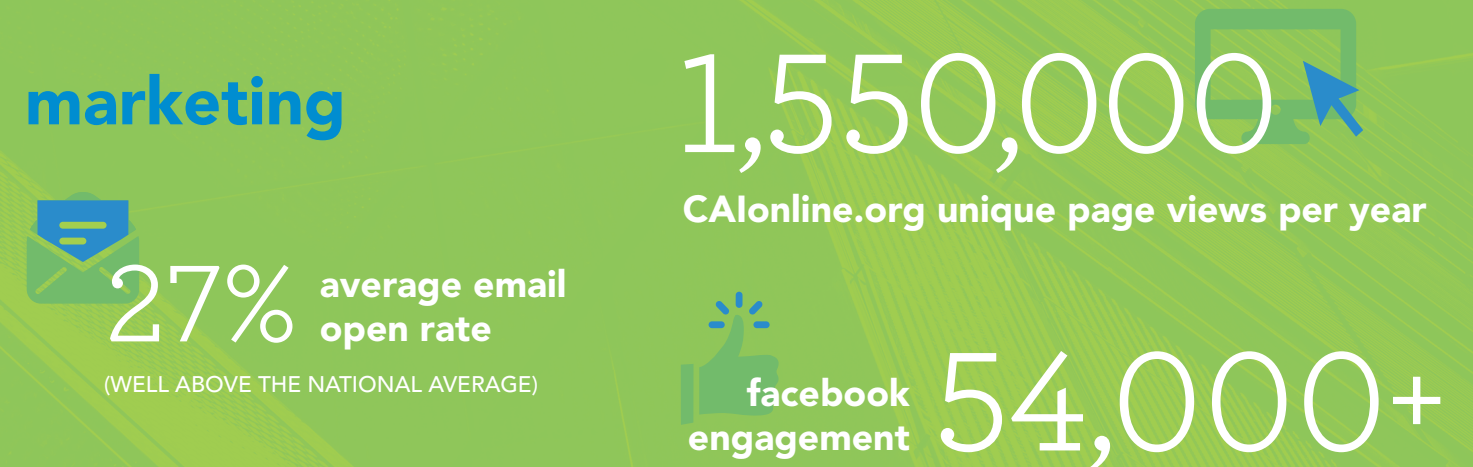


membership

over **42,000** members **64** chapters worldwide



marketing



Alliance Association Bank has benefitted greatly from our partnership with CAI. Over the past few years, **we've significantly raised our profile in the community associations industry** and had the opportunity to engage with CAI members at large national events, like the annual conference, and at smaller national meetings with community association influentials. We also had the pleasure of supporting CAI efforts as the Platinum Partner at the annual conference in 2019. **Our partnership with CAI has enabled us to more fully engage with community management professionals**, and I would wholeheartedly recommend partnership to my fellow industry partners.

**CRAIG HUNTINGTON, PRESIDENT, ALLIANCE ASSOCIATION BANK,
A DIVISION OF WESTERN ALLIANCE BANK**

sponsor packages

AT A GLANCE

PUBLICATIONS

	premier partner	strategic partner	supporting partner
Full Page Color Ad in <i>Common Ground</i> Magazine	6	3	
Half Page Color Ad in <i>Common Ground</i> Magazine		3	6
Full Page Sponsored Content in <i>Common Ground</i> Magazine	1		
Digital Issue Email Sponsor for <i>Common Ground</i> Magazine	1		

ANNUAL EVENTS

	premier partner	strategic partner	supporting partner
Annual Conference – Gold Sponsorship*	1		
Annual Conference – Single Booth			1
Annual Conference – Double Booth		1	
CEO-MC Retreat Event Sponsorship**	1		
Law Seminar Table Top Sponsor	1	1	

DIRECT MARKETING

	premier partner	strategic partner	supporting partner
Sponsored All-member Eblast	2	1	1
Postal Mailing List Rental	4	3	1

DIGITAL MARKETING

	premier partner	strategic partner	supporting partner
Top Homepage Billboard, CAIOnline.org	12 weeks	6 weeks	
Footer Banner Ad Display, CAIOnline.org		6 months	1 month
Sponsored Content, HOAResources.com	3 months	2 months	1 month
Lead Gen Promotion on HOAResources.com	12 months	6 months	3 months
Top Banner Ad Display, HOAResources.com	12 months	6 months	1 month
Middle Banner Ad Display, HOAResources.com		6 months	3 months
Mobile Banner Ad Display, HOAResources.com	12 months	6 months	3 months
Weekly Email Sponsor, HOAResources.com	2 months	1 month	
CAI Job Market Banner Ad Display	6 months	3 months	1 month
CAI@Home Banner Ad Display	3 months	2 months	1 month
CAI Exchange Sponsorship	2	1	
Sponsored Social Media Posts	6	4	3

ANNUAL MEMBERSHIP DUES

	premier partner	strategic partner	supporting partner
Business Partner Membership		1	1
National Corporate Membership	1		

EXCLUSIVE BENEFITS

	premier partner	strategic partner	supporting partner
<ul style="list-style-type: none"> Product Sector Exclusivity Includes Annual National Corporate Member Dues Premier Partner Logo Account Manager Dedicated Landing Page on CAIOnline.org Dedicated Press Release Announcing Partnership 	<ul style="list-style-type: none"> Includes Annual Business Partner Member Dues Strategic Partner Logo Account Manager 	<ul style="list-style-type: none"> Includes Annual Business Partner Member Dues Supporting Partner Logo Account Manager 	

*Premier Partners have the ability to upgrade to Platinum Sponsor, limited availability.

**CEO-MC Retreat Sponsorship only, does not include table top.

premier partner

\$100,000
(\$150,000 VALUE)



With the benefit of product sector exclusivity, the Premier Partnership provides the **highest level of overall engagement and exposure** and includes opportunities to participate in every CAI National event, connect with thought leaders, participate in print and digital marketing opportunities, and be top of mind among all CAI members.

Included in this package:

PUBLICATIONS

- (6) Full Page Color Ads in *Common Ground* Magazine
- (1) Full Page Sponsored Content in *Common Ground* Magazine
- (1) Digital Issue Email Sponsorship for *Common Ground* Magazine

ANNUAL EVENTS

- (1) Annual Conference – Gold Sponsorship*
- (1) CEO-MC Retreat Event Sponsorship**
- (1) Law Seminar Table Top Sponsor

DIRECT MARKETING

- (2) Sponsored All-member Eblasts
- (4) Postal Mailing List Rentals

DIGITAL MARKETING

- Top Homepage Billboard, CAIOnline.org (12 weeks)
- Sponsored Content, HOAResources.com (3 months)
- Lead Gen Promotion on HOAResources.com (12 months)
- Top Banner Ad Display, HOAResources.com (12 months)
- Mobile Banner Ad Display, HOAResources.com (12 months)
- Weekly Email Sponsor, HOAResources.com (2 months)
- CAI Job Market Banner Ad Display (6 months)
- CAI@Home Banner Ad Display (3 months)
- (2) CAI Exchange Sponsorships
- (6) Sponsored Social Media Posts

ANNUAL MEMBERSHIP DUES

- (1) National Corporate Membership

EXCLUSIVE BENEFITS

- Product Sector Exclusivity
- Includes Annual National Corporate Member Dues
- Premier Partner Logo
- Account Manager
- Dedicated Landing Page on CAIOnline.org
- Dedicated Press Release Announcing Partnership

*Ability to upgrade to Platinum Sponsor, limited availability.

**CEO-MC Retreat Sponsorship only, does not include table top.

strategic partner

\$60,000
(\$85,000 VALUE)



This partnership provides **visibility and brand awareness via marketing and advertising** with an added focus on in-person event participation, allowing you to interact one-on-one with the CAI community at a national level.

Included in this package:

PUBLICATIONS

- (3) Full Page Color Ads in *Common Ground Magazine*
- (3) Half Page Color Ads in *Common Ground Magazine*

ANNUAL EVENTS

- (1) Annual Conference – Double Booth
- (1) Law Seminar Table Top Sponsor

DIRECT MARKETING

- (1) Sponsored All-member Eblast
- (3) Postal Mailing List Rentals

DIGITAL MARKETING

- Top Homepage Billboard, CAIOnline.org (6 weeks)
- Footer Banner Ad Display, CAIOnline.org (6 months)
- Sponsored Content, HOAResources.com (2 months)
- Lead Gen Promotion on HOAResources.com (6 months)
- Top Banner Ad Display, HOAResources.com (6 months)
- Middle Banner Ad Display, HOAResources.com (6 months)
- Mobile Banner Ad Display, HOAResources.com (6 months)
- Weekly Email Sponsor, HOAResources.com (1 month)
- CAI Job Market Banner Ad Display (3 months)
- CAI@Home Banner Ad Display (2 months)
- (1) CAI Exchange Sponsorship
- (4) Sponsored Social Media Posts

ANNUAL MEMBERSHIP DUES

- (1) Business Partner Membership

EXCLUSIVE BENEFITS

- Includes Annual Business Partner Member Dues
- Strategic Partner Logo
- Account Manager

supporting partner

\$30,000
(\$40,000 VALUE)



Get maximum exposure to all CAI members through this partnership, which focuses strongly on **marketing and brand awareness**.

Included in this package:

PUBLICATIONS

- (6) Half Page Color Ads in *Common Ground Magazine*

ANNUAL EVENTS

- (1) Annual Conference – Single Booth

DIRECT MARKETING

- (1) Sponsored All-member Eblast
- (1) Postal Mailing List Rental

DIGITAL MARKETING

- Footer Banner Ad Display, CAIOnline.org (1 month)
- Sponsored Content, HOAResources.com (1 month)
- Lead Gen Promotion on HOAResources.com (3 months)
- Top Banner Ad Display, HOAResources.com (1 month)
- Middle Banner Ad Display, HOAResources.com (3 months)
- Mobile Banner Ad Display, HOAResources.com (3 months)
- CAI Job Market Banner Ad Display (1 month)
- CAI@Home Banner Ad Display (1 month)
- (3) Sponsored Social Media Posts

ANNUAL MEMBERSHIP DUES

- (1) Business Partner Membership

EXCLUSIVE BENEFITS

- Includes Annual Business Partner Member Dues
- Supporting Partner Logo
- Account Manager

PUBLICATIONS

Common Ground Magazine

Common Ground, CAI's flagship publication, has the power and reach to get your marketing into the hands of thousands of community association decision-makers.

Common Ground offers the latest industry trends, management techniques, governance advice, and the operational guidance to community association decision-makers and influence leaders all around the world.

This award-winning, full color, bimonthly magazine is mailed to all 42,000+ CAI members.

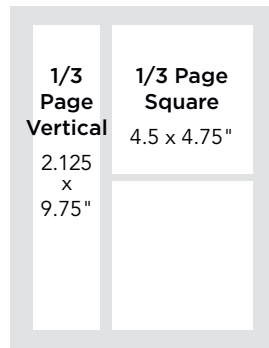
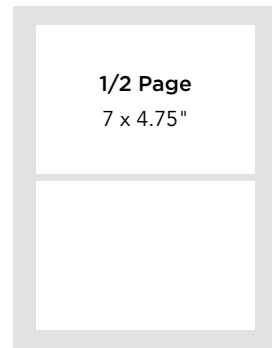
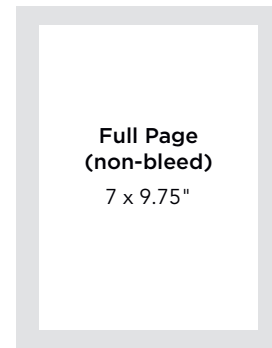


Thank you for your hard work and dedication to making *Common Ground* a first-class publication. Don't give up or lose sight of your vision for things. I want to see our profession be more respected in the public arena, and you are helping to lead the effort.

CAI MEMBER



AD SIZE	MEMBER RATES			NON-MEMBER RATE		
	1x	3x	6x	1x	3x	6x
Full Page Color	\$3,655	\$3,290	\$3,080	\$4,505	\$4,060	\$3,805
1/2 Page Color	\$2,335	\$2,125	\$1,865	\$2,880	\$2,620	\$2,300
1/3 Page Color	\$1,685	\$1,555	\$1,350	\$2,080	\$1,925	\$1,665
Full Page BW	\$2,305	\$1,940	\$1,730	\$2,840	\$2,610	\$2,140
1/2 Page BW	\$1,490	\$1,280	\$1,020	\$1,835	\$1,585	\$1,268
1/3 Page BW	\$1,125	\$995	\$785	\$1,385	\$1,230	\$970



97%
of members consider *Common Ground* an **easy, interesting, and enjoyable** read

96%
of members say *Common Ground* gives them information and perspective that **helps them in their job** or volunteer role

77%
of members consider *Common Ground* the **national publication of record** for the community association field

73%
of members say they share *Common Ground* with others

Community Manager Newsletter

Community Manager is a bimonthly newsletter that details news, strategies, and trends specifically for community association managers and management company executives. More than 14,500 copies of the newsletter are mailed or sent electronically to community association managers and senior executives worldwide.

In January 2020, this publication will launch a complete redesign that will feature shorter articles and quick reads focusing on housing news and trends, continuing education for community association managers, and CAI events, conferences, and webinars.

NEW! Exclusive Annual Sponsorship \$15,000 (6 available)

- (1) Full page color ad in all 6 issues
- (1) Sponsored content article in an issue of your choice (first come, first served). 375 words of content/narrative, 60-75 words of company bio.
- (1) Digital email sponsorship for issue of your choice (first come, first served)
- One-month Sponsored content with additional exposure on HOAResources.com
- Social Media posting to coincide with featured sponsored content issue
- Branding via marketing and promotion for new redesign and January launch



Our publications have won **over 30 Association Media & Publishing EXCEL Awards** since 2008, including:

- | | | | |
|------|---|------|--|
| 2008 | <i>Community Manager</i> , General Excellence, Bronze | 2016 | <i>Common Ground</i> , Feature Article Design, "What Goes Up, Must Break Down," March/April 2015, Gold |
| 2009 | <i>Community Manager</i> , General Excellence, Gold | | <i>Community Manager</i> , Editorial Excellence (Print), Silver |
| 2010 | <i>Community Manager</i> , General Excellence, Gold | 2019 | <i>Common Ground</i> , General Excellence, July/Aug, Sept/Oct, Nov/Dec 2018 |
| | <i>Community Manager</i> , Newswriting, Silver | | <i>Common Ground</i> , Cover Illustration, "Smoke Out," Nov/Dec 2018 |
| 2011 | <i>Community Manager</i> , General Excellence, Silver | | <i>Common Ground</i> , Feature Article Design, "Free and Clear," Nov/Dec 2018 |
| | <i>Community Manager</i> , Newswriting, Bronze | | |
| 2014 | <i>Common Ground</i> , Single-Topic Issue, "The Money Issue," May/June 2013, Gold | | |

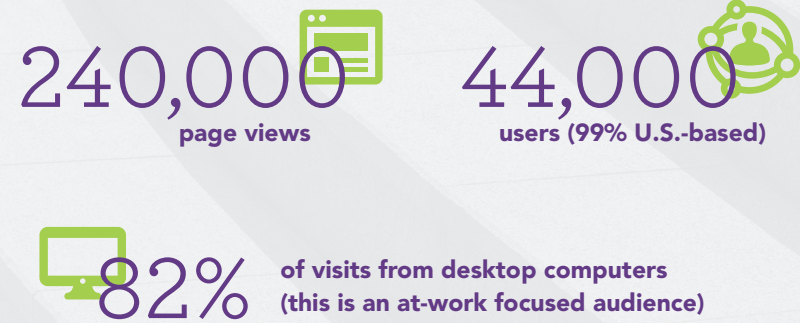
DIGITAL MARKETING

HOAResources.com

CAI focuses on providing the best information and tools for condominium and homeowners association leaders. HOAResources.com is an extension of that promise, designed to facilitate information sharing across our online community.

Because of the site's free content, it's highly discoverable in search engines and social networks. This enables CAI and your business to reach a larger community of individuals, in particular those that may be new to homeowners associations.

EACH MONTH, CAI HAS SEEN:



ADVERTISING OPPORTUNITIES

	PRICE (per month)	MEMBER PRICE (per month)
Top Banner (1x rotation) Own 25% SOV or 1 of 4 possible rotations on this dominant top-of-page ad. Site-wide on desktop.	\$1,000	\$900
Middle Banner (1x rotation) Own 25% SOV or 1 of 4 possible rotations on this middle-of-content ad.	\$625	\$560
Welcome Ad Own this prominent ad that shows up before your top audience targets reach HOAResources.com. The welcome ad is a 640x480 unit.	\$2,500	\$2,250
Weekly Email Sponsor Own ad space in weekly digest email sent to all members.		
Sponsored Content Distribute your company's free content through CAI's native advertising program. Your content is promoted across in-stream, editorial-aligned placements.	\$1,250	\$1,125
Lead Gen Promotion Drive qualified leads to your company's most impressive reports. Your content is promoted behind a registration wall that collects name, company/association, title, email address and zip code for your pipeline.	\$2,500	\$2,250
HOA Live Opportunity to take the spotlight as the featured presenter during a 30-minute forum. This non-credentialed event provides the ability to engage virtually with members from association communities across all the U.S. Content is your choice – highlight new trends, announce product launches, introduce sales promotions, and more. CAI will set up, market, and promote the video, as well as manage the logistics, registration, and facilitation of the session. The session will be recorded and provided to all registrants. Sponsors will be provided the registration list (opt in). All content subject to CAI approval.		\$3,500 <i>Business Partner Member Only</i>
Hot Topic Podcast Support CAI's live, complimentary, quarterly podcasts on the latest hot topics within the community associations industry. Company logo and branding included on all podcast marketing and promotion, recognition during the podcast and access to the attendee list.	\$3,000	\$2,750

CAIOnline.org

Each year, almost 430,000 unique visitors explore CAI's website to register for CAI educational programs and events, participate in open discussion forums, read our exclusive publications, and find the latest information and resources on legislative issues impacting community association living.

Homepage Billboard Ad \$1,500/week

Promote your brand and be top of mind every time someone visits CAIOnline.org with this impactful rotating banner located front and center on the CAI homepage.

Footer Banner Ad Starting at \$750/month

Get your brand repeat exposure with every CAIOnline.org visitor with this run of site digital ad.

Job Market Ad \$1,000/month

Showcase your company and brand at the top of this resource page, which is utilized by highly-qualified professionals and key decision-makers in the community associations industry looking for career advancement and new opportunities.

CAI Exchange \$2,250/month

Online exclusive member-only discussion forum with over 55,000 subscribers! With multiple posts per day, the Exchange is one of the most active features in the CAI community.

- **Open Forum:** Around 75,000 impressions/month CAI Exchange homepage top and bottom banner ads
- **Daily Digest Email:** Around 100,000 email opens top banner ad on Daily Digest emails

Ad content is subject to CAI approval and guidelines. Provides exclusivity.

E-Newsletters

CAI@Home \$1,500

CAI's all-member, monthly e-newsletter providing the most up-to-date and trending news in community association living. Top, middle, and bottom banners available.

Law Reporter \$1,500

A monthly digest of recent cases relevant to community association homeowners and managers sent out to all 41,000+ CAI members. Top, middle, and bottom banners available.

CAI Education Webinar Annual Sponsorship \$5,000 (Limited to 1)

Support CAI as a thought leader by sponsoring at least 12 CAI educational and training webinars per year.

- Company logo and website link on all webinar promotional emails
- Company verbally introduced as CAI's webinar sponsor during each webinar
- Company logo displayed on rotating slide while attendees wait for the webinar to begin
- One free registration to each webinar to use or distribute to a client as you see fit

Sponsored Social Media \$1,100

- Two (2) platforms of your choice on the date of your choice (subject to availability)
- Facebook, Twitter and LinkedIn



CAI Press Sponsorship \$20,000/year (Limited to 2)

CAI Press, the publishing division of CAI, is dedicated to publishing the best resources for community associations. This comprehensive sponsorship aligns your company with all CAI Press efforts including the annual CAI Press Catalog, a highly promoted new online bookstore, and a presence at all three CAI national events!

PRINT AND DIGITAL

- Full page ad in the print and digital annual CAI Press Catalog (May/June)
- (1) Sponsored Content Piece featured in CAI Press Hot Topic Flyer (Sept/Oct)
- Company top banner ad on CAI Press website
- Company logo in the print and digital CAI Press Catalog
- Company branding via CAI Press digital marketing and promotion including the new online bookstore launch, Black Friday Sale and Christmas in July Sale

ANNUAL CONFERENCE

- Single Booth in Expo Hall
- Morning Coffee meet and greet in CAI Bookstore with conference attendees
- Company video aired in the CAI Bookstore at annual conference (30 seconds)
- Company branding on CAI Press Bookstore onsite signage
- Access to pre- & post- conference attendee mailing list
- Opportunity to provide branded coffee sleeves and napkins
- Company logo and weblink on conference website and app
- Company logo and/or recognition via event digital and marketing communications
- Company recognition in onsite conference brochure

CEO-MC RETREAT

- Access to attend the welcome reception (limited to 2)
- Ability to invite event attendees to after-hours events
- Company branding on CAI Press Bookstore onsite signage
- Company branding at morning coffee and beverage stations
- Opportunity to provide branded coffee sleeves and napkins
- Access to pre- & post- conference attendee contact list
- Company logo and weblink on conference website and app
- Company logo and/or recognition via event digital and marketing communications
- Company recognition in Retreat brochure

LAW SEMINAR

- Table Top Exhibit
- Access to attend the Welcome Reception (limited to 2)
- Company branding on CAI Press Bookstore onsite signage
- Company branding at morning coffee and beverage stations
- Opportunity to provide branded coffee sleeves and napkins
- Access to pre- & post- attendee contact list
- Company logo and weblink on conference website and app
- Company logo and/or recognition via event digital and marketing communications
- Company recognition to Law Seminar brochure

CAI Education Sponsorship

\$10,000/year (Limited to 4)

CAI is the industry leader in education and provides many online and classroom learning opportunities for community managers and homeowner leaders. Our courses are taught more than 200 times a year across the U.S. This exclusive sponsorship showcases your support for education within the industry across multiple marketing platforms with a national reach.

- Full page, four-color ad in the CAI Education Catalog (45,000 total distributed, print and digital)
- Company logo and/or brand recognition on all PMDP marketing materials (print and digital)
- Company video link shared in every course confirmation email (video guidelines provided by CAI)
- Company video displayed on CAI's Learning Center webpage (video guidelines provided by CAI)
- Sponsored content feature in the annual CAI Education Catalog, (guidelines provided by CAI) (45,000 total distributed, print and digital)
- One-month sponsored content feature on HOAResources.com (guidelines provided by CAI)
- Company logo displayed on the CAI Learning Center webpage
- Opportunity to provide business flyer in the PMDP Course Kits (4,000+ distributed)
- Opportunity to provide promotional swag for PMDP Course Kits (i.e. pens, pencils, calculators)



DIRECT MARKETING

MEMBER ONLY

Sponsored Eblast \$4,500

Create your content and have it distributed to the CAI membership via email, subject to CAI reservation schedule. Open rates will be provided.

Postal Mailing List Rental \$2,500

Send your collateral and marketing materials to the all member CAI mailing list. Member type and geographic segmentation available on a case by case basis.



ANNUAL EVENTS AT A GLANCE



CEO-MC Retreat

WHEN: September 2020
WHERE: Ft. Lauderdale, FL
WHO: Approx. 200 community management CEOs and management company senior executives

This retreat is the premier executive education program for CEOs and senior executives in community association management companies. It provides the opportunity to network with over 200 key decision-makers whose influence guides community association management, development and policy and has a significant impact on the more than 74 million Americans who reside in the estimated 347,000 association-governed communities.

Exclusive and limited sponsorships available, please contact Lauren Piontek, lpiontek@caionline.org, for more details.



Community Now: CAI Annual Conference & Exposition

WHEN: June 10-13, 2020
WHERE: Ft. Lauderdale, FL
WHO: Approx. 1,500 homeowner leaders, community managers and management companies

Community Now brings together the largest audience of CAI's nationally hosted events. Over 1,500 homeowner leaders, community managers and management companies from around the world attend this annual conference to gain educational credits, discuss critical issues, network, and learn about the latest community association trends, products, and services.

This event recognizes leaders and influencers within the community association industry and allows you to engage with attendees to network, build relationships, and expose your company to key decision-makers. The expo hall continues to sell out year after year, so make sure to confirm your participation as soon as possible!

See pages 14-18 for sponsorship and exhibit opportunities.

over
1,500
 homeowner leaders, community managers and management companies from around the world

TOP 5 MEMBER CATEGORIES in highest attendance (in 2019)

- 1 Individual Manager
- 2 Management Company Executives
- 3 Attorney
- 4 Community Association Volunteer
- 5 Insurance Provider

TOP 5 STATES in highest attendance (in 2019)



Law Seminar

WHEN: January 15-18, 2020
WHERE: Las Vegas, NV
WHO: Approx. 600 attorneys, insurance professionals and community managers

Brought to you by the College of Community Association Lawyers (CCAL), this program is developed each year as part of CCAL's commitment to advancing the knowledge and practice of community association law. The Law Seminar provides a unique learning opportunity to discuss emerging trends and legislative issues important to the practice of community association law—as well as excellent opportunities for professional networking.

Advocacy Summit

WHEN: October 23, 2019
WHERE: Washington, DC
WHO: Community association homeowners, community managers, and business partners serving these communities

CAI's annual Advocacy Summit is the industry's premier event featuring pre-event virtual advocacy trainings, a full day of networking opportunities, and scheduled meetings with members of Congress.





COMMUNITY NOW: CAI ANNUAL CONFERENCE & EXPOSITION

Sponsorship Opportunities & Information

JUNE 10-13, 2020 | THE DIPLOMAT RESORT, FORT LAUDERDALE, FL



Platinum Sponsorship \$20,000 (Limited to 2)

- Quad booth in expo hall
- (4) Full conference registrations
- Full page ad in May/June issue of *Common Ground Magazine**
- Full page ad in onsite conference brochure*
- Promotional insert in registration bags (1,500 count)*
- Company recognition from CAI's President, Board of Trustees at opening general session
- Company logo displayed on screen at both general sessions during audience entry (12 seconds)
- Access to pre- & post- conference attendee mailing list
- Banner ad on conference website*
- Banner ad on conference mobile app*
- Company logo displayed on CAI homepage billboard ad
- Company logo and weblink on conference website and app
- Company logo and/or recognition via event digital and marketing communications
- Company recognition in onsite conference brochure
- Company logo on attendee registration bags
- Company branding and recognition via onsite signage

Gold Sponsorship \$10,000 (Limited to 5)

- Double booth in expo hall
- (2) Full conference registrations
- Company recognition from CAI's President, Board of Trustees at opening general session
- Company logo displayed on screen at both general sessions during audience entry (6 seconds)
- Half Page ad in May/June issue of *Common Ground Magazine**
- Full page ad in onsite conference brochure*
- Promotional insert in registration bags (1,500 count)*
- Access to pre- & post- conference attendee mailing list
- Company logo and weblink on conference website and app
- Company logo and/or recognition via event digital and marketing communications
- Company recognition in onsite conference brochure
- Company branding and recognition via onsite signage

Keynote Speaker Sponsorship \$10,000 (Limited to 2)

- Single booth in expo hall
- Opportunity to introduce the keynote speaker (60 seconds)
- Company recognition from CAI's President, Board of Trustees at opening general session
- Promotional insert in registration bags (1,500 count)*
- Company logo listed with the keynote speaker in onsite brochure
- Company logo and weblink listed with the keynote speaker description on conference website
- Access to pre- & post- conference attendee mailing list
- Company logo and weblink on conference website and app
- Company logo and/or recognition via event digital and marketing communications
- Company recognition in onsite conference brochure

Name Badge Sponsorship \$10,000 (Limited to 1)

- 1,500+ conference attendees will be wearing your company-branded name badges
- Single booth in expo hall
- Access to pre- & post- conference attendee mailing list
- Company logo and weblink on conference website and app
- Company logo and/or recognition via event digital and marketing communications
- Company recognition in onsite conference brochure

Backyard Bash + Awards Sponsorship

\$8,000 (Limited to 2)

- Opportunity to get exposure and network with an influential audience of community managers and help CAI recognize and award some of the best in the industry
- Single booth in the expo hall
- Stage recognition by CAI's President, Board of Trustees
- Company logo displayed on screen during the awards dinner
- (1) Full conference registration
- Up to 8 company representatives at the Backyard Bash
- Full page ad in awards program*
- Access to pre- & post- conference attendee mailing list
- Promotional insert in registration bags (1,500 count)*
- Company logo listed with the Backyard Bash in Awards Brochure
- Company logo and weblink on conference website and app
- Company logo and/or recognition via event digital and marketing communications
- Company recognition in onsite conference brochure
- Company logo and weblink on conference website and app
- Company logo and/or recognition via event digital and marketing communications
- Company recognition in onsite conference brochure



*See page 17 for details and specs.

Security Sponsorship \$10,000

- Single booth in the expo hall
- Promotional insert in registration bags (1,500 count)*
- Company logo and weblink on conference website and app
- Company logo and/or recognition via event digital and marketing communications
- Company recognition in onsite conference brochure
- Access to pre- & post- conference attendee mailing list

Room Keycard Sponsorship \$5,500

- Capture attendee attention from the moment they check into their hotel room. You'll be the first company name they see, giving you exclusive exposure.
- Company works directly with hotel and pays for printing of room keys
- Company logo and weblink on conference website and app
- Company logo and/or recognition via event digital and marketing communications
- Company recognition in onsite conference brochure
- Access to pre- & post- conference attendee mailing list

Media Booth Sponsorship \$6,000 (Limited to 4)

- Feature your company branding on the CAI glass enclosed media set which is the destination for CAI's social media live streaming, webcasts, and interviews with conference attendees, speakers, and sponsors.
- Single booth in the expo hall
- Company branding displayed on the CAI glass-enclosed media set
- Promotional insert in registration bags (1,500 count)*
- Access to pre- & post- conference attendee mailing list
- Company logo and weblink on conference website and app
- Company logo and/or recognition via event digital and marketing communications
- Company recognition in onsite conference brochure

Wi-Fi Sponsor \$5,500 (Limited to 1)

- Company name included in Wi-Fi password
- Conference mobile app push notification with Wi-Fi login credentials
- Access to pre- & post- conference attendee mailing list
- Company branding and recognition via onsite signage
- Company recognition in onsite conference brochure

CEO-MC/Large-Scale Managers Lounge

\$5,000 (Limited to 1)

- Opportunity to get exposure and network with some of the world's leading community management professionals and top decision-makers
- Company branding and recognition via onsite signage at lounge
- Promotional insert in registration bags (1,500 count)*
- Access to pre- & post- conference attendee mailing list
- Company recognition in onsite conference brochure
- Company logo and weblink on conference website and app
- Company logo and/or recognition via event digital and marketing communications
- Company branding and recognition via onsite signage at lounge entrance

Exhibitor Spotlight Eblast

\$3,500 (Limited to 8, 4 pre-conference, 4 post-conference)

- One targeted email sent to all conference attendees to showcase your company's product and/or services and set up meetings or follow up with attendees
- Access to pre- & post- conference attendee mailing list
- Company provides all creative and promotional content*
- Company recognition in onsite conference brochure
- Scheduled on a first come, first served reservation basis

Community Now Charging Lounge Sponsorship

\$3,500 (Limited to 2)

- Increase brand awareness and exposure by sponsoring this lounge where attendees can reconnect and recharge while attending the annual conference
- Company branding and recognition via onsite signage in the lounge
- Access to pre- & post- conference attendee mailing list
- Promotional insert in registration bags (1,500 count)*
- Company recognition in onsite conference brochure

*See page 17 for details and specs.



Campfire Sessions \$3,000 (Limited to 6)

- Host a 20-minute informative discussion forum to engage with conference attendees in a unique and interactive learning environment
- Campfire sessions are included in the event schedule and take place during expo hours inside the exhibit hall
- Access to pre- & post- conference attendee mailing list
- Company branding and recognition via onsite signage at Campfire Session
- Company name and logo listed in the onsite brochure schedule
- Conference mobile app push notification reminder for scheduled session
- Scheduled on a first-come, first-served reservation basis

Community Yoga Sponsorship \$1,000 (Limited to 2)

- Build a stronger community with your company's visibility through sponsoring a morning yoga class focused on mind and body while recharging for the day ahead
- Company branding and recognition via onsite signage during yoga
- Access to pre- & post- conference attendee mailing list
- Promotional insert in registration bags (1,500 count)*
- Company recognition in onsite conference brochure
- Opportunity to provide branded yoga mats
- Opportunity to provide branded water bottles

Registration Bag Insert \$600

- Promotional insert in registration bags (1,500 count)*

ANNUAL CONFERENCE DETAILS & SPECS

Sponsor provides all creative and promotional content

PROMOTIONAL INSERTS:

Mail inserts (1,500 count) to:
Carly Reid
6402 Arlington Boulevard, Suite 500
Falls Church, VA 22042
Due May 1, 2020

COMMON GROUND MAGAZINE AD SPECS:

Full Page: 7" W x 9.75" H, 4-color
Due March 16, 2020
Half Page: 7" W x 4.75" H, 4-color
Due March 16, 2020

AWARDS PROGRAM AD SPECS:

4.5" W x 7.5" H, 4-color **Due April 17, 2020**

ONSITE BROCHURE AD SPECS:

4.5" W x 7.5" H, 4-color **Due April 17, 2020**

MOBILE APP BANNER AD SPECS:

2 versions needed, please provide as a PNG, JPEG or GIF
1) Mobile Version: 640 W x 150 H pixels
2) Tablet Version: 552 W x 150 H pixels
Due December 16, 2019

EXHIBITOR SPOTLIGHT EBLAST:

Due dates vary, specs and guidelines provided by CAI

COMMUNITY NOW: CAI ANNUAL CONFERENCE & EXPOSITION

Exhibiting Opportunities & Information

BOOTH SIZE	# OF BOOTH STAFF	MEMBER RATE	NON-MEMBER RATE	EXHIBIT SPACE INCLUDES:
Single Booth 8' Deep x 10' Wide	4	\$2,100	\$2,500	<ul style="list-style-type: none"> • 6' draped table • 8' backdrop • 3' side drapes • Carpeting • Trash can • Chair • Sign with exhibitor name and booth number • Electricity is not included
Double Booth 8' Deep x 20' Wide or 10' Deep x 16' Wide (Double Booth Endcap)	8	\$3,550	\$5,000	
Triple Booth 8' Deep x 30' Wide	12	\$5,000	\$7,500	
Quad Booth 20' Deep x 16' Wide	16	\$6,100	\$10,000	



BOOTH SELECTION

Booth selection order is on a first come, first served basis, once payment has been received and processed. Booth selection will be completed via eShow. Within a week of registration, an email will be sent from eShow (via Carly Reid, creid@caionline.org) with your date and time to select your booth. There will be a link and password provided and you'll be able to see the floor plan, booth availability, and select your booth.

EXHIBITOR ADDITIONS

Mystery Booth \$100

Participate as a Mystery Booth Exhibitor and get attendees to your booth!

HOW IT WORKS:

- Pay \$100 to participate as a Mystery Booth Exhibitor
- Your company is in the mystery booth flyer and has a mystery booth table stand to display at your booth (CAI to provide the stand)
- Attendees will stop by your booth and drop off their business cards (you provide bowl or vase)
- Companies are drawn on Wednesday and Thursday as a Mystery Booth Exhibitor
- The booth winners then pick a card from their bowl of attendee cards
- Winning exhibitors will give away cash to the winning attendee

Conference Registration \$450

Discounted Exhibitor Full Conference Registration:

- All education sessions
- Two general sessions
- Friday night Backyard Bash & Awards

Contact Carly Reid at creid@caionline.org for Discount Registration Code

COMMUNITY NOW: CAI ANNUAL CONFERENCE & EXPOSITION

Terms & Policies



CONFERENCE 2020 TERMS & POLICIES

CONSENT TO USE OF PHOTOGRAPHIC IMAGES: Registration and attendance at, or participation in, CAI's Annual Conference & Exposition constitutes an agreement by the registrant to CAI's use and distribution (both now and in the future) of the registrant or attendee's image or voice in photographs, videotapes, electronic reproductions and audiotapes.

TERMS + CANCELLATION: Full payment must accompany signed sponsorship and exhibitor/sponsor registration. CAI reserves the right to refuse any exhibitor and/or sponsorship registration or to cancel any prepaid exhibitor and/or sponsorship it deems appropriate to avoid conflicts of interest. CAI will refund payments for canceled sponsorships. Exhibitor and sponsorship refunds or cancellations cannot be made after any promotional materials/emails have been created and distributed or if attendance mailing information has been distributed.

CAI will refund payments for cancelled exhibits/sponsorships if written requests are received by November 22, 2019. There are no refunds after this date. Email cancellation requests to Lauren Piontek at lpiontek@caionline.org and Carly Reid at creid@caionline.org.

STAFFING OF EXHIBITS: Exhibits must be staffed at all times during exhibit hours. CAI requests strict adherence to the opening and closing hours. It is imperative that no exhibitor begins dismantling, packing or tear-down of their space until Friday, June 12, 2020 at 3:15pm.

FAILURE TO OCCUPY SPACE: Space not occupied by the close of the installation period will be forfeited, and space may be resold, reassigned or used by CAI. No refunds will be made for failure to occupy space.

PRIVATE PARTY POLICY: All hospitality suites and hosted events must be approved by CAI. Hospitality suites/hosted events are not permitted during official conference activities. Non-exhibiting companies/groups/individuals are not permitted to host events at the official hotel during the conference. Contact Holly Carson, CMP, Director of Meetings, with your request for approval at hcarson@caionline.org.

CAI SUITCASING POLICY: CAI has a no tolerance policy regarding "suitcasing," which is the practice of non-exhibiting, non-sponsoring companies or individuals soliciting sales or sales leads in the hotel, and/or representing their services or soliciting conference participants for conflicting social activities. Non-exhibiting, non-sponsoring suppliers participating at the conference as speakers are prohibited from soliciting business in the hotel. It is considered "bad-form" to conduct business outside of your booth. Talking to clients or prospects in-front of someone else's display is also a violation of CAI policy will not be tolerated. All parts of the exhibit must remain in exhibitor's assigned space. No exhibit will be allowed to infringe upon aisle space.

Violators of these policies will be ejected from the show and charged the single-booth rate of \$2,100, which must be paid prior to registering as an attendee, exhibitor, or sponsor at any future CAI conference or other event. In addition, CAI will have the hotel cancel the illegal function at violator's expense.

GIVEAWAYS

Giveaways will be announced in the expo hall. You must bring your own bowl to collect business cards. Lead retrieval will not be available.

EVENT TICKETS

- **Welcome Reception** (for spouse or guest):
\$75 early bird, \$90 standard
- **Friday Night Backyard Bash & Awards:**
\$100 early bird, \$115 standard

THIRD-PARTY EXHIBITOR PARTNERS

- Willwork – Exhibit Services Company
- eShow – Exhibitor Booth and Personnel Management Company



LAW SEMINAR

Sponsorship Opportunities & Information

JANUARY 15-18, 2020 | LAS VEGAS, ARIA RESORT

Keycard Sponsor \$4,500 (Includes Table Top Display)

- One complimentary Law Seminar registration (\$649 value) Additional staff cost \$300 – 3 staff maximum
- 6' table in sponsor area
- Banner ad on Law Seminar app
- Company logo in continuous sponsor loop on screen (9 seconds each time) during audience entry at general sessions
- Logo & hyperlink included on the Law Seminar website
- Logo on Law Seminar app
- Promotional insert in registration packet (600 count)*
- List of all attendees (once before the event and the final list after)
- Company to work directly with hotel on keycard specs and images

Wayne Hyatt Lecture Series Keynote Speaker Sponsor \$3,500 (Includes Table Top Display)

- One complimentary Law Seminar registration (\$649 value) Additional staff cost \$300 – 3 staff maximum
- 6' table in sponsor area
- Banner ad on Law Seminar app*
- Company logo in continuous sponsor loop on screen (9 seconds each time) during audience entry at general sessions
- Logo & hyperlink included on the Law Seminar website
- Logo on Law Seminar app
- Promotional insert in registration packet (600 count)*
- Signage at the entrance to the Keynote Luncheon
- table tents at the Keynote Luncheon
- List of all attendees (once before the event and the final list after)

*See page 21 for details and specs.

Reception Sponsor \$3,500 (Includes table Top Display)

- One complimentary Law Seminar registration (\$649 value) Additional staff cost \$300 – 3 staff maximum
- 6' table in sponsor area
- Banner ad on Law Seminar app*
- Company logo in continuous sponsor loop on screen (9 seconds each time) during audience entry at general sessions
- Logo & hyperlink included on the Law Seminar website
- Logo on Law Seminar app
- Promotional insert in registration packet (600 count)*
- Signage at the entrance to the reception
- table tents at the reception
- List of all attendees (once before the event and the final list after)

Name Badge Sponsor \$3,500 (Includes Table Top Display)

- One complimentary Law Seminar registration (\$649 value) Additional staff cost \$300 – 3 staff maximum
- 6' table in sponsor area
- Banner ad on Law Seminar app*
- Company logo in continuous sponsor loop on screen (9 seconds each time) during audience entry at general sessions
- Logo & hyperlink included on CAI website on the Law Seminar webpage
- Logo on Law Seminar app
- Promotional insert in registration packet (600 count)*
- List of all attendees (once before the event and the final list after)



Table Top Display \$2,100

- One complimentary Law Seminar registration (\$649 value). Additional staff cost \$300 – 3 staff maximum
- 6' table in sponsor area
- Company logo in continuous sponsor loop on screen (5 seconds each time) during audience entry at general sessions
- Logo & hyperlink included on the Law Seminar website
- Logo on Law Seminar app
- Promotional insert in registration packet (600 count)*
- List of all attendees (once before the event and the final list after)

Information Distribution \$500

- Promotional insert in registration packet (600 count)*
- List of all attendees (final list only)

LAW SEMINAR 2020 TERMS & POLICIES

TERMS + CANCELLATION

Full payment must accompany signed sponsorship registration. CAI reserves the right to refuse any sponsorship application or to cancel any prepaid sponsorship it deems appropriate to avoid conflicts of interest. Sponsorship refunds or cancellations cannot be made after any promotional materials/emails have been created and distributed or if attendance mailing information has been distributed.

CAI will refund payments for cancelled sponsorships if written requests are received by October 1, 2019. There are no refunds after this date. Email cancellation requests to Lauren Piontek at lpiontek@caionline.org and Carly Reid at creid@caionline.org.

CAI SUITCASING POLICY

CAI has a no tolerance policy regarding "suitcasing," which is the practice of non-sponsoring companies or individuals soliciting sales or sales leads in the hotel, and/or representing their services or soliciting law seminar participants for conflicting social activities. Non-sponsoring suppliers participating at the law seminar as speakers are prohibited from soliciting business in the hotel. It is considered "bad-form" to conduct business outside of your own tabletop area. Talking to clients or prospects in-front of someone else's display is also a violation of CAI policy will not be tolerated.

PRIVATE PARTY POLICY

All hospitality suites and hosted events must be reserved, approved and paid for through CAI. Hospitality suites/hosted events are not permitted during official law seminar activities. Non-sponsoring suppliers are not permitted to host events at the official hotel during the law seminar.

Violators of these policies will be ejected from the show and charged the Tabletop rate of \$2,100, which must be paid prior to registering as an attendee, exhibitor, or sponsor at any future CAI conference or event. In addition, CAI will have the hotel cancel the illegal function at violator's expense.

*LAW SEMINAR DETAILS & SPECS

Sponsor provides all creative and promotional content

MOBILE APP BANNER AD SPECS:

2 versions needed, please provide as a PNG, JPEG or GIF
 1) Mobile Version: 640 W x 150 H pixels
 2) Tablet Version: 552 W x 150 H pixels
Due December 16, 2019

PROMOTIONAL INSERTS:

Mail inserts (600 count) to:
 Carly Reid
 6402 Arlington Boulevard, Suite 500
 Falls Church, VA 22042
Due December 2, 2019

For more information,
contact Lauren Piontek,
lpiontek@caionline.org



Community Associations Institute

6402 Arlington Blvd., Suite 500
Falls Church, VA 22042

Lauren Piontek
Director, Sales & Strategic Partnerships
703-970-9253
lpiontek@caionline.org