

Learn more at www.caionline.org/2023AnnualConference



EVENT OPPORTUNITIES

Security Sponsor \$10,000 AVAILABLE

Onsite Presence + Promotion

- Single booth in the expo hall
- (3) booth reps (access to expo hall and Wednesday Welcome Reception)
- Company recognition in onsite conference brochure
- 24/7 expo hall security

Marketing + Communications

- Company logo and weblink on conference website and app
- Company logo and weblink via event digital and marketing communications
- Pre/Post conference attendee mailing list

Item	Due Date	Specs
Company Logo	ASAP	JPEG and EPS formats

A-LA-CARTE OPPORTUNITIES

Exhibitor Spotlight Eblast \$3,500 AVAILABLE

4 pre-conference, 4 during-conference, 4 post-conference, First-come, first-serve

One dedicated email sent to all conference attendees to showcase your company's product and/or services and set up meetings or follow up with attendees

Item	Due Date	Specs
Company Logo	ASAP	JPEG and EPS formats
eBlast	March 17, 2023 eBlast will be sent out the week before or week of conference	Please reference CAI Guidelines

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Sponsored Video on LED Screens \$3,250 AVAILABLE

Marketing/Promotion

- 30 second video played on a loop with other CAI videos on jumbotron video wall in the registration and pre-function area

Item	Due Date	Specs
Promotional video without sound	March 17, 2023	MP4 with a resolution of 1920x1080, no sound



SOLD OUT SPONSORSHIPS

Platinum Sponsor \$20,000 (Limited to 3) SOLD OUT

Onsite Presence + Promotion

- Quad booth in expo hall
- (12) booth reps (access to expo hall and Wednesday Welcome Reception)
- (4) Full conference registrations (access to General Sessions, education sessions and Fri Night Event)
- Company recognition on big screen LED display in registration foyer
- Promotional insert in registration bags
- Company recognition from CAI's President, BOT, at opening general session
- Company logo displayed on screen at both general sessions during audience entry (12 seconds)
- Company recognition in onsite conference brochure
- Company branding and recognition via onsite signage

Ads

- Full page ad in May/June issue of *Common Ground* Magazine
- Full page ad in onsite conference brochure
- Banner ad on conference website/app

Marketing + Communications

- Dedicated sponsored eblast to all conference attendees
- Dedicated social media post on CAI platforms
- Company logo and weblink on conference website and app
- Company logo and weblink via event digital and marketing communications
- Pre/Post conference attendee mailing list
- Company logo on attendee registration bags

Item	Due Date	Specs
Company Logo	ASAP	JPEG and EPS formats
Banner Ad Conference Website/App	ASAP	1200 x 200 jpeg or png
<i>Common Ground</i> Ad	March 17, 2023	8.25" wide x 10.5" tall
Onsite Conference Brochure Ad	March 17, 2023	4.75" wide x 7.5" tall
eBlast	March 17, 2023 eBlast will be sent out the week before or week of conference	Please reference CAI Guidelines
Social Media Post	March 17, 2023 Social Media post will be sent out the week before or week of conference	Please reference CAI Guidelines
Promotional Reg Bag Insert	April 7, 2023	One-sheet marketing piece OR fun give-away item with company branding - 1000 count. Mail to my attention – 6402 Arlington Blvd, Suite 500, Falls Church, VA, 22042

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Gold Sponsor \$12,000 (Limited to 6) SOLD OUT

Onsite Presence + Promotion

- Double booth in expo hall
- (6) booth reps (access to expo hall and Wednesday Welcome Reception)
- (2) Full conference registrations (access to General Sessions, education sessions and Fri Night Event)
- Promotional insert in registration bags
- Company recognition from CAI's President, BOT, at opening general session
- Company logo displayed on screen at both general sessions during audience entry (6 seconds)
- Company recognition in onsite conference brochure
- Company branding and recognition via onsite signage

Ads

- Half Page ad in May/June issue of *Common Ground Magazine*
- Full page ad in onsite conference brochure

Marketing + Communications

- Inclusion in sponsored eblast to all conference attendees
- Sponsored social media post on CAI platforms
- Company logo and weblink on conference website and app
- Company logo and weblink via event digital and marketing communications
- Pre/Post conference attendee mailing list

Item	Due Date	Specs
Company Logo	ASAP	JPEG and EPS formats
<i>Common Ground Ad</i>	March 17, 2023	7" x 4 3/4 "
Onsite Conference Brochure Ad	March 17, 2023	4.75" wide x 7.5" tall
eBlast	N/A	CAI creates this
	eBlast will be sent out the week before or week of conference	
Social Media Post	N/A	CAI creates this
	Social Media post will be sent out the week before or week of conference	
Promotional Reg Bag Insert	April 7, 2023	One-sheet marketing piece OR fun give-away item with company branding - 1000 count. Mail to my attention – 6402 Arlington Blvd, Suite 500, Falls Church, VA, 22042



Name Badge Sponsor \$12,000 (Limited to 1) SOLD OUT

Conference attendees will be wearing your company-branded name badges!

Onsite Presence + Promotion

- Single booth in expo hall
- (3) booth reps (access to expo hall and Wednesday Welcome Reception)
- Company recognition in onsite conference brochure

Marketing + Communications

- Pre/Post conference attendee mailing list
- Company logo and weblink on conference website and app
- Company logo and weblink via event digital and marketing communications

Item	Due Date	Specs
Company Logo	ASAP	JPEG and EPS formats

Keynote Speaker Sponsor \$12,000 (Limited to 2) SOLD OUT

Onsite Presence + Promotion

- Single booth in expo hall
- (3) booth reps (access to expo hall and Wednesday Welcome Reception)
- Opportunity to introduce the keynote speaker (60 seconds) Keynote day selection is first-come, first-serve
- **30 second** promotional video played during keynote session
- Company recognition from CAI’s President, BOT, at opening general session
- Promotional insert in registration bags
- Company logo listed with the keynote speaker in onsite brochure schedule of events
- Company recognition in onsite conference brochure
- Company branding and recognition via onsite signage

Marketing + Communications

- Company logo and weblink listed with the keynote speaker description on conference website
- Branding/recognition in Keynote marketing and promotion via social media
- Pre/Post conference attendee mailing list
- Company logo and weblink on conference website and app
- Company logo and weblink via event digital and marketing communications

Item	Due Date	Specs
Company Logo	ASAP	JPEG and EPS formats
Promotional video	April 7, 2023	mp4 file, 30 seconds with sound
Promotional Reg Bag Insert	April 7, 2023	One-sheet marketing piece OR fun give-away item with company branding - 1000 count. Mail to my attention – 6402 Arlington Blvd, Suite 500, Falls Church, VA, 22042
Company staff who will intro speaker	April 7, 2023	Please email me their first and last name, title and headshot



****NEW** The Morning Cafe \$10,000/day (Limited to 2) SOLD OUT**
(Available Thursday & Friday, first-come, first-serve on day selection)

Opportunity to sponsor morning coffee and bagels and networking on Thursday OR Friday for conference attendees

Onsite Presence + Promotion

- Double booth in the expo hall
- (6) booth reps (access to expo hall and Wednesday Welcome Reception)
- **30 second** promotional video played during the breakfast
- Company branding included on donut display
- Company logo displayed on screen on Wednesday night promotion
- Company recognition on event app push notifications
- Opportunity to provide branded swag/napkins/coffee sleeves
- Opportunity to network with attendees during café hours
- Company recognition in onsite conference brochure
- Company branding and recognition via onsite signage

Choice of Sponsored Experience (Pick One, First-Come, First-Serve):

- Morning Coffee & Bagels
- Morning Coffee & Donuts

Marketing + Communications

- Pre/Post conference attendee mailing list
- Company logo and weblink on conference website and app
- Company logo and weblink via event digital and marketing communications

Item	Due Date	Specs
Company Logo	ASAP	JPEG and EPS formats
Promotional Video	April 7, 2023	mp4 file, 30 seconds



WiFi Sponsor \$10,000 (Limited to 1) SOLD OUT

Onsite Presence + Promotion

- Single booth in the expo hall
- (3) booth reps (access to expo hall and Wednesday Welcome Reception)
- Company branding and recognition via onsite signage
- Company recognition in onsite conference brochure

Marketing + Communications

- Dedicated sponsored eblast to all conference attendees
- Pre/Post conference attendee mailing list
- Company logo and weblink on conference website and app
- Company logo and weblink via event digital and marketing communications

Item	Due Date	Specs
Company Logo	ASAP	JPEG and EPS formats
eBlast	March 17, 2023 eBlast will be sent out the week before or week of conference	Please reference CAI Guidelines



PCAM Reception Sponsor \$10,000 (Limited to 2) SOLD OUT

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!

Onsite Presence + Promotion

- Double booth in the expo hall
- (6) booth reps (access to expo hall and Wednesday Welcome Reception)
- (6) reps at the reception
- Stage recognition by Chair of the Community Association Managers Council during the reception
- **30 second** promotional video played during the reception
- Company logo displayed on screen during the reception
- Opportunity to provide branded swag for PCAM gift bags (i.e. branded bandanas)
- Company recognition in onsite conference brochure
- Company branding and recognition via onsite signage

Marketing + Communications

- Pre/Post conference attendee mailing list
- Company logo and weblink included on digital invitation
- Company logo and weblink on conference website and app
- Company logo and weblink via event digital and marketing communications

Item	Due Date	Specs
Company Logo	ASAP	JPEG and EPS formats
Promotional Video	April 7, 2023	mp4 file, 30 seconds



Friday Night Industry Achievements and Party Sponsor \$10,000 (Limited to 4) SOLD OUT

Help CAI close out a successful conference and celebrate our 50th year at this lively, fun and can't miss event!

Onsite Presence + Promotion

- Double booth in the expo hall
- (6) booth reps (access to expo hall and Wednesday Welcome Reception)
- (6) reps at the party
- Stage recognition by CAI's President, Board of Trustees, during the party
- **30 second** promotional video played during the party
- Company logo displayed on screen during the party
- Opportunity to provide branded swag
- Company recognition in onsite conference brochure
- Company branding and recognition via onsite signage

Choice of Sponsored Experience (Pick One, First-Come, First-Serve):

- Mechanical Bull
- Photobooth
- Whiskey Tasting
- Craft Beer Tasting

Marketing + Communications

- Pre/Post conference attendee mailing list
- Company logo and weblink included on digital invitation
- Company logo and weblink on conference website and app
- Company logo and weblink via event digital and marketing communications

Item	Due Date	Specs
Company Logo	ASAP	JPEG and EPS formats
Promotional Video	March 17, 2023	mp4 file, 30 seconds, with sound



CEO-MC/Large-Scale Managers Lounge Sponsor \$5,000 (Limited to 1) SOLD OUT

Opportunity to get exposure and network with some of the world's leading community management professionals and top decision-makers

Onsite Presence + Promotion

- Company branding and recognition via onsite signage at lounge
- Company recognition in onsite conference brochure schedule of events
- Company branding and recognition via onsite signage at lounge entrance

Marketing + Communications

- Company logo and weblink on conference website and app
- Company logo and/or recognition via event digital and marketing communications
- Pre/Post conference attendee mailing list

Item	Due Date	Specs
Company Logo	ASAP	JPEG and EPS formats



Sponsored Professional Headshots \$5,000 (Limited to 1) SOLD OUT

Sponsored professional headshots, Wednesday, Thursday & Friday afternoon in the registration foyer. In this day and age everyone needs a good professional headshot, and they can be expensive, so people would appreciate the opportunity to have this service provided.

Onsite Presence + Promotion

- Branded counter at the headshot station
- Opportunity to have 2 staff greet attendees and network at phot check in
- Company recognition in onsite conference brochure
- Company branding and recognition via onsite signage

Marketing + Communications

- Company recognition on all headshot promotions, Calendly sign up page and photo gallery
- Company logo and weblink on conference website and app
- Company logo and weblink via event digital and marketing communications
- Pre/Post conference attendee mailing list

• Item	Due Date	Specs
Company Logo	ASAP	JPEG and EPS formats



****NEW** Recruiter Community50 Sponsor \$3,500 (Limited to 1) SOLD OUT**

Opportunity to sponsor this Recruiter Community50 competition and V.I.M. “Very Important Member” Experience, all-expense paid trip to the 2023 CAI Annual Conference and Exposition: CommunityNOW

Onsite Presence + Promotion

- Company branding and recognition via CAI Recruiter Community50 promotional video on LED Screens
- Company recognition in onsite conference brochure schedule of events
- Opportunity for photoshoot with competition winner onsite

Marketing + Communications

Company logo and/or recognition included via the following marketing communications, publications, and websites:

- Six CAI all-member emails
- CAI@Home newsletter (January, February and March editions)
- Community Manager (January/February Issue)
- Ungated blog (January)
- CAonline.org homepage billboard slider (posted January, February, March)
- CAI Annual Conference event microsite
- CAI 50th Anniversary landing page
- Social Media Posts (includes LinkedIn, Twitter, and Facebook)

Item	Due Date	Specs
Company Logo	ASAP	JPEG and EPS formats

Information Distribution: \$1,000 (10 Available) SOLD OUT

Company promo piece (provided by sponsor) at registration

Item	Due Date	Specs
Promotional Reg Bag Insert	April 7, 2023	One-sheet marketing piece OR fun give-away item with company branding - 1000 count. Mail to Carly Reid at 6402 Arlington Blvd, Suite 500, Falls Church, VA, 22042

All marketing MUST be your own content. CAI reserves the right to decline any marketing which could be deemed copyright infringement