

2021 ANNUAL CONVENTION

SPONSOR & EXHIBITOR PROSPECTUS

Virtual & In-Person Experiences

June 8-11, 2021
Disney's Coronado
Springs Resort
Orlando, FL



CMSA[®]

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ABOUT CMSA®

Founded in 1990, the Case Management Society of America (CMSA) has grown to become the leading association supporting case managers across the entire healthcare continuum. It is based in Brentwood, TN and serves more than 9,000 members, 30,000 member subscribers, and 85 chapters through educational forums, networking opportunities, legislative advocacy and establishing standards to advance the profession.

It's leadership programs, educational forums, and breadth of tools and resources enable case management professionals to ensure more positive outcomes for individual patient's healthcare needs.

Case management professionals help patients get healthier faster; and help curtail the exorbitant costs that too often afflict the nation's health care system. To further the professional knowledge and career opportunities of its members, CMSA also offers a number of educational programs.

CMSA's annual conference enables local, national, and international leaders to learn and contribute their collective experiences toward advancing case management. We proudly recognize the contributions our Exhibitors, CMSA Partners, and Sponsors make to the conference. Collectively, you provide the essential tools and resources our case managers need to achieve their goals.

On behalf of our 7,800 Members, we invite you to join us as an Exhibitor, CMSA Partner and/or Sponsor at CMSA's 31st Annual Conference & Expo in Orlando.

WHY EXHIBIT AT CMSA

NETWORK

Connect with the top professionals in case management.

PROMOTE

Raise awareness of your brand and services to over 2,000 attendees.

ACCESS

Gain access to a unique market that cannot be found anywhere else!

- ❖ 30+ Years of Success
- ❖ 2,000+ Attendees
- ❖ 200+ Exhibitors
- ❖ 9000 Members

- ❖ 3 Days of Networking
- ❖ 30K Member Subscribers
- ❖ 85 Chapters Nationwide
- ❖ 15M+ Marketing Impressions



Brentwood

TN

Our office location has changed, however, our opportunities for partnership remains the same!

As a valued supporter and partner of CMSA, we wanted to take a moment to let you know that our office location has changed! We have moved our staff offices to Brentwood, TN. What does this mean for you? It means that although you may see different faces and hear different voices, you will still receive dedicated service and a vast array of opportunities to partner with us throughout the year.

Additionally, we want your feedback and what is most valuable to you in a partnership and how we can elevate your experience. We are looking forward to continuing our partnership and creating new and innovative ways to highlight your support in the months to come!

Meet the Team!



Sarah Timm
*Interim
Executive Director*



Dawn Keglор
*Foundation, Sponsorship
& Chapter Relations*



Lindsay Snyder
Committees Liaison



Jessica Nickerson
*Senior Meetings
Manager*

Contact Us Anytime

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Brentwood, TN 37027

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ACCESS THE AUDIENCE

Now is the time to make the Case Manager's short list of providers, influence the influencers as they make recommendations and get face-to-face both virtually and in person with the most important, decision-making roles in case management.

Your ability to be and stay top-of mind at the moment of need and to secure a position as a recommended solution is central to the success of every sales, marketing and branding effort. By partnering with the premier association serving case manager for over 30 years, those objectives can easily be met in one place, at one time.

FAST TRACK YOUR SALES & MARKETING

CMSA is the fastest path to accomplish your objectives by giving your brand, services and sales team the ability to get face-to-face with the most case management roles possible over three days to shorten sales cycles, build brand and product awareness and ensure that you have a seat at the table of opportunities.

As an exhibitor, you'll tap into an exclusive and powerful audience of CMSA Members both virtually and in person! This focused dual environment is ideal for driving your sales and marketing initiatives forward – to reach and engage directly with the maximum number of high-quality case management roles possible – all at one place and time!

Current Exhibitors Provide Solutions Such As:

- Air Transport
- Decision Support Software
- Disability Management
- Disease Management
- Durable Goods Manufacturers
- Health Care Providers
- Hospice and Home Care Solutions
- Hospitals & Health Care Facilities
- EMR Software & Web Services
- Medical Equipment Suppliers
- Long Term Care Solutions
- Pharmaceutical Companies
- Recruiters & Staffing Firms
- Rehab Facilities & Services
- Sub-acute Facilities
- Transportation and Mobility
- Universities & Colleges

Attendee Settings Represented Include:

AUTHORITY & INFLUENCE

CMSA attendees and members are hungry for resources and looking for the best solutions to improve patient outcomes, such as:

- Accountable Care Organizations (ACO)
- Behavioral/Mental Health Organizations
- Community Based Agency/Organizations
- Disease Management Companies
- Government/Military Entities
- Health Plans (HMO/PPO/IAP/Insurer)
- Home Care Agency/Organizations
- Hospice/Palliative Care Systems
- Hospital/Acute Care Organizations
- Independent/Private Practices
- Integrated Care Delivery Systems
- Long-Term Care/Assisted Living Facilities

81% of trade show attendees have buying authority. Which means more than 4 out of 5 people walking the aisles are potential customers for exhibitors.

- Managed Care Organizations
- Occupational Health, Disability Management
- Workers Compensation Groups
- Patient-Centered Medical Homes
- Pharmaceutical Companies
- Physician/Medical Group Practices
- Rehabilitation Organizations



Case managers are the #1 influencers who collaborate through all aspects of care and transitions – not just one isolated area. Promoting quality and cost-efficient outcomes simply can't be done in a vacuum – which is why the CMSA's membership, attendees and exhibitors are a mirror of today's market.

HYBRID MEETING



Virtual & In-Person Experiences

CMSA is taking a proactive approach and offering a hybrid meeting for the 2021 Annual Convention. Hybrid, what does that mean? We will be offering registration for attendees and exhibitors for both in-person and virtual experiences. For attendees who are unable to travel to Orlando, they will be able to take part in some of the sessions and virtual exhibit hours. For exhibitors, with your booth, you will be given virtual and in-person networking hours to maximize your exposure to case managers across the country.

Benefits of a Hybrid Meeting:

- ❖ Extended exposure to attendees over several months through the virtual platform
- ❖ Additional networking hours for exhibitors
- ❖ Elevated multi-faceted exposure to case managers from across the country
- ❖ Intimate experience with in-person attendees
- ❖ Targeted marketing opportunities to virtual attendees to attend your virtual networking session
- ❖ Attendee contact list divided by virtual and in-person attendees
- ❖ Giveaways for both in-person and virtual attendees enticing more attendees to connect with your organization
- ❖ Opportunities to schedule 1-1 meetings with case managers
- ❖ Broadened marketing capabilities such as commercials, virtual goodie bags and exhibitor bingo

HEIGHTEN YOUR VIRTUAL EXPOSURE THROUGH:

SOCIAL MEDIA
POSTS

EMAIL
BLASTS

ONLINE
GOODIE BAG

WEBSITE
BANNER

Interested in any of the above opportunities? Email cmsa@cmsa.org for further details!

WAYS TO ENGAGE VIRTUAL MEETING ATTENDEES

VIRTUAL EXHIBITION ROUND TABLE

Each conference exhibitor will be invited to participate in our virtual conference meet-up. Attendees and exhibitors will come together for the first 25 minutes for the CMSA team to introduce each exhibiting company. After introductions, attendees will go to the exhibiting companies of their choice for the remaining 35 minutes. CMSA will be giving away (1) conference registration to the 2022 Annual Meeting to encourage attendee participation.

CMSA will send out a targeted email blast for the event and include which companies are participating, as well as any giveaways that companies plan on hosting. You can verify participation on your commitment form. The CMSA Executive Office will re-confirm participation and incentives closer to the meeting.



VIRTUAL BINGO

Attendees will be encouraged to participate in a virtual game of bingo that will last for the entirety of the Virtual Conference. The bingo will require participants to see and interact with certain aspects of the meeting, including the virtual exhibitors, to mark items off the board. Each exhibitor interested in participating will be given a word or phrase that they will share with individuals who attend their exhibit hall session. Every participating exhibitor will be given a square on the board that asks for the word or phrase. Participation is free and optional.

VIRTUAL GOODIEBAG

Many conferences, pre-COVID-19, offered goodie bags to attendees that were full of swag and helpful tools- the Virtual Conference will continue this tradition! The virtual goodie bag webpage will be a place that stores content that is available before and throughout the virtual meeting, speaker handouts, user guides, FAQs, quick links and more. Should exhibitors wish to provide attendees with meeting swag, they will be able to advertise so in the goodie bag. At registration, attendees will be asked to update their mailing addresses so that exhibitors will be able to send swag to an available location. Participation is optional and available for a \$150.00 fee per goodie bag item.



EXHIBITION

2021 HYBRID EXHIBITION OPTIONS

**Networking
In-Person &
Virtually for
All Hybrid
Exhibitors!**

The exhibitor online floorplan will be available soon. CMSA Partners and 2020 exhibitors who deferred to 2021 will be given first access to the floorplan. All other booth assignments will be made in order of commitment. Secure your spot now by emailing cmsa@cmsa.org,

Exhibitor Packages Include:

- Participation in the Virtual Exhibition Roundtable with the 2021 Virtual Attendees which gives access to virtual attendees and opportunity for door prizes.
- 8' pipe & drape backwall with 3' siderails in show colors
- Draped table and (1) waste basket
- Booth carpeting in show colors
- Standard company identification sign with booth number
- Exhibitor listing in the official CMSA Mobile App
- Exhibitor listing in the official printed CMSA Program Book
- Exhibitor listing on CMSA website for event and online floorplan
- Pre-show attendee Mailing List Access for 1x Use sent by CMSA
- Personnel & conference badges based on level of involvement
- Exhibitor listing in the pre-conference issue of *CMSA Today*™

Exhibitor Booth Pricing:

BOOTH SIZE	EARLY <i>Prior to 2/1/21</i>	LATE <i>Starting 2/1/21</i>	BOOTH SIZE	EARLY <i>Prior to 2/1/21</i>	LATE <i>Starting 2/1/21</i>
20X20	\$13,300	\$13,900	10X10G	\$3,100	\$3,700
10X20	\$6,650	\$7,250	10X10B	\$2,500	\$3,100
10X10A	\$3,300	\$3,900	10X10N	\$2,000	\$2,600

Exhibitors must be present during all open exhibit hall hours. Dismantle and removal of any part of an exhibit prior to the Exhibit Hall closing on Wednesday, June 9 at 12:30 PM is not permitted.

CMSAs 2021 Hybrid Approach & Cancellation Policy

CMSA understands that life is still uncertain with COVID-19 and no one can predict what life will look like next June. We will take a proactive hybrid approach with both attendees and exhibitors for the 2021 Annual Convention that allows networking in-person and virtually (*more on the next page*). *All in-person exhibitors will also have virtual networking opportunities with virtual conference attendees.* If CMSA must make the decision to go fully virtual, exhibitors will be able to transfer 50% of their booth fees to the 2022 conference and still participate virtually. Should you have specific questions please email cmsa@cmsa.org.

In-Person Exhibit Hall Hours:

MONDAY, JUNE 7	TUESDAY, JUNE 8	WEDNESDAY, JUNE 9
<u>7 AM – 3 PM</u> ❖ Exhibitor Registration Open ❖ Exhibit Hall Move-in	<u>11:30 AM – 12:30 PM</u> ❖ Early Access to Hall for Registered Exhibit Staff	<u>9 AM – 10 AM</u> ❖ Early Access to Hall for Registered Exhibit Staff
<u>5 PM – 7 PM</u> ❖ Exhibit Hall Grand Opening	<u>12:30 PM – 3:30 PM</u> ❖ Exhibit Hall Open	<u>10 AM – 12:30 PM</u> ❖ Exhibit Hall Open

Virtual Exhibit Hours

We are still finalizing our schedule for the 2021 Convention. We will notify all exhibitors of the date and time of the virtual exhibition hours as soon as it is solidified.

Cancellation Policy

CMSA requires a 50% deposit due with agreement and the remaining 50% to be paid in full by **January 31, 2021**. Agreements submitted after January 31, 2021 are due in full with contract. Cancellations received prior to January 31, 2021 are eligible for 50% refund of total amount. Cancellations received after **January 31, 2021** are not eligible for a refund and are due in full with the exception of the event going fully virtual and exhibitors will have 50% of funds transferred to 2022.

For questions or more information email cmsa@cmsa.org.

YOUR BRAND IN EVERYONE'S HAND

Marketing Opportunities

What better way to leave a mark on an attendee than to give them their favorite token from the conference. The below items will be given out to each attendee at registration. Our guess is they won't be able to wait to say thank you at your booth!



The below opportunities include:

Sponsorship Recognition on Conference Website, Program Book & Walk-in Slides. The below items will only be given to in-person attendees.

ITEM	COST	DESCRIPTION
Conference Clipboard	\$ 10,000	<ul style="list-style-type: none">· Sponsor Logo Imprint on all Conference Clipboards· Full-Page B/W Ad in Conference Guide· Entrance Unit & Booth Recognition Sponsor Signage· Main Session Sponsor Loop recognition
Conference Highlighters	\$ 5,000	<ul style="list-style-type: none">· Sponsor Logo Imprint on all Conference Highlighters· Half-Page B/W Ad in Conference Guide· Literature Kiosk Insert (<i>provided by sponsor</i>)· Entrance Unit & Booth Recognition Sponsor
Conference Pens	\$ 5,000	<ul style="list-style-type: none">· Sponsor Logo Imprint on all Conference Pens· Half-Page B/W Ad in Conference Guide· Literature Kiosk Insert (<i>provided by sponsor</i>)
Conference Tote Bag Sponsor	\$ 14,000	<ul style="list-style-type: none">· Your logo on the CMSA Bag· Entrance Unit & Booth Recognition
Conference USB Flash Drive	\$ 12,000	<ul style="list-style-type: none">· Promote your organization while providing conference documents· Sponsor Logo on each· Entrance Unit & Booth Recognition
Conference Water Bottle Sponsor	\$ 13,200	<ul style="list-style-type: none">· Logo Imprint on all Conference Water Bottles· Message Insert or Coupon for a prize redeemable only at your booth will be included inside the storage compartment of the bottle (great traffic draw!)· Full-Page B/W Ad in Conference Program Book



Looking to drive more foot traffic to your booth, generate more leads and guarantee that attendees make a point to spend time at your booth, not just anywhere in the hall? We have your answer.... The Passport to Prizes sponsorship! This popular program is just for you, when you are a Passport to Prizes sponsor, attendees must visit your booth get their passport stamped by you and be entered to win incredible prizes. Past prizes provided by sponsors include:

- A fabulous 7-day Cruise
- Tropical Vacation
- and so much more!

Don't just wait for valuable leads to pass by, make sure they head straight to your booth to engage with your team. As a sponsor, your brand will also be an important part of a powerful promotional campaign guaranteed to link your name to all of the fun of winning fabulous prizes during the show! Want an even more competitive edge, bring the most sought-after prize and you are sure to have them hanging around your booth!

PASSPORT TO PRIZES

\$2400



CMSA PARTNERS

CONNECTING WITH CASE MANAGERS

CMSA represents over 30,000 members and participants in a number of different practice settings and care delivery models. Case Managers play a critical part in providing information, recommendations, and options to patients and the entire care delivery team.

CMSA Partners seek to advance the entire profession of case management and are a critical component of CMSA's mission to provide resources to case managers and increase their visibility in the health care community.

CMSA Partners hold an official membership within CMSA and receive a variety of benefits including discounts for other CMSA products and visibility to the CMSA community.

Become a CMSA Partner

Companies that join the CMSA Partner program recognize the importance of case managers in today's health care environment and realize the influence case managers have in helping to provide services to their patients. By joining CMSA as a Partner, your company will have unique opportunities to connect with CMSA's membership, web visitors and event attendees.

For more information on how your company can receive the recognition and prestige of a CMSA Partnership, view the list of benefits on the next page and submit your application today!

CMSA Today™

This quarterly publication delivers important news and information direct from the Case Management Society of America (CMSA) – the largest and oldest non-profit, multi-disciplinary care management professional association in the United States.

CMSA Today™ is the cornerstone of CMSA's member communications – incorporating print and digital publications, as well as e-newsletters and a complementary news website – all designed to deliver the latest news and information from CMSA and the care management industry.

CMSA Partners receive a 10% discount on advertising space in CMSA Today®

CMSA PARTNER LEVELS

CMSA PARTNER FEATURES	DIAMOND \$20,000	PLATINUM \$15,000	GOLD \$10,000	SILVER \$5,000	BRONZE \$3,000
1. CMSA Membership Mailing List Contact information for approximately 9K case manager members of CMSA to be used for your own promotional activities. <i>Phone, fax, and e-mail information not included.</i>	Unlimited Use (\$16,500 value)	Unlimited Use (\$16,500 value)	Three-Time Use (\$9,900 value)	Two-Time Use (\$6,600 value)	One-Time Use (\$3,300 value)
2. Individual Memberships - Includes one National Membership and one Local Chapter Membership, allowing networking at local CMSA Chapter events. <i>Charges for attending local Chapter events may apply.</i>	10 individual memberships (\$1,700 value)	6 individual memberships (\$1,020 value)	4 individual memberships (\$680 value)	2 individual memberships (\$340 value)	2 individual memberships (\$340 value)
3. National Recognition on www.cmsa.org Inclusion of your company name, logo, and link on the Partner section of CMSAs website visible to all members and web visitors.	X	X	X	X	X
4. Market Analysis Data - Complimentary access to the most current data which will help with your marketing efforts to case managers. Help case/care managers perform their jobs more efficiently by knowing the challenges facing them each day.	X	X	X	X	X
5. Social Network Updates - Extend your reach to the broader case management community with a post on Twitter, Facebook, and LinkedIn.	X	X	-	-	-
6. Exhibit Space Discount - Opportunity to receive exhibit space discounts for CMSAs Annual Conference which provides an opportunity to reach approx. 2K conference attendees.	Free 10X10	\$2,500 Discount	\$2,000 Discount	\$1,200 Discount	\$400 Discount

CMSA PARTNER FEATURES	DIAMOND \$20,000	PLATINUM \$15,000	GOLD \$10,000	SILVER \$5,000	BRONZE \$3,000
7. Conference Registrations - Individual registrations to CMSAs Annual Conference, which can be used by employees or clients to reach approx. 2K influential case managers and care management industry participants.	6 Conference Registrations (\$5,300 value)	5 Conference Registrations (\$4,395 value)	4 Conference Registrations (\$3,516 value)	3 Conference Registrations (\$1,750 value)	2 Conference Registrations (\$879 value)
8. Early Booth Selection - Receive exclusive view of next year's floor plan and reserve premium booth space.	X	X	X	X	-
9. Annual Conference Recognition Corporate Partners who exhibit at the Annual Conference will receive recognition on Expo Hall entrance unit and booth signage as well as the conference program book.	X	X	X	X	X
10. Webinar Discounts - Present your educational material to the CMSA Audience. CMSA will promote the webinar to the entire CMSA membership as well as information subscribers. Discounts available from a \$5K base fee. <i>CMSA to approve content.</i>	One FREE Webinar	30% Discount	20% Discount	15% Discount	10% Discount
11. Post-Conference Attendee List Exclusive access to the post-conference attendee mailing list. <i>Phone, fax and email information excluded.</i>	X	X	X	X	X
12. Exclusive use of the CMSA Logo - Receive a conference logo to use in promotional activities. <i>CMSA must approve prior to use.</i>	X	X	X	X	X
13. Recognition in each issue of CMSA Today™ - Sent to approx. 9K CMSA members and 20K information subscribers.	X	X	X	X	X
14. Advertising Discounts - Discount applies to <i>CMSA Today™</i> and the Professional Case Management Journal.	10% Discount				

CURRENT CMSA PARTNERS

PLATINUM CMSA Partners

MedWay Air Ambulance	https://www.medwayair.com/
National Mobility Equipment Dealers Association (NMEDA)	https://nmeda.com/
GOLD CMSA Partners	
Acelity	https://www.acelity.com
Amramp	https://www.amramp.com
BrioRx Infusion Services, formerly AxelaCare	https://www.briovrx.com/
CVS Health	https://cvshealth.com/
Encompass Health	https://www.encompasshealth.com/
Exact Sciences	http://www.exactsciences.com/
Genentech, Inc.	https://www.gene.com/
LivaNova	http://www.livanova.com
MCG Health	https://www.mcg.com/
Medix	http://www.medixteam.com/
Orthofix, Inc.	http://www.orthofix.com/
Right at Home	https://www.rightathome.net/
Sanofi Genzyme	https://www.sanofigenzyme.com/en/

SILVER CMSA Partners

AngelMed Flight	https://www.angelmedflight.com
BrightStar Franchising LLC	https://www.brightstarcare.com
CareerSmart Learning	https://www.careersmart.com
HCR ManorCare	https://www.hcr-manorcare.com
Healthcare Management Systems (HMS)	https://www.esette.com
Home Instead Senior Care	https://www.homeinstead.com

BRONZE CMSA Partners

Allsup	https://www.healthcare.truehelp.com
Continuity Care Home Nurses (CCHN) Inc.	https://www.cchomenurses.com
NurseCore Management Services	https://www.nursecore.net
TCS Healthcare Technologies	https://www.tcshealthcare.com
URAC	https://www.urac.org/



SPONSORSHIP

The Best Connections Happen Over Meals, Coffee and Receptions

One of the best parts of our conference is getting to interact with individuals from all over the country. There's something special about sitting at a table with like minded people and connecting. That's why we believe some of the best sponsorship opportunities happen during meals, receptions and breaks. Don't miss out on leaving your mark on those memorable moments.



All sponsorship items on the next page include:

- ❖ Recognition on the conference website
- ❖ Company's logo in the conference program book
- ❖ Recognition on the conference walk-in slides
- ❖ Company logo on the daily conference email sent to all attendees the day of the event
- ❖ ½ page black and white ad in the conference program book
- ❖ Logo on the CMSA entry unit into the exhibit hall
- ❖ Sponsor recognition at your booth

In-Person Sponsorships

If the conference has to transition to fully virtual, CMSA will coordinate additional virtual benefits for sponsors.

ITEM	COST	DESCRIPTION
Chapter Leader Mixer	\$30,000 Exclusive \$15,000 Co-Sponsor	<ul style="list-style-type: none"> • Exclusive sponsorship recognition in conjunction with this opportunity • Welcome audience and address group (approx. audience size: 150-200; time allowed to speak: 3-5 minutes) • Network with Chapter Presidents in a fun and relaxing environment • Complimentary 10X10 Booth if exclusive sponsor
Chapter Presidents Council Breakfast	\$10,000 Exclusive	<ul style="list-style-type: none"> • Opportunity to welcome audience and address group (approx. audience size: 150; time allowed to speak: 2-3 minutes) • Table & Chair provided at back of room for your materials • Sponsor Recognition Signage during event
Chapter Splash <i>Drinks for Chapter Leader Mixer</i>	\$ 15,000	<ul style="list-style-type: none"> • Sponsor logo on drink tickets • Table and chair at back of room for your materials • Tote Bag Insert
EXPO Hall Breakfast or Lunch Sponsorship	\$ 50,000	<ul style="list-style-type: none"> • Exclusive signage at each food station recognizing sponsor (two stations) • Announcements made in the Expo Hall recognizing sponsor • Full-Page B/W Ad in Conference Guide & Tote Bag Insert • Complimentary 10X10 Booth
EXPO Hall Grand Opening Drink Sponsor	\$30K Exclusive \$15,000 Co-Sponsor	<ul style="list-style-type: none"> • Expo Hall Grand Opening Drink Ticket Sponsor (handed out to attendees) • Complimentary 10X10 Booth if Exclusive Partner • Tote Bag Insert (to be provided by sponsor)
EXPO Hall Grand Opening Sponsor	\$100K Exclusive \$25,000 Co-Sponsor	<ul style="list-style-type: none"> • Sponsorship Signage at Food & Beverage Stations during the Expo Hall Grand Opening (open to all conference attendees!) • Complimentary 10X10 Booth • Special Thank You Given during Reception Remarks • Expo Hall Grand Opening Sponsor Recognition Flag at Booth • Full-Page B/W Ad in Conference Guide and linked in the conference app • Tote Bag Insert
First Time Attendee Reception	\$ 10,000	<ul style="list-style-type: none"> • Welcome audience (audience size 200+) • Speaking opportunity • Light appetizers • Networking opportunities with attendees and CMSA Executive team • Enhanced Exhibitor Listing on Mobile App (attach PDFs, videos, etc.)
Refreshment/Coffee Break	\$ 6,500	<ul style="list-style-type: none"> • Provided during breaks in conference schedule • Draped table near coffee station to place your materials and network with attendees • Exclusive signage recognizing your company
Past President's Reception	\$ 6,000	<ul style="list-style-type: none"> • Brand and network with Past Presidents in this fun and relaxing environment. • Table & Chair provided at back of room for your materials

**NEW
THIS YEAR!**

2021 CMSA AWARD CEREMONY SPONSOR – \$25,000

This sponsorship will be the sole sponsor of the 2021 CMSA Award Ceremony.
Your company will receive the following:

- ❖ Complimentary 10X10 Booth
- ❖ Company's pop up banner at the session entry way
- ❖ Recognition in the daily email the day the award is given with the company's logo and a brief message
- ❖ Chair drop for the award ceremony
- ❖ (2) Conference registrations to the 2021 Meeting
- ❖ Recognition on the conference walk-in slides
- ❖ Acknowledgement through company logo in program book.
- ❖ Company description in the exhibitor handout
- ❖ Company contact information distributed to attendees
- ❖ Company logo on screen along with the CMSA logo
- ❖ Ability to provide a gift to the 2021 Awardees. CMSA will provide the number of awards given prior to the ceremony.



Email cmsa@cmsa.org for further information, clarification or to create a unique package.

\$3500: SPONSOR AN EARLY CAREER PROFESSIONAL

CMSA is proud of the participation we have with students and early career professionals. If you would like to sponsor an early career professional, you will receive:

- ❖ (1) CMSA Membership for 2021 for an early career professional
- ❖ (1) CMSA conference registration for the recipient
- ❖ Company description in the exhibitor handout
- ❖ Company contact information distributed to attendees
- ❖ Recognition on the conference walk-in slides
- ❖ Acknowledgement through company logo in program book
- ❖ Company logo on the CMSA website



Email cmsa@cmsa.org for further information,
Clarification or to create a unique package.

MILITARY/DoD/VA DAY

Sunday, June 6



Case Managers continue to be advocates, leaders, influencers, problem-solvers, educators and more! Once again, CMSA is honored to host Military/DoD and VA case managers as part of our Annual Conference. We invite all Military/DoD and VA case managers from across the country to join us for a day created just for your professional growth. This is a unique and special opportunity for sponsorship!

Opportunity	Cost	Description
Military Name Badge Sponsor	\$3000	Logo recognition on each Military Day name badge, provided to all Military Day attendees. <i>This badge will be a different type and style from the CMSA Conference badge.</i>
Breakfast Sponsor <i>*Speaking Opportunity</i>	\$15000	<ul style="list-style-type: none"> Exclusive 45-minute presentation to all military attendees present for breakfast session Breakfast & Audiovisual package provided 1/2 page ad in program given to all Military Day attendees Sponsor logo placed on Military/VA/DoD Day Webpage & Walk-in slides <i>Presentation must be reviewed and approved for content for CE approval by CMSA CE Coordinator</i>
Coffee Sponsor	\$ 3,000	<ul style="list-style-type: none"> Networking with attendees during Coffee service Logo recognition on signage as the break sponsor (two 15 minute breaks) Sponsor logo placed on Military/VA/DoD Day Sponsor Loop Sponsor logo placed on Military/VA/DoD Day page of the on the website
Email Notices <i>Limit 2</i>	\$ 2,000	Advertiser graphic and hyperlink displayed on multiple email notices to prospective and registered Military/VA/DoD Day attendees
Lunch Sponsor <i>*Speaking Opportunity</i>	\$ 15,000	<ul style="list-style-type: none"> Exclusive 45 minute presentation to all military attendees present for lunch session Lunch & Audiovisual package provided 1/2 page ad in program given to all Military Day attendees Sponsor logo placed on Military/VA/DoD Day Webpage & Walk-in slides <i>Presentation must be reviewed and approved for content for CE approval by CMSA CE Coordinator</i>
Mini Tote Bag Sponsor	\$ 5,000	<ul style="list-style-type: none"> Logo recognition on each bag provided to Military Day attendees Sponsor logo placed on Military/VA/DoD Day Webpage, program book & Walk-in slides <i>This bag will be a different type and style from the CMSA Conference bag.</i>
Program Booklet	\$ 2,500	<ul style="list-style-type: none"> Sponsor logo placed on front cover of program Sponsor ad placed on back cover of program Exposure in program given to all Military Day attendees Sponsor logo placed on Military/VA/DoD Day Webpage & Walk-in slides
Program Cover	\$ 1,500	Advertiser can choose either inside front cover or inside back cover of program
Program Print Aid	\$ 800	<ul style="list-style-type: none"> Advertiser gets one full page ad in program Promotion of Military/VA/DoD Day event to attendees For complementary passes to Military/VA/DoD Day event 5 to 10 minutes to introduce the keynote speaker 6 foot draped table with two chairs provided for the your organization at the back of the room

Audio-Visual Sponsor: \$60K

Be the sole sponsor for the conference AV! Your company will receive:

- Podium signs in every session room featuring your company's logo along with CMSA's logo
- (1) Chair drop in the general session room OR a bag insert
- Recognition on (1) daily email as the sole sponsor of the conference AV
- Company's logo in conference walk-in slides, entrance unit into the exhibit hall and conference program book
- Participation in the Virtual Exhibitor Time with the 2021 Virtual Attendees
- 8' pipe & drape backwall with 3' siderails in show colors
- Draped table and (1) waste basket
- Complimentary 10X10 Booth
- (2) Conference Badges with access to all conference events
- Booth carpeting in show colors
- Standard company identification sign with booth number
- Exhibitor listing in the official CMSA Mobile App
- Exhibitor listing in the official printed CMSA Program Book
- Exhibitor listing on CMSA website for event and online floorplan
- Pre-show attendee Mailing List Access for 1x Use sent by CMSA
- Personnel & conference badges based on level of involvement
- Exhibitor listing in the pre-conference issue of *CMSA Today*™



Elevated Sponsor Opportunities



- **Wi-Fi Sponsor: \$10K**

Provide Wi-Fi for meeting rooms, public areas and Exhibit Hall. Sponsor visibility through entrance unit, booth recognition, walk-in slides, tote bag insert and on a daily email blast.

- **Attendee Brochure Sponsor: \$12K**

Reach the largest audience; approximately 17K brochures sent to past attendees, CMSA Members and potential attendees. This is the ONLY pre-conference printed publication! Your company description included with link to your website and a ½ page B/W ad. Additionally, your company will be recognized on the entrance unit, walk-in slides and conference program.

- **Visibility Sponsor Package: \$12K**

(1) Full page black & white ad in the conference program book. Insert for the conference tote bag, literature kiosk and enhanced exhibitor listing on mobile app (1-page PDF). Additionally the company will be recognized on the exhibit hall entrance unit and sponsor recognition at their booth.

- **Badge Holders: \$11K**

Your company's logo imprint will be on all conference badge holders. Each attendee will receive a message or coupon to stop by your company's booth. Additionally you will receive a full-page B/W ad in the conference program, logo on the entrance unit and in the conference walk-in slides.

- **Recharge Station: \$6K**

Attendees can recharge their device while looking at your advertising material. The station will be in the main registration for attendees. Additionally we will include company recognition on the entrance unit and in the conference program book.

- **Webinar Sponsor: \$5K**

Web-based training and educational opportunity to reach CMSA Members and Conference Attendees. Promotional visibility to drive attendance, brand exposure and messaging. Post-event exposure through inclusion on CMSA ERL resources for members to access.

- **Tote Bag Insert: \$3K**

Every attendee will be handed the Annual CMSA tote bag with your company's branded item.

ADVERTISING



VIRTUAL ADVERTISEMENTS

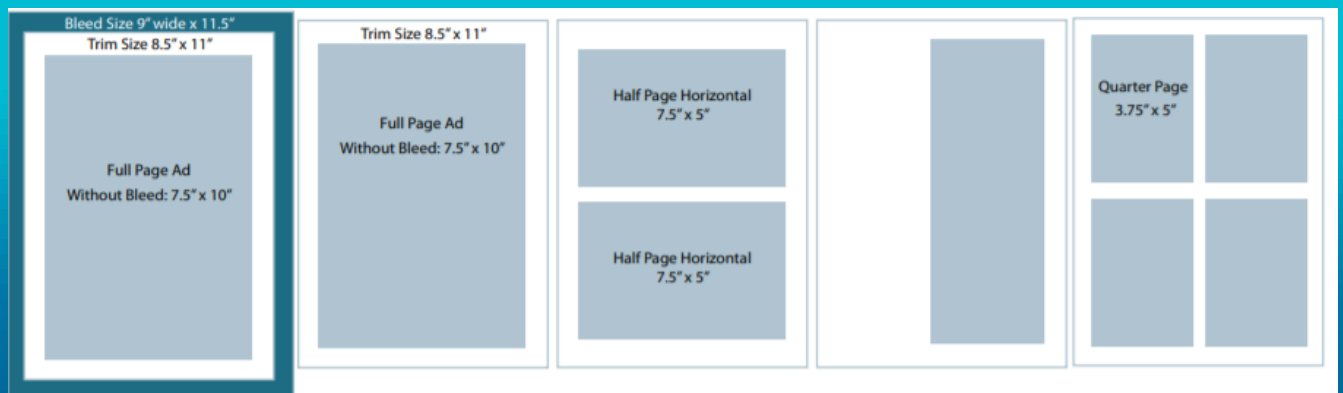
ITEM	PRICE	DESCRIPTION
EMAIL BLAST	\$2500	<ul style="list-style-type: none"> · Sponsor message will be delivered straight into the attendee E-mail Inbox (pre or post conference) · Message can be sent to the entire group, or specific work settings <i>Great opportunity to highlight your virtual networking time and giveaways at the conference!</i>
APP SPONSOR	\$5000	Be the sole sponsor of the conference app. Your company's splash page will be the first thing every attendee sees each time they open the app. Additionally we will load a 1-page ad into the app.
WEBSITE BANNER	\$3000	Company banner rotating on the bottom of the CMSA conference page for a 3-month period.
REGISTRATION PROMOTION EMAIL	\$3000	Your company's ad on the bottom of a CMSA conference promotion email sent to the entire CMSA database of 19K+ people.
DAILY/KNOW BEFORE YOU GO EMAIL	\$2000	Banner ad included in daily "onsite" or know before you attend email to all conference attendees.
SOCIAL MEDIA PROMOTION	\$2000	CMSA will share an advertisement of your choice on CMSAs social media platforms. Advertisement must be approved by the CMSA Executive Office.
SLIDING LOGO	\$500	Company logo to be put into a slideshow on the CMSA Conference page for a 1-month period.
ONLINE CONFERENCE GOODIE BAG	\$500	Item located on the Virtual Conference Goodie bag feature on the CMSA conference website.

Advertising Options

CONFERENCE PROGRAM BOOK—Advertise in the CMSA Program Book and gain a competitive edge! For maximum exposure, the Program is available to all conference attendees digitally prior to the conference and in print once they arrive onsite.



AD SIZES	WIDTH	DEPTH	EXHIBITOR	NON-EXHIBITOR
Inside Front or Back Cover	7.5"	10"	\$1850	\$3250
Full Page	7.5"	10"	\$1575 <i>(first 5 pages)</i> \$1350 <i>(remainder)</i>	\$1775
<i>Trim Size</i>	8.5"	11"		
<i>Bleed Size</i>	9"	11.5"		
Half Page <i>(vertical)</i>	3.5"	10"	\$975	\$1525
Half Page <i>(horizontal)</i>	7.5"	5"		
Two-page Spread	16"	10"	\$1500	\$2100



All ads must be at least 300 dpi, CMYK and saved as a PDF. Ads should be emailed as an attachment to cmsa@cmsa.org. CMSA has the right to reject any ad we deem inappropriate.

SYMPOSIA



KEYNOTE SPONSORSHIP: \$30K

Sponsorship Includes:

Signage in the room during the event

- (1) Social Media Post to: Twitter, Facebook & Instagram
- 2-Minute Video Played prior to the keynote. Content must be approved by CMSA.
- Sponsor recognition in the conference program book
- Logo on the conference website
- Chair drop during your session
- Table and 2 chairs at the back of the room for your company's material
- Recognition of sponsorship in the daily email, the day of your event
- Complimentary 10X10 Booth

2021 KEYNOTES



Alton White

Alton Fitzgerald White captivates audiences whenever and wherever he performs. This triple talented singer, actor, and dancer has starred in six smash Broadway hits! He made his Broadway debut starring as John in Miss Saigon with his powerful heart rendering performance of the anthem "Bui Doi" bringing nightly ovations.



Marvelles Mark

Perform like a rock star in your business and in life by learning the innovative success principles of your favorite rock stars along with some serious business content. Business wisdom is Rock N Roll's untold story.

SYMPOSIA SPEAKING SPONSORSHIP: \$30K



Be one of 2-3 Sessions for Lunch or Breakfast! For 1.5 hours, you can present to an audience that splits all the conference attendees!

- Lunch Symposia = 1.5 hours
- Breakfast Symposia = 1.5 hours

Sponsorship Includes:

- Signage in the room during the event
- Sponsor recognition in the conference program book
- Session title included in the conference schedule
- Logo on the conference website
- Chair drop during your session
- Table and 2 chairs at the back of the room for your company's material
- Recognition of sponsorship in the daily email, the day of your event
- Pre-conference attendee list
- Complimentary 10X10 Booth

Room, catering and AV are provided by CMSA. For more information email cmsa@cmsa.org.