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ANNUAL

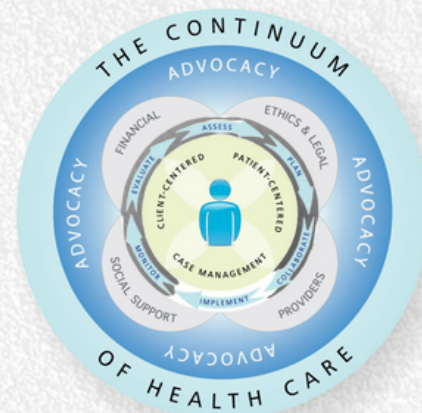
PARTNERSHIPS

2025



ABOUT CMSA™

The Case Management Society of America (CMSA) is a professional association that supports case managers in improving patient outcomes. Founded in 1990, CMSA offers education, certification, and networking opportunities to enhance members' skills and promote integrated, patient-centered care. The organization advocates for policies that strengthen the role of case managers in healthcare.



With a diverse membership, CMSA fosters interdisciplinary collaboration and evidence-based practices. Through its efforts, CMSA aims to improve care coordination and healthcare delivery across various settings.

WHY PARTNER WITH CMSA™?

Case managers are key decision-makers in patient care. While hospital administrators may handle contracts, it is the front-line case managers who oversee patient discharges, coordinate medication adherence, facilitate transitions to the next level of care, and work with technology to streamline their daily responsibilities.

As major influencers of post-discharge care, case managers possess invaluable knowledge about the tools and resources that enhance patient outcomes. With an average caseload of 11–30 patients, they develop individualized care plans, making them constantly on the lookout for new solutions to improve care.

Partnering with CMSA provides your organization with direct access to this highly influential group, driving lead generation, establishing your position as a thought leader in your field, and enhancing your brand visibility among key decision-makers in healthcare.

THE VALUE OF PARTNERSHIP



EXPAND BUSINESS WITH LEAD GENERATION

Gain direct access to decision-makers in case management, whether you are recruiting talent, offering solutions to enhance patient care, or streamlining case manager workflows. Our contacts help you reach the right audience efficiently. With CMSA, you can target your efforts to connect with professionals who are already engaged and looking for solutions.

AUTHORITY IN THOUGHT LEADERSHIP

Establish your reputation as a trusted expert by sharing insights and tools that case managers can apply immediately to their day-to-day work. Your expertise becomes their go-to resource, ensuring your brand is top of mind as the field evolves. Consistently contributing valuable knowledge helps build long-term credibility and loyalty within this vital community.

ACCESS CASE MANAGEMENT LEADERS

Connect directly with case management leaders through CMSA's local chapters, national conferences, and events. Learn firsthand what they need and position your solutions as essential to their success. These relationships provide valuable feedback that can drive product development and service innovation.

ELEVATE BRAND RECOGNITION

Maximize your brand visibility through strategic sponsorships that ensure your logo and message are seen by the right audience. Every digital interaction links back to your platform, driving engagement and brand authority. CMSA provides both digital and in-person visibility opportunities that solidify your presence in the market.



2025 CMSA PARTNERSHIP LEVELS

Diamond Level Package

\$20,000

- **Complimentary 10x10 exhibit space at CMSA Annual Conference**
Spend valuable one-on-one time with case management leaders.
- **One Sponsored Email to CMSA Members**
Reach an engaged audience to provide thought leadership directly to their personal inbox.
- **Full Page Ad in Digital Conference Guide**
Ensure brand recognition with an interactive ad in our digital conference guide.
- **One Social Post across all CMSA social media platforms with analytics**
Amplify your brand with a customized post across CMSA's social channels.
- **Banner ad in one CMSA Educational Email**
Increase recognition and drive engagement with a clickable ad in a high demand email.
- **Ad in Conference Walk-In Slide**
Boost your organization with a high-visibility ad, only available to partners.
- **Membership Mailing List to connect with members**
Leverage the opportunity to directly connect with case managers across the country.
- **Company Feature in CMSA's award-winning magazine sent to 26,000+**
Showcase your organization in CMSAToday, delivered to our biggest audience.
- **10% Discount on National CM Week Sponsorship**
Collect leads, drive engagement, and increase brand awareness through sponsorship of National Case Management Week.
- **One CMSA Membership to connect directly with your chapter of choice**
Gain a direct connection to case management leaders with a local chapter membership.

Choose One Diamond Exclusive Opportunity

Customize your Diamond sponsorship by selecting one of the following high-impact options:

- **Sponsored Webinar** – Position your organization as a thought leader with a webinar available to members and non-members alike.
- **Virtual Focus Group with Leaders in Case Management** – Gain valuable knowledge on day-to-day needs by engaging directly with top leaders in case management.
- **Additional Sponsored Email** – Boost your reach with a second dedicated email to all CMSA members.

Platinum Level Package

\$15,000

- **\$2,000 discount** on exhibit space at the annual conference to engage with case managers one-on-one.
- **One Sponsored Email** to deliver valuable information about your resources directly to the inbox of 5,000+ case managers.
- **Conference Walk-in Slide Ad** to boost your organization with a high-visibility ad, only available to partners.
- **Full Page ad in Digital Conference Guide** to ensure brand recognition with an interactive ad in our digital conference guide.
- **One Social Post with analytics** to amplify your brand with a custom post across CMSA's social channels.
- **10% Discount on National CM Week Sponsorship** to collect leads, drive engagement, and increase brand awareness through sponsorship of National Case Management Week.
- **One CMSA Membership** to gain a direct connection to case management leaders with a local chapter membership.

Choose One Premium Opportunity That Aligns with Your Strategy:

- **Company Feature in CMSA's award-winning magazine sent to 26,000+** to showcase your organization in CMSAToday, delivered to our biggest audience.
- **Banner ad in one CMSA Educational Email** to increase recognition and drive engagement with a clickable ad in a high-demand email.
- **One CMSA Membership Mailing List** to connect to case managers across the country.

Gold Level Package

\$10,000

- **\$1,500 discount** exhibit space at the annual conference to engage with case managers one-on-one.
- **Full Page ad in Digital Conference Guide** to ensure brand recognition with an interactive ad in our digital conference guide.
- **Social Post with analytics** to amplify your brand with a custom post across CMSA's social channels.
- **Conference walk-in slide ad** to boost your organization with a high-visibility ad, only available to partners.
- **One CMSA Membership** to gain a direct connection to case management leaders with a local chapter membership.

Choose One Premium Opportunity to Tailor Your Partnership:

- **One Sponsored Email** to deliver valuable information about your resources directly to the inbox of 5,000+ case managers.
- **One Banner ad in one CMSA Educational Email** to increase recognition and drive engagement with a clickable ad in a high-demand email.
- **One CMSA Membership Mailing List** to connect to case managers across the country.

Silver Level Package

\$5,000

- **\$1,000 discount** on exhibit space at the annual conference to engage with case managers one-on-one.
- **Half-Page ad in Digital Conference Guide** to ensure brand recognition with an interactive ad in our digital conference guide.
- **One Social Post with analytics** to amplify your brand with a custom post across CMSA's social channels.

Choose One Premium Opportunity to Personalize Your Partnership:

- **One Banner ad in one CMSA Educational Email** to increase recognition and drive engagement with a clickable ad in a high-demand email.
- **One CMSA Membership Mailing List** to connect to case managers across the country.
- **One CMSA Membership** to gain a direct connection to case management leaders with a local chapter membership.

Bronze Level Package

\$3,000

- **\$500 discount** on exhibit space at the annual conference to engage with case managers one-on-one.
- **Half-Page ad in Digital Conference Guide** to ensure brand recognition with an interactive ad in our digital conference guide.
- **One Social Post with analytics** to amplify your brand with a custom post across CMSA's social channels.

Choose One Premium Opportunity to Customize your Partnership:

- **One CMSA Membership Mailing List** to connect to case managers across the country.
- **One CMSA Membership** to gain a direct connection to case management leaders with a local chapter membership.

All Partnership Levels Include:

- Use of CMSA Logo
- Logo on CMSA Partner Page with link to designated page
- Logo on CMSA Home Page Slider
- Logo in CMSA Today
- Logo on walk-in slides for all sessions at Annual Conference (40+ sessions)
- Discount on additional Emails & Webinars - % by level
- Discount on CMSA Today Advertising - % by level
- 10% Discount on PCM Advertising
- Special membership rate of \$200
- Priority access to CMSA Annual Conference Exhibit & Sponsorship Selection

Partnership at Glance

	Diamond	Platinum	Gold	Silver	Bronze
Virtual Focus Groups	<i>Optional</i>				
Sponsored Webinar	<i>Optional</i>				
Additional Email	√				
Company Feature in CMSA Today	√	<i>Optional</i>			
10% CM Week Sponsorship Discount	√	√			
Sponsored Email	√	√	<i>Optional</i>		
Email Banner Ad	√	<i>Optional</i>	<i>Optional</i>	<i>Optional</i>	
Conference Walk-In Slides	√	√	√		
Membership Mailing List	√	<i>Optional</i>	<i>Optional</i>	<i>Optional</i>	<i>Optional</i>
Social Post	√	√	√	√	√
CMSA Membership	√	<i>Optional</i>	<i>Optional</i>	<i>Optional</i>	<i>Optional</i>
Conference Guide Ad	Full Page	Full Page	Full Page	1/2 Page	1/2 Page
Exhibit Space Discount	\$3,700	\$2,000	\$1,500	\$1,000	\$500
CMSA Today Ad Discount	25%	30%	20%	15%	10%
Email & Webinar Discount	25%	30%	20%	15%	10%



BUILD THESE ESSENTIAL EVENTS INTO YOUR BUDGET

CMSA™ 2025
Case Management Society of America

Case Management

INNOVATIVE SOLUTIONS
IMPROVED OUTCOMES

2025 CMSA ANNUAL CONFERENCE & EXPO
June 24-27, 2025 | Hilton Anatole | Dallas, TX

35TH ANNUAL CONFERENCE

cmsa.org

The poster features a night cityscape of Dallas, Texas, with the Reunion Tower and other skyscrapers illuminated. A large, glowing gold and blue circular emblem on the right side contains the text "35TH ANNUAL CONFERENCE".

SAVE THE DATE
National Case Management Week
OCTOBER 12-18
2025

35TH ANNIVERSARY

CM week 2025

cmsa.org

The poster has a white background with a blue geometric shape on the right side. It features a large "2025" in gold and a circular emblem with "CM week 2025" in blue and gold. A smaller "35TH ANNIVERSARY" emblem is also present.




CONTACT US TODAY

To discuss which CMSA partnership level best fits your organization!



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Take advantage of the recognition and prestige of CMSA Partnership.