

EXHIBITOR & SPONSOR PROSPECTUS



C a s e M a n a g e m e n t

← **INNOVATIVE SOLUTIONS** →
IMPROVED OUTCOMES

ANNUAL CONFERENCE & EXPO

June 24-27, 2025 | Hilton Anatole | Dallas, TX

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.

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.



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.



BECOME A THOUGHT LEADER

Establish your organization as a trusted expert by sharing insights that case managers can apply immediately. 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 TO 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.

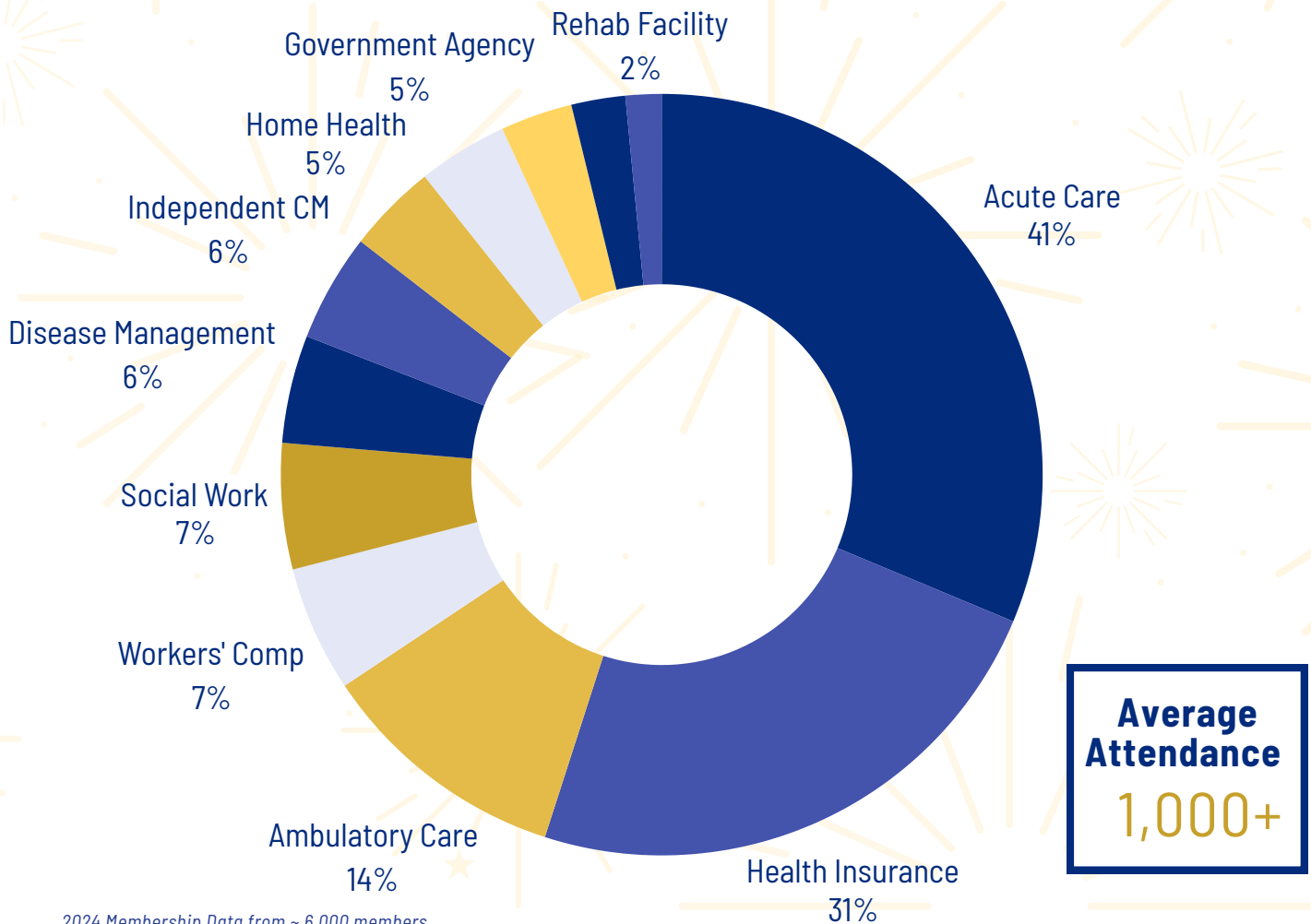


THE VALUE

Case Management Society of America

cmsa.org

ABOUT OUR ATTENDEES



2024 Membership Data from ~ 6,000 members.

TYPES OF SERVICES CASE MANAGERS MOST OFTEN COORDINATE/FACILITATE

- Transition from one level of care to another
- Homecare: includes nursing, skilled and unskilled
- Specialty DME: includes seating, pressure relief, respiratory, etc.
- Medical Appointments
- Outpatient Therapies
- Social Services: Food, Housing, Utility Assistance
- Non-urgent or non-medical transportation to medical appointments
- Mental/Behavioral Health Care Services
- Home Infusion or Home Enteral Therapy
- Specialty Drugs and Pharmacy Items

According to our 2024 Salary & Trends Survey, done in partnership with the Case Management Institute.

IMPORTANT POLICIES

WHO MAY EXHIBIT

The exhibition is only for companies offering products, equipment, and services that are related to the case management profession and which have no outstanding payments due to CMSA for other goods or services. CMSA reserves the right to determine the eligibility of any applicant as an Exhibitor up to and including the dates of the show.

EXHIBIT HOURS

All exhibitors must keep their booth functional and have someone present at their booth during all exhibit hours. It is agreed that no Exhibitor will dismantle or remove part of their exhibit prior to show closing. If an exhibitor violates this policy, they will be fined \$500. This is for the safety and respect of attendees, staff, and other exhibitors.

CANCELLATION POLICY

An Exhibitor may cancel or withdraw from the exhibit program subject to the following conditions:

- The Exhibitor must file a written notice of intention to cancel or withdraw by April 29, 2024.
- If written notice is received by CMSA on or before April 29, 2024, CMSA will refund all fees collected, but will retain a service fee of \$700 for each 10x10 space. If funds have not been received, CMSA will invoice the exhibitor \$700.
- If written cancellation notice is received after April 29, 2024, no refunds will be made, regardless of reason.



EXHIBIT HALL HOURS:

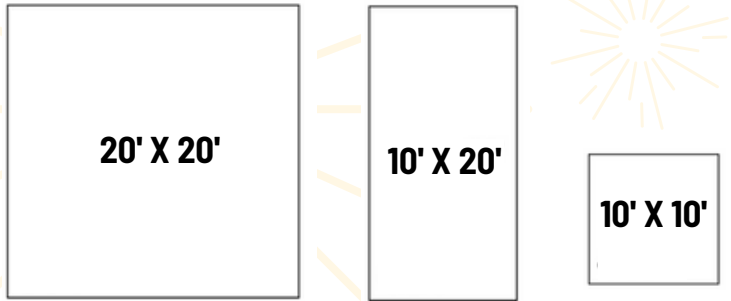
TUESDAY, JUNE 24	WEDNESDAY, JUNE 25	THURSDAY, JUNE 26	FRIDAY, JUNE 27
8:00 AM - 3:30 PM Exhibitor Registration Open Exhibit Hall Move-in	7:00 AM - 1:30 PM Exhibitor Registration Open Exhibit Hall Move-in	7:30 - 9:00 AM Exhibit Hall Open	7:30 - 9:15 AM Exhibit Hall Open
5:00 - 6:00 PM Opening Reception	4:30 - 6:30 PM Exhibit Hall Grand Opening	12:00 PM - 2:15 PM Exhibit Hall Open	10:00 AM - 1:00 PM Exhibitor Move Out

*This schedule is tentative and subject to change.

EXPO HALL FLOOR PLAN



AVAILABLE SPACE



20' X 20'

\$14,500
After 4/29
\$16,000



10' X 20'

\$7,250
After 4/29
\$8,000



10' X 10'

\$3,700

After 4/29
\$4,200

For additional pricing options, including non-profit & 10x10B, please visit the [Exhibit Info](#) page.

EXPO HALL SPECS

- All booths open left to right.
- Attendees enter from south entrance.
- Food & refreshments will be served in the Expo Hall.

VISIT OUR SITE TO PURCHASE YOUR SPACE

For larger spaces not shown on floor plan, please contact Rebecca Davis.

EXHIBIT

Are you looking for meaningful connections with case management professionals? Exhibit at the 2024 CMSA Annual Conference for the opportunity to communicate directly with hundreds of influencers in the case management community.

EXHIBIT PACKAGE INCLUDES:

- 8' pipe & drape backwall with 3' side rails in show colors
- 6' draped table with (2) chairs and (1) waste basket
- Basic booth carpeting
- Standard company identification sign with booth number
- Exhibitor listing in the official CMSA Mobile App
- Exhibitor listing in the CMSA Conference Guide
- Exhibitor listing on CMSA website and online floorplan
- Pre and post show attendee Mailing List access for 1x use
- Two (2) Exhibit Hall *ONLY* Registrations for every 10X10 purchase
 - Each registration includes one ticket to the Opening Reception
 - All personnel must be registered for conference
 - Additional badges can be purchased for \$275 each
- Exhibitor listing in the post-conference issue of *CMSA Today™*

**DON'T FORGET PASSPORT TO PRIZES TO
MAXIMIZE BOOTH TRAFFIC > \$2500**

BOOTH SIZE	EARLY PRICING Ends April 29, 2025	REGULAR PRICING April 30 - June 1, 2025
20x20	\$14,500	\$16,000
10x20	\$7,250	\$8,000
10x10A	\$3,700	\$4,200
10x10B	\$3,500	\$4,000
10x10N (Non-Profit)	\$3,000	\$3,300

- Prices are subject to change.
- 10x10N - Documentation of non-profit status required to be submitted upon payment.
- Exhibitors must be present during all open exhibit hall hours. Dismantle of any part of an exhibit prior to closing on Saturday, June 30th at 10AM is not permitted and will be fined.

EXHIBIT INFO

PASSPORT TO PRIZES SPONSORSHIP



Collect Leads



Face-to-Face Time with Attendees



Expanded Branding

When you are a Passport to Prizes sponsor, attendees are required to visit your booth to get their passport stamped by you and be entered to win incredible prizes.

As a sponsor, your brand will also be an important part of a powerful promotional campaign guaranteed to link your company name to all the fun of winning fabulous prizes during the conference!

\$2,500

Passport to Prizes Sponsorship Includes:

- Lead Retrieval from ExpoGenie
- Sponsorship Recognition
 - Table Top Booth Signage
 - Exhibit Hall Signage
 - Digital Conference Guide Listing
 - Email and Social Promo Posts
- The opportunity for your organization to do a giveaway during Passport to Prizes announcements.

SYMPOSIUM

HOST A CREDITED EDUCATION SESSION OVER LUNCH FOR 250+ CONFERENCE ATTENDEES!

Make the biggest impact on conference attendees with a tailored presentation in your field of expertise.

LUNCH SYMPOSIA
\$35,000 | 1.5 HOURS

SYMPOSIUM SPONSORSHIP INCLUDES:

- Sponsor recognition in the conference guide
- Session title included in the conference schedule
- Logo in the Conference Guide
- Chair drop during your session
- Reserved table for 10 attendees from your organization
- Recognition of sponsorship in the daily email, day of event
- Complimentary 10X10 Booth and 2 Full Conference Registrations
- An attendee list with contact information will be provided post-conference
- Your session will be recorded and available to all attendees to view for one month after the conference, increasing your impact by 500+ individuals
- CMSA is responsible for applying and obtaining education credits for all presentations.



Room, catering, and AV are provided by CMSA.
For more information email rdavis@parthenonmgmt.com

SPONSORSHIP

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35TH ANNIVERSARY CELEBRATION

35TH ANNIVERSARY CELEBRATION & OPENING RECEPTION SPONSOR | \$50,000 | EXCLUSIVE

As the Exclusive 35 Anniversary Celebration & Opening Reception Sponsor, you will have the chance to mix and mingle with case managers from across the country, and welcome them to four days of fun, fellowship, and learning.

- Sponsorship Signage at Food & Beverage Stations
- Complimentary 10X10 Booth
- Special Thank You Given during Reception Remarks
- Three (3) Full Conference Registrations
- Booth Signage with 35th Anniversary Sponsor Acknowledgement
- Full-Page Color Ad in Conference Guide

35TH ANNIVERSARY CELEBRATION & OPENING RECEPTION GIVEAWAY SPONSOR | \$20,000 | EXCLUSIVE

Want your brand in everyone's hand at the biggest party of the week? The Exclusive Giveaway Sponsor is in the middle of the main event!

- Exclusive Co-branded giveaway for all attendees at the 35th Anniversary Celebration & Opening Reception
- \$1,500 Booth Discount
- Special Thank You Given during Reception Remarks
- Three (3) Full Conference Registrations
- Booth Signage with 35th Anniversary Sponsor Acknowledgement
- Full-Page Color Ad in Conference Guide

35TH ANNIVERSARY CELEBRATION PACKAGE | \$3,500

Celebrate CMSA's 35th Anniversary with us! Your sponsorship includes:

- Giveaway item to be given to each attendee at check-in
 - *Sponsor responsible for providing the giveaway*
- Logo on the 35th Anniversary Photo Booth
- Invitation to all Networking Events
- Branding included on 35th Anniversary Celebration & Opening Reception Signage & Invitation
- Two (2) Additional Opening Reception Passes
- Booth Signage with 35th Anniversary Sponsor Acknowledgement



SPONSORSHIP

NEW OPPORTUNITIES

KEYNOTE SESSION SPONSOR | \$15,000 | 3 AVAILABLE

- Introduce the Keynote Session & Speaker
- Table Drop of materials at for your sponsored keynote session
- Branding in walk-in slides
- Branding as session sponsor in digital conference guide
- Conference promotion as keynote session sponsor
- Booth Signage with 35th Anniversary Sponsor Acknowledgement
- Includes two Full Conference Registrations

MINDFULNESS LOUNGE SPONSOR | \$5,000 | EXCLUSIVE

Everyone needs a space to relax and unwind. We want our attendees to prioritize their mental health with a Mindfulness Lounge. This lounge is a space for attendees to take a breath and take a break from the excitement of the Annual Conference.

- The Mindfulness Lounge is located in proximity of the main education space.
- Sponsor branding will be located on the sign for the Mindfulness Lounge.
- Sponsor may provide giveaways to leave in the Mindfulness Lounge.

BRANDING OPPORTUNITIES

OFFICIAL CONFERENCE TOTE BAG | \$12,000+

- Your logo on the CMSA Conference tote bag given to each attendee at check-in
- 2 Full Conference Registrations
- Sponsor Recognition at Booth
- Full Page Color Ad in Conference Guide

**Option to upgrade to premium bags*

BADGE LANYARDS | \$10,000

- Logo imprint on all badge lanyards
- 2 Full Conference Registrations
- Sponsor Recognition at Booth
- Half-Page Color Ad in Conference Guide



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PREMIUM

EXHIBIT HALL MEAL SPONSOR | \$45,000

Do you want to make sure every conference attendee recognizes your organization? Sponsor a meal in the Exhibit Hall and make sure everyone knows your name!

- Exclusive signage at food station
- Announcements made in the Expo Hall recognizing sponsor
- Complimentary 10X10 Booth
- 2 Full Conference Registrations
- Full-Page Color Ad in Conference Guide
- Sponsor Recognition at Booth

EXHIBIT HALL OPENING RECEPTION SPONSOR | \$35,000

Put your brand front and center in front of ALL conference attendees at the Grand Opening of the Exhibit Hall!

- Exclusive signage at each drink and snack station
- Complimentary 10X10 Booth
- 2 Full Conference Registrations
- Sponsor Recognition at Booth

“ The networking opportunities are outstanding. The roundtable discussions were some of my favorite experiences this year... And I always like to celebrate case managers who have made an enduring contribution to the field. ”

2024 CMSA Annual Conference Attendee



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ATTENDEE ENGAGEMENT

Increase your visibility, engagement, and networking abilities by sponsoring official conference events throughout the week!

FIRST TIME ATTENDEE RECEPTION | \$10,000

- Welcome audience (audience size 150+)
- 2 Full Conference Registrations
- Linked banner ad in that day's email
- Light appetizers
- Networking opportunities with attendees + CMSA Executive team
- Sponsor Recognition at Booth

CHAPTER LEADER WORKSHOP LUNCH | \$8,000

- Welcome audience and address group (approx. audience size: 50 - 75; time allowed to speak: 3-5 minutes)
- Network with Chapter Presidents in a fun and relaxing environment
- 2 Full Conference Registrations

REFRESHMENT BREAK | \$5,000 | 3 AVAILABLE

- Provided during break in conference schedule
- 1 Full Conference Registration
- Draped table near beverage station to place materials and network with attendees
- Exclusive signage recognizing your company
- Sponsor Recognition at Booth

**Upgrade options available at cost*



ENGAGE YOUR WAY | \$5,000

Would you like to add your event to the official conference schedule AND have invitations emailed to attendees? Curate your event with us!

- CMSA promotes your sponsored event in the conference guide and on the CMSA website.
- Access to exclusive conference space for your event. CMSA staff will connect you directly with hotel staff handling the conference to coordinate event if held at the hotel & convention staff.
- CMSA curates guest list with Sponsor. No contact information will be shared.
- CMSA sends email invitations provided by sponsor to selected guests and includes Sponsor as RSVP contact.
- Event must be held outside official conference hours. No event may conflict with official schedule set by CMSA, including exhibit time.

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THOUGHT LEADER LOUNGE

Our Thought Leader Lounge provides the opportunity to gain valuable time with case managers looking for information and new resources to improve patient outcomes.

Thought Leader Lounge Details:

- The Thought Leader Lounge is located in the Exhibit Hall
- Each sponsor is given 20 minutes to lead a discussion on your product, services, or disease state.
- Thought Leader Lounge Sponsors must be exhibitors.
- Seating for 40 attendees with high top tables in the back for standing.
- Presentation schedule and overview listed in Conference Guide and in Exhibit Hall.
- A/V Package with TV connection provided.
- Includes One (1) Full Conference Registration.

**This is not a CE opportunity.*

\$7,500

PER SESSION

June 25th

Two Evening Slots Available

June 26th

Two Morning & Two Afternoon Slots Available

THOUGHT LEADERSHIP

DIGITAL MARKETING

EMAIL BLAST | \$2,500 | 4 AVAILABLE

Tailor a sponsored message to be delivered straight into every attendee's inbox, pre- or post-conference.

DAILY EMAIL AD | \$2,000

Banner ad included in daily "onsite" or know-before-you-attend email to all conference attendees.

SOCIAL MEDIA PROMOTION | \$500

CMSA will share a post of your choice on all CMSA social media platforms within one month of the conference. Must be approved by the CMSA Executive Office.



ADVERTISE IN THE ★ DIGITAL CONFERENCE GUIDE

FULL PAGE | \$1,000

- Full Color
- 7.5" x 10"

HALF PAGE | \$500

- Full Color
- 7.5" x 5"
 - Horizontal

LOGO IN GUIDE | \$250

- Full Color
- Displayed on designated "Sponsor" page

SPONSORSHIP

MILITARY/VA/DOD DAY

This special one-day event is tailored for case managers working in military services, Veterans Affairs, and the Department of Defense, focusing on key topics to enhance your skills and better serve your patients.

SYMPOSIUM SPONSOR | \$15,000 | 2 AVAILABLE

- Exclusive 60-minute presentation to all MVD Day attendees during the breakfast session
- Breakfast/Lunch & audiovisual package provided
- Includes Two (2) Main Conference & Two (2) MVD Day registrations
- Full page ad in program given to all MVD Day attendees
- Sponsor logo placed on MVD Day webpage & walk-in slides
- Signage recognizing sponsor at food & drink stations

Presentation must be reviewed/approved for content/CE approval by CMSA

REFRESHMENT SPONSOR | \$3,500

- Networking with attendees during the break
- Logo recognition on signage as the break sponsor (two 15-minute breaks)
- Sponsor logo placed in MVD Day Program and on MVD Day Sponsor Loop

MVD DAY TABLE DROP | \$750

Leave MVD Day attendees with items that help them in their day-to-day activities. Pens, note pads, highlighters, sticky notes, hand sanitizer, they can't get enough!

- The sponsor is responsible for providing item to CMSA
- CMSA will place item in main education space for MVD Day
- Sponsor must provide at least 100 items to give away

PROGRAM AD | \$500

- Advertiser gets one full page ad in program
- Program is exclusive to MVD Day

MVD DAY NETWORKING TABLE | \$1,000 | 10 AVAILABLE

Connect with MVD Day Attendees in our MVD Day Networking Space. Like the Expo Hall, you will have a tabletop space to lay out materials and meet MVD Day attendees during all breaks and meals on Tuesday, June 24, 2025.

Included with Networking Table:

- 6ft table with black tablecloth
- One chair
- One MVD Day Registration

Availability Limited. Organization must purchase Expo Booth to be eligible for this Sponsorship. Tables will be assigned in the order they are purchased.



MVD DAY

cmsa.org

JOIN US!

Don't miss your opportunity to be a part of the 35th Anniversary CMSA Annual Conference in Dallas!

INTERESTED IN VALUABLE RELATIONSHIP BUILDING AND OPPORTUNITIES TO ENGAGE THE CASE MANAGEMENT COMMUNITY YEAR-ROUND?

**BECOME A
CORPORATE PARTNER!**



QUESTIONS?

CONTACT REBECCA DAVIS

rdavis@parthenonmgmt.com

or call (615) 314-5181

