

# 2021 CMworld™ SPONSORSHIP OPPORTUNITIES

CMworld™, CACM's virtual world platform brings the power of the organization's professional offerings to members through an immersive virtual technology. The virtual world simulates real-life interactions for CACM's educational offerings and events. CMworld offers authentic opportunities for industry partners to promote their products and services through networking, sponsorships and company branding.



Updated 12-2-20



# AMBASSADOR

Become the 'go-to' resource for managers from across California, all while showcasing your brand and building quality relationships

**\$12,000**

**A YEAR-LONG SPONSORSHIP**



- Includes monthly company branded private office space to conduct business
- Includes four different office furniture configurations
- Brand your office with company logo
- Two screens to display webpage or PDF
- Meet with clients and prospective clients from across the state in your office 24/7
- Promoted as a CMworld Ambassador so community managers can find you
- Help train and walk community managers through the new CMworld
- Invited to all special events in the CMworld ensuring visibility to managers at all CACM events throughout the year
- Company recognition in Vision magazine, CACM website, email promotions and social media



**HAVE QUESTIONS?**

Contact [marketing@cacm.org](mailto:marketing@cacm.org)

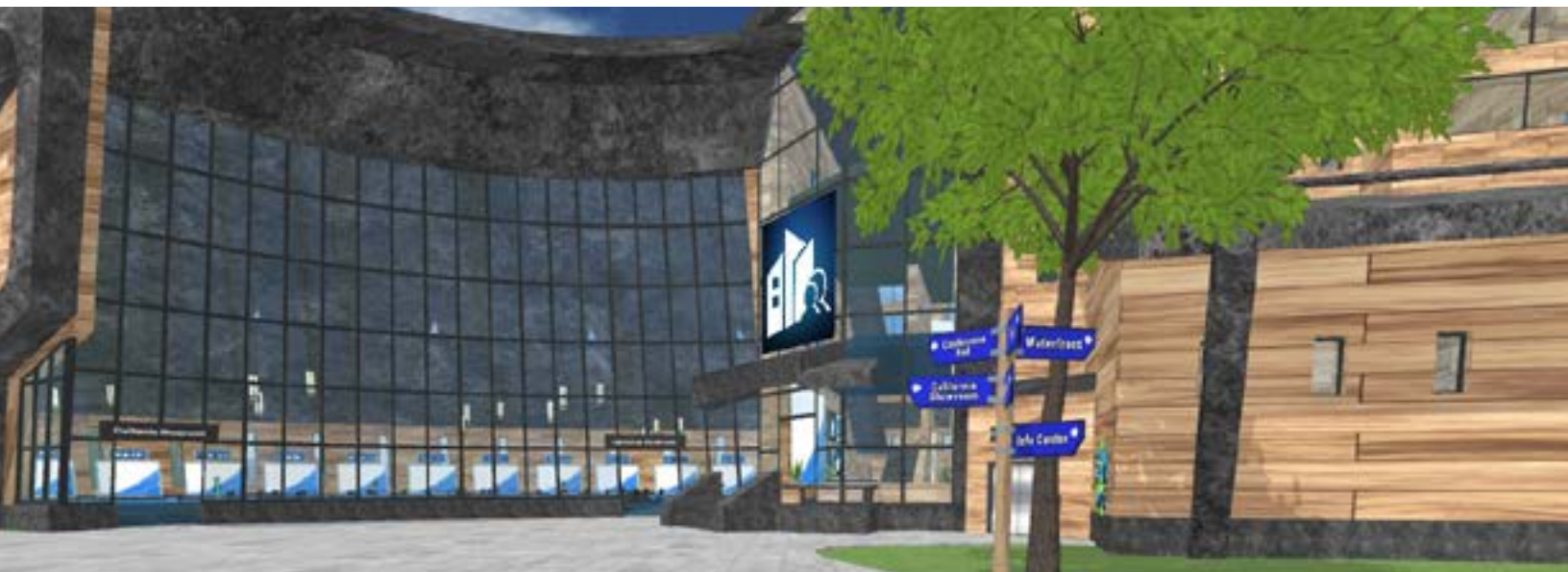


## VIRTUAL OFFICE SPACE

Interactive virtual office space. Host managers from across the state in your own private, branded office space.

**\$1,500 PER MONTH**

- Includes company branded private office space to conduct business
- Includes four different office furniture configurations
- Brand your office with company logo
- Two screens to display webpage or PDF
- Meet with clients and prospective clients from across the state in your office 24/7
- Company recognition in Vision magazine, CACM website, email promotions and social media



## CALIFORNIA SHOWROOM BOOTH SPONSOR

Centrally located in CMworld's "Welcome Area" this expansive showroom puts your brand front and center in the most heavily trafficked area creating additional visibility

**\$1,000 PER EVENT**

- Showcase your company's products and services in a private booth space in the Welcome Area at the beginning of events.
- Individual Logo Branded Exhibitor Booth space with private conversation area
- Opportunity to create a digital business card for lead generation
- Screen in booth to display webpage or PDF
- Meet with community managers in private conversation spaces to conduct business
- Company recognition in Vision magazine, CACM website and social media
- Logo as link to sponsor's website in email promotions
- Two complimentary company representatives



## GOLD COAST SHOWROOM SPONSOR

The very first showroom within CMworld's Welcome Area! Centrally located and ready to educate managers from across California

**\$800**  
**FOR ONE WEEK**  
**6 INDUSTRY PARTNER BOOTHS**  
**AVAILABLE**

- Showcase your company's products and services in a private booth space
- Company branding above booth
- Opportunity to create a digital business card for lead generation
- Screen in booth to display webpage or PDF
- Meet and greet community managers as they arrive to this networking area

**\$1,500**  
**FOR ONE WEEK**  
**EXCLUSIVE EVENT CO-BRANDED**  
**WITH CACM**

- Showcase your company's products and services exclusively with company team representatives
- Screen at entrance to display webpage and clickable image on wall
- Company branding above booth
- Opportunity to create a digital business card for lead generation
- Screen in booth to display webpage or PDF
- Meet and greet community managers as they arrive to this networking area



## EDUCATION COURSE SPONSOR

**\$700 EXCLUSIVE**  
**ONE SPONSOR PER COURSE**

- Showcase your company's products and services to manager attendees
- Meet and greet community managers as they arrive to the class
- Company branding utilizing the screens on the wall
- Screens have the ability to display webpage or PDF
- Your logo and company bio on the sponsor slide presented to the class
- Post-event lead list including manager name, company, email, phone and job title

**IT'S A JUNGLE OUT THERE!**

2021 CACM LAW SEMINAR & EXPO

**NORTHERN CALIFORNIA**  
FEBRUARY 4 - 5, 2021

**SOUTHERN CALIFORNIA**  
MARCH 11 - 12, 2021

## CMWORLD™ LAW SEMINAR & EXPO EXHIBITOR BOOTH SPONSOR

BOOTH PACKAGES	BOOTH SIZE	MEMBER PRICE
Virtual Premium Quad Booth Package	Quad Booth	\$3,495
Virtual Visibility Double Booth Package	Double Booth	\$2,795
Virtual Basic Single Booth Package	Single Booth	\$1,795

**2021**



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## VIRTUAL PREMIUM QUAD BOOTH PACKAGE

**ONLY 3 AVAILABLE, THE VIRTUAL VERSION OF A 20X40 BOOTH AND ALLOWS EXHIBITORS TO:**

### **HAVE MORE TIME TO CONNECT WITH PROSPECTS WITHOUT SPATIAL CONSTRAINTS!**

- Designated expo hours are built into the schedule, but all members of CACM can also peruse the expo hall at their leisure for the entire week after the event!
- 2 private conversation seating areas

### **BRAND YOUR BOOTH**

- Customize your booth, add multiple logos, icons, and banners
- Increase booth visibility with a hanging banner
- Use 5 screens to display a webpage, PDF or images
- Display up to 7 images

### **ATTENTION-GRABBING GREETING**

- Captivate your audience with a video message to welcome visitors to your booth and creatively introduce your company and product or service solutions

### **COMPANY RESOURCE CENTER**

- Share your company offerings - upload up to 5 useful files or resources for attendees to download into their virtual briefcase
- Ability to Link Externally - Bring a captive audience to your company web site, surveys, webinars or another

URL of your choice

- Video Sharing - Showcase demos, case studies, webinars or any other creative videos of your choice to highlight your product or service offerings!
- Encourage social sharing to your social media accounts and create a custom survey to gauge your visitors' interests and needs

### **ENHANCED ENGAGEMENT WITH ATTENDEES**

- Use the chat function not only in real time but to continue connecting with leads after the event during the on-demand period
- Host private chats, join in on booth visitor chats, even chat with your fellow booth members

### **PREMIERE VIRTUAL LISTING INCLUDING:**

- Company name, description, logo, link to sales contact and up to 5 product/service categories

### **UP TO 10 BOOTH REPS WITH THE PREMIUM PACKAGE**

- 4 complimentary registrations and up to 6 additional registrations at \$119 each

**FULL VIRTUAL ACCESS** to all education sessions, keynotes, lounges, etc...

### **ACCESS TO POST SHOW ATTENDEE LIST**

- Strategically connect with interested prospects to share your expertise and products/services offerings!

## VIRTUAL VISIBILITY DOUBLE PACKAGE

*VIRTUAL VISIBILITY DOUBLE PACKAGE IS THE VIRTUAL VERSION OF A 10X20 BOOTH AND ALLOWS EXHIBITORS TO:*

### **BRAND YOUR BOOTH**

- Customize your booth, add 2 logos and 1 icon
- Use 1 screen to display a webpage or PDF
- Display up to 4 images

### **HAVE MORE TIME TO CONNECT WITH PROSPECTS WITHOUT SPATIAL CONSTRAINTS!**

- Designated expo hours are built into the schedule, but all members of CACM can also peruse the expo hall at their leisure for the entire week after the event!

### **ABILITY TO LINK EXTERNALLY**

- Bring a captive audience to your company web site or a URL of your choice

### **VIRTUAL VISIBILITY LISTING INCLUDING:**

- Company name, description, logo, link to sales contact and up to 2 product/service categories

### **UP TO 6 BOOTH REPS WITH THE VISIBILITY PACKAGE**

- 2 complimentary registration and up to 4 additional registrations at \$119 each

**FULL VIRTUAL ACCESS** to all education sessions, keynotes, lounges etc...

### **DESIGNATED EXPO HOURS ARE BUILT INTO THE SCHEDULE**

### **ACCESS TO POST SHOW ATTENDEE LIST**

- Strategically connect with interested prospects to share your expertise and products/services offerings!



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## VIRTUAL BASIC SINGLE PACKAGE

*VIRTUAL BASIC SINGLE PACKAGE IS THE VIRTUAL VERSION OF A 10X10 BOOTH AND ALLOWS EXHIBITORS TO:*

- **BRAND YOUR BOOTH:**
  - Customize your booth, add 1 logo and 1 icon
  - Use 1 screen to display a webpage or PDF.
- **ABILITY TO LINK EXTERNALLY**
  - Bring a captive audience to your company web site or a URL of your choice
- **VIRTUAL VISIBILITY LISTING INCLUDING:**
  - Company name, description, logo, link to sales contact and 1 product/service category
- **UP TO 4 BOOTH REPS PER BOOTH WITH THE BASIC PACKAGE**
  - 2 complimentary registration and up to 2 additional registrations at \$119 each
- **FULL VIRTUAL ACCESS** to all education sessions, keynotes, lounges etc...
- **DESIGNATED EXPO HOURS ARE BUILT INTO THE SCHEDULE**, but all members of CACM can peruse the Expo Hall at their leisure for the entire week after the event
- **ACCESS TO POST SHOW ATTENDEE LIST**
  - Strategically connect with interested prospects to share your expertise and products/services offerings!



# CMWORLD EXHIBITOR ADD-ONS



## LAW SEMINAR PREMIER SPONSOR

**\$4,000**

**EXCLUSIVE, 1 AVAILABLE**

- Additional visibility welcome attendees at the registration desk
- Company name/logo on electronic confirmation received by attendees
- Company logo on sign near welcome area
- Two full virtual access to all education sessions, keynotes, lounges etc...
- Company name linked to sponsor's website in email promotions and on CACM website
- Recognized and introduced as the Premier Sponsor at Welcome
- Additional branding as Premier Sponsor



## EXPO HALL PREMIUM DEMO LOUNGE

**\$1,500**

**2 AVAILABLE**

- Additional visibility in front of attendees in prime location
- Brand your company at the front of the Expo Hall
- Ability to Link Externally
  - Bring a captive audience to your company web site or a URL of your choice
  - Ability to play a demonstration video on the screen
- One full virtual access to all education sessions, keynotes, lounges etc...
- Designated Expo Hours are built into the schedule



## EXPO HALL JUNGLE LOUNGE

**\$1,200**

**6 AVAILABLE**

- Additional visibility in front of attendees during Expo and lunch
- Ability to engage in private conversations
- Brand your company in the Expo Hall Jungle Lounge
- Ability to Link Externally
  - Bring a captive audience to your company web site or a URL of your choice
  - Ability to display an image
- One full virtual access to all education sessions, keynotes, lounges etc...
- Designated Expo Hours are built into the schedule



## EXPO HALL PREMIUM BANNER AD

**\$1,000**

**2 AVAILABLE**

- Increase your company's visibility
- Brand your company in the Expo Hall above the main doors
- Ability to Link Externally
  - Bring a captive audience to your company web site or a URL of your choice
  - Display a banner image and include your booth number in your artwork
- Designated Expo Hours are built into the schedule



### EXPO HALL INTERACTIVE COMPANY WALL SIGN

**\$1,000**  
**13 AVAILABLE**

- Increase your company's visibility
- Brand your company in the Expo Hall along the safari wall
- Ability to Link Externally
  - Bring a captive audience to your company web site or a URL of your choice
  - Display a company logo or image and include your booth number in your artwork
- Designated Expo Hours are built into the schedule



### EXPO LOBBY INTERACTIVE COMPANY WALL SIGN

**\$1,000**  
**6 AVAILABLE**

- Increase your company's visibility
- Brand your company in the Expo Hall along the safari wall
- Ability to Link Externally
  - Bring a captive audience to your company web site or a URL of your choice
  - Display a company logo or image and include your booth number in your artwork



### LAW SEMINAR NEW CASE LAW SPONSOR

**\$1,200**  
**EXCLUSIVE, ONE SPONSOR**

- Showcase your company's products and services to manager attendees
- Meet and greet community managers as they arrive to the session
- Company branding utilizing the screen on the wall
- Bring a captive audience to your company website or URL of your choice
- Your logo and short company bio on the sponsor slide presented to the attendees
- Post-event lead list including manager name, company, email, phone and job title



### LAW SEMINAR EDUCATION SESSION & ETHICS COURSE SPONSOR

**\$700**  
**EXCLUSIVE, ONE SPONSOR PER SESSION**

- Showcase your company's products and services to manager attendees
- Meet and greet community managers as they arrive to the education session
- Company branding utilizing the screen on the wall
- Bring a captive audience to your company website or URL of your choice
- Your logo and short company bio on the sponsor slide presented to the attendees
- Post-event lead list including manager name, company, email, phone and job title
- Ethics Course Sponsors for Northern California (February 3, 2021) and Ethics Course Sponsors for Southern California (March 10, 2021).

2021



## SPONSORSHIP OPPORTUNITIES

## CMWORLD GENERAL SPONSORSHIPS

CMworld Ambassador	\$12,000
Office Space	\$1,500 per month
MONTHS:	JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC
California Showroom Booth Sponsor	\$1,000 per event
Gold Coast Showroom Sponsor:	
One designated week	\$800
One designated week <i>exclusively co-branded with CACM</i>	\$1,500
Education Course Sponsor	\$700 per course

## CMWORLD LAW SEMINAR &amp; EXPO EXHIBITOR BOOTH PACKAGES

		NORCAL	SoCAL
Virtual Premium Quad Booth Package	\$3,495		
Virtual Visibility Double Booth Package	\$2,795		
Virtual Basic Single Booth Package	\$1,795		

## CMWORLD EXHIBITOR ADD-ONS

		NORCAL	SoCAL
Law Seminar Premier Sponsor	\$4,000		
Expo Hall Premium Demo Lounge	\$1,500		
Expo Hall Jungle Lounge	\$1,200		
Expo Hall Premium Banner Ad	\$1,000		
Expo Hall Interactive Company Wall Sign	\$1,000		
Expo Lobby Interactive Company Wall Sign	\$1,000		
Law Seminar New Case Law Sponsor	\$1,200		
Law Seminar Education Session	\$700		
Ethics Course Sponsor	\$700		

## CMWORLD AD SPECIFICATIONS

As CMworld is a digital platform, there is quite a bit of flexibility in what you can provide to CACM. Ensure your imagery is delivered in PNG or JPG formats.

**BANNERS:** 1500 wide x 600 high px

**POSTERS:** 816 px wide x 1056 px high

**LOGOS:** JPG or PNG formats only, please.

**LINKS:** Most areas also offer the ability to include a url. Please ensure CACM has that link when submitting your artwork.

## STATEMENT OF PHOTO &amp; VIDEO RELEASE

Photography and video recording will be taking place during the Law Seminar and Expo as part of CACM's ongoing marketing, public relations and social media efforts. By registering for this event, you grant CACM the right to film and photograph you without compensation and release CACM from all liability in connection with the use and distribution of your likeness.

## NOTE

Sponsorships are reserved on a first come, first served basis with payment. The advertiser is responsible for providing all digital artwork matching CACM specifications and related information (such as website URL link) prior to banner ad placement. CACM reserves the right to determine ad placement location on the site and the right to withdraw or deny.

## PLEASE FILL IN ALL FIELDS BELOW

CONTACT NAME/TITLE \_\_\_\_\_

COMPANY \_\_\_\_\_

STREET ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

WEBSITE \_\_\_\_\_

EMAIL \_\_\_\_\_

PHONE \_\_\_\_\_ MOBILE PHONE \_\_\_\_\_

PAYMENT METHOD *Full payment must accompany this form.*

Amex Discover Mastercard Visa Check in the amount of \$ \_\_\_\_\_

PLEASE EMAIL A CREDIT CARD RECEIPT TO \_\_\_\_\_

CARD NUMBER \_\_\_\_\_

CVV \_\_\_\_\_ EXPIRATION DATE \_\_\_\_\_ BILLING ZIP CODE \_\_\_\_\_

CARDHOLDER NAME (PRINT CLEARLY) \_\_\_\_\_

AUTHORIZED SIGNATURE \_\_\_\_\_

## TERMS AND CONDITIONS

Full payment must accompany signed contract. CACM reserves the right to refuse any contract or to cancel any contract it deems appropriate to avoid conflicts of interest. Prepayment is required prior to all events. Cancellation of sponsorship contract will result in a 50% processing fee, plus related costs. No refund will be given within 120 days of event. Refunds or cancellations cannot be made after any promotional materials have been created.

## RESERVED RIGHTS

Acceptance and publication member materials shall in no way constitute approval or endorsement of the product or service by CACM. CACM reserves the right to withhold publication of any material it deems inaccurate or otherwise misleading. Advertisers will indemnify, defend and hold harmless CACM from any claim and all loss, expenses or liability arising from the publication of any sponsor logo. The liability of CACM for any error, omission or delay for which it may be held generally responsible shall in no event exceed the cost of the sponsorship.

I acknowledge and accept all terms and policies on this form.

AUTHORIZED SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

PRINT NAME \_\_\_\_\_ TITLE \_\_\_\_\_



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