



VTL21

VIRTUAL CONVENTION+EXPO MAY 3-6 MAI

SPONSORSHIP & ADVERTISING PROSPECTUS

Augmented Reality Experiences 

Virtual Expo

Customized Sponsorship

Convention.cim.org 

This is an interactive document click  for more information.



The Value in Virtual

CIM 2021 will be an Augmented Reality (AR) packed experience, putting technology right in front of attendees through their phones and mobile devices. With a robust platform and world class content CIM 2021 will bring the industry together in May.



GLOBAL REACH

Easily place your brand in front of a world-wide client base who can login with no travel or physical space limitations.



ENGAGEMENT

Virtual attendees take their time and explore content including videos and presentations while the integration of Augmented Reality (AR) creates an immersive experience.



LONGEVITY

The lifespan of CIM 2021 virtual will be 6 weeks (including 4 weeks post convention), allowing attendees to return and spend time reviewing offerings on a channel built for collaboration. Your partnership can extend beyond that with digital and print advertising.

The Value in the Right Audience

In its 123-year history, CIM has fostered a network of influential industry leaders and decision-makers. These leaders shape the industry, drive innovation, promote sustainable practices and shape the future of the industry. Connect and engage this audience via a powerful platform created for optimizing leads and networking opportunities.

SPONSORSHIP OPPORTUNITIES

Exclusive CIM 2021 Sponsorship Pages

Virtual event pages allow for a creative approach to maximizing brand recognition with endless customization possibilities including, naming rights, logos, and videos. An exclusive sponsorship opportunity will allow your brand to stand out and create meaningful connections.

[AGENDA PAGE](#)

Be top-of-mind as attendees plan and create their virtual experience.

[ATTENDEE PAGE](#)

Align your brand with decision-making attendees.

[EXPO HALL](#)

The one-stop-shop for attendees to connect with leading edge supply & service organizations.

[MY AGENDA PAGE](#)

A frequently visited page as attendees create and plan their experience.

[NETWORKING LOUNGES](#)

Exclusive sponsorship of a space where attendees connect and network.

[REGISTRATION PAGES](#)

First multi-step exposure to EVERY attendee.

[SPEAKER PAGE](#)

Providing attendees complete listing, bio and links of all speakers and their sessions.

Premier Sponsor Branding Recognition

Pages that offer first brand exposure to attendees.

[HOME PAGE/MAIN LOBBY](#)

Sponsors have first exposure as registered attendees arrive at the virtual event site.

[INFORMATION DESK](#)

Help for negotiating the virtual event.

[LOGIN PAGE](#)

First stop for all attendees attending CIM21.

[MAIN STAGE PAGE](#)

Plenary and keynote speakers engage attendees along side your logo.

[LIBRARY ON DEMAND PAGE](#)

Allowing attendees to access content beyond the event.

[TECHNICAL SESSION STAGES](#)

Multiple options to align your company with the exact expert content.



CIM21 not only gives you access to a targeted audience but also industry speakers, networking opportunities and content to empower your teams year-round

AUGMENTED REALITY

The WOW factor for virtual events. The integration of advanced Augmented Reality (AR) creates immersive experiences for attendees. There is a roaster of impressive AR products to choose from that are fully customizable to create memorable moments for your brand and product throughout the event. For attendees to unlock the AR experiences, you simply scan a QR code through your phone.

Augmented Reality Opportunities

AR 360 PORTAL

Transport attendees through a 360-degree virtual room portal and have them experience virtual site visits, demos, and tours.

AR PRODUCT

Walk attendees through a 3D physical product demonstration or visual training. Ideal for new product launches!

AR HUMAN HOLOGRAM

Human Holograms provide sponsors the opportunity to create memorable moments with attendees. This AR option can be used for brand ambassadors, customized booth attendants, a CEO welcome, a product training and much more.

AR HUMAN HOLOGRAM WITH PRODUCT

The opportunity to create 3D demonstrations by pairing a human hologram with an AR Product. The human hologram can interact with the product allowing clients to be walked through a demonstration step-by-step.

AIR SHOW HOLOGRAM

AIR show provides the opportunity to share AR entertainment with attendees.

Network lounges and exhibit booths are a great way to add in sponsored AR experiences.





MEDIA & ADVERTISING - MAIN STAGE, TECHNICAL SESSIONS & EXPO

Main Stage

This is where the Plenary and Keynote presentations will take place during the virtual event. Sponsors can purchase a targeted video ad space to showcase their brand alongside relevant content and audience.

Technical Sessions

Technical sessions will take place during the virtual event. Sponsors have the opportunity to align their brand with expert content-based solutions with a video ad.

The Expo – As close to reality as virtual gets!

From virtual booths, exhibitors can create facetime meetings with attendees, have live brand representatives available, and can also upload resources and videos that market key products or services.

FOR ADDITIONAL INFORMATION CONTACT:

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EXTEND YOUR REACH BEYOND THE VIRTUAL CONVENTION AND EXPO

Print and Digital Advertising

Create a campaign with increased exposure as attendees plan and register for this one-of-a-kind event.

CIM MAGAZINE PRELIMINARY ISSUE

- Digitally distributed to CIM members and *CIM Magazine* subscribers ahead of the convention
- Available on the CIM Convention website

CIM MAGAZINE MARCH/APRIL ISSUE

- 22,305 readership + digitally distributed to convention delegates and EXPO exhibitors
- Available on CIM Convention and *CIM Magazine* website

CONVENTION WEBSITE Convention.CIM.org

- The first stop for attendees
- Prime space on convention landing page and drill down pages

CONVENTION E-NEWS

- Sent to the convention community prior and during the convention
- Banner ads available

CONVENTION EBLASTS

- Promotion of convention with deadlines and calls to action
- Delivered directly into the inboxes of engaged clients



SPONSORSHIP



Every sponsor receives analytics post-convention

Virtual Sponsorship	Double Diamond	Diamond	Platinum	Gold	Silver	Copper	Nickel	Friend
	\$50K	\$40K	\$30K	\$20K	\$15K	\$10K	\$5K	\$3K
Pre-Convention								
Logo and link to sponsor website on the CIM Convention website	x	x	x	x	x	x	x	x
Recognition on CIM's social media networks	x	x	x	x	x	x		
Company logo in eblasts	x	x	x	x	x			
Virtual Convention Experience								
Delegate registration	12	10	8	6	4	3	2	1
Recognition on CIM's social media networks	x	x	x	x	x	x	x	x
Logo (tile) in Sponsorship Directory (Convention Platform)	x	x	x	x	x	x	x	x
Company Description	x	x	x	x	x	x	x	x
Contact Information	x	x	x	x	x	x	x	x
Website URL	x	x	x	x	x	x	x	x
Snöbal Personalized event influencer marketing campaign	x	x	x	x	x	x	x	x
"I was here" lead retrieval & gamification	x	x	x	x	x			
Deluxe Booth	x	x	x					
Standard Booth				x				
Post-Convention								
Logo in CIM Magazine post-Convention issue	x	x	x	x	x	x	x	x
Event analytic reporting	x	x	x	x	x	x	x	x
Logo on following year's Convention website	x	x	x	x	x	x	x	x
Logo in Annual Report	x	x	x	x	x	x	x	x

SPONSORSHIP OPPORTUNITIES AT A GLANCE

Exclusive Opportunities	
Agenda page	\$ 15,000
Attendee page	\$ 15,000
Exhibit Hall	\$ 20,000 SOLD
My Agenda page	\$ 15,000
Registration & Thank you pages	\$ 20,000
Networking Lounges <i>Student Program, CIM Communities, Continue the discussion, Meeting the experts and Wellness/Social Lounge</i>	\$ 5,000
Speaker page	\$ 15,000
Premier Branded Pages	
Login page	\$ 30,000
Main Stage <i>Top logo & side banner</i>	\$ 15,000 per day
<i>Bottom logo</i>	\$ 7,500 4 days
Poster session / Student center	\$ 10,000
Home page / Main lobby <i>High visibility / 4 available (square) logo</i>	\$ 10,000
Library on demand <i>5 available rotating</i>	\$ 3,000
Information Desk	\$ 3,000
Technical Session Stages <i>Landing page logo, top logo & side banner</i>	\$ 10,000 per day
<i>Bottom logo / 25 available</i>	\$ 3,500 4 days
The Experience - Augmented Reality	
AR Human with Product	\$ 11,450
AiR Show Hologram	\$ 10,820
AR 360 Portal	\$ 6,760
AR Product	\$ 6,760
AR Human Hologram	\$ 4,680
Floating Video - add on to the Human Hologram	\$ 680

Knowledge Curation - Media & Advertising	
Main Stage video	\$ 2,250 60 sec video
	\$ 1,875 30 sec video
Technical Sessions video	\$ 1,125 60 sec video
	\$ 750 30 sec video



EXTEND YOUR REACH BEYOND THE VIRTUAL CONVENTION AND EXPO

	QTY	Specs	Description	Reach	Price
Leaderboard Ad Convention landing page	2	728 x 90	Prime space linked to your website		\$2,500/mnth
Large Rectangle Convention landing page	3	336 x 280	Prime space below Convention header	40,308 monthly pageviews*	\$1,750/mnth
Banners Ads in Convention enews X 3	3	Leaderboard: 600 X 72 Bottom Banner: 200 X 275 Right Banner: 200 X 275	Sent out to the Convention community the week before, and on Tuesday and Thursday the week of the Convention. TBC	CIM Convention community. 39% Average Open Rate.	Leaderboard: \$8,000 / 3 days Bottom / Right Banner: \$2,000 / 3 day
Banner Ads Convention eblast	4	Top Banner: 600 X 72 Rectangle: 200 X 145	Promotion of Convention information – 1 per month (March-May)	18,000 recipients: All CIM members, contacts, international community	\$2,000 each OR \$6,000 / 4 issues
CIM21 Program Guide		 Full Specs in 2021 media kit ↗	Distributed to CIM members & <i>CIM Magazine</i> readers ahead of Convention	22,305 readers per issue in addition to placement on the CIM Convention website	See <i>CIM Magazine</i> media kit ↗
2021 Convention issue of <i>CIM Magazine</i> March/April			Distributed to CIM members, readers & CIM Convention website	BONUS DIGITAL DISTRIBUTION: To all convention attendees, exhibitors & speakers.	

Source:*Google Analytics, Averages from March-May 2018 and 2019

CONTACT INFORMATION

Committee & Staff

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Technical Program Chair
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Sponsorship & Advertising

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