

6-7 October 2022

CIMPA 2022 Conference

CTA 22:

This is your
call to action!

SPONSORSHIP PROSPECTUS



Conference Overview

JOIN A HOST OF LOCAL AND INTERNATIONAL ORGANIZATIONS IN SUPPORT OF CIMPA'S MUCH ANTICIPATED 9TH ANNUAL MARKETING CONFERENCE, TAKING PLACE ON 6-7 OCTOBER 2022.

DAY 1: A full day of workshops with international industry professionals

DAY 2: A full day conference featuring a packed agenda of local and international presenters

This year's theme will explore the question "How can marketing make the world a better place?"

We'll be looking at marketing strategies and techniques that can help us all make a difference, as well as hearing from leading industry experts on how they are paving the way. Topics will include sustainability, diversity and inclusion, purpose driven brands, storytelling strategies, the future of digital and how we can measure the ROI of purpose.

The two-day event will be jam-packed with international speakers, small-group workshops, networking opportunities and more, all designed to educate and inspire.

As a sponsor your company will have the opportunity to:

- Enhance your company profile through brand exposure
- Gain significant market recognition through media publicity
- Obtain greater visibility for your company's products and/or services as an exhibitor
- Access exclusive networking opportunities with clients, peers and prospects
- Support a not-for-profit organization increasing your community involvement and the realization of company CSR goals
- Make a direct positive impact on the professional development of the next generation of marketing professionals in the Cayman Islands

These are just some of the many benefits to your organization.

Outlined in this pack you will find a variety of premium sponsorship opportunities designed to raise awareness of your organization and the products and/or services you provide. If you are interested in becoming a sponsor or for further information about this year's conference visit www.cimpa.ky or email events@cimpa.ky.

We look forward to speaking with you and building a sponsorship package that will offer an excellent return on your investment!



Premium Sponsorships

GOLD
CI\$5,000

SILVER
CI\$3,500

BRONZE
CI\$2,000

EXHIBITOR BOOTH			
	Premium Booth	✓	
CONFERENCE PASSES			
Full Day Conference Pass	2	1	1
Workshop Pass	2	1	1
Exhibitor Pass (Conference only)	2	1	
BRANDING (LOGO PLACEMENT)			
Logo Placement	Premium Positioning		
Revolving Screen Presentation	✓	✓	✓
Conference Program	✓	✓	✓
Social Media	✓	✓	✓
CIMPA Website	✓	✓	✓
CIMPA Newsletter / e-blasts	✓	✓	✓
PUBLIC RELATIONS (SPECIAL MENTION)			
Press Releases	✓	✓	
Radio Interview	✓	✓	
TOTE BAGS			
One piece of literature in tote	✓	✓	✓
One gift placed inside the bag	✓	✓	✓

Networking Sponsorships

WORKSHOP SPONSOR - CI\$4,000

Introduce the conference attendees to your products and services by sponsoring the day of workshops with international experts.

The sponsorship also includes:

- One Full Day Conference Pass
- Four workshop passes
- Exhibitor booth on workshop day (include one exhibitor pass)
- Brand Recognition - Logo placement on posters/flyers, social media, CIMPA website, revolving screen presentation
- Recognition and logo in CIMPA newsletter and email blasts
- Logo placement and mention in conference program
- Opportunity to distribute literature and/or promotional items
- Directional and table signage
- Opportunity to place a pull up banner at the front of the room on workshop day

BREAKFAST / LUNCH SPONSOR - CI\$2,500

Introduce the conference attendees to your products and services by hosting the networking breakfast or lunch.

The sponsorship also includes:

- One Two-Day Conference Pass (including workshops)
- Brand Recognition - Logo placement on posters/flyers, social media, CIMPA website, revolving screen presentation
- Recognition and logo in CIMPA newsletter and email blasts
- Logo placement and mention in conference program
- Opportunity to distribute literature and/or promotional items
- Directional and table signage
- Branding / pull up banner displayed in the breakfast/lunch area

COCKTAIL SPONSOR - CI\$2,500

Help us celebrate CIMPA's 10-year anniversary and the end of another successful event by sponsoring the post-conference cocktail reception.

The sponsorship also includes:

- One Two-Day Conference Pass (including workshops)
- Brand Recognition - Logo placement on posters/flyers, social media, CIMPA website, revolving screen presentation
- Recognition and logo in CIMPA newsletter and email blasts
- Logo placement and mention in conference program
- Opportunity to distribute literature and/or promotional items
- Directional and table signage
- Branding / pull up banner displayed in the cocktail reception area

Exclusive Sponsorships

PHOTO BOOTH - CI\$2,500

The photo booth will be in place for a 2-hour period on the main conference day. Timing is flexible and can be agreed in accordance with the sponsor's requirements.

- One Two-Day Conference Pass (including workshops)
- Branding - Logo placement on posters/flyers, social media, CIMPA website, revolving screen presentation
- Recognition and logo in CIMPA newsletter and email blasts
- Logo placement and mention in conference program
- Opportunity to distribute literature and/or promotional items
- Co-branding on printed and digital souvenir photos

LANYARD SPONSOR - CI\$1,500

- Co-branded lanyards featuring your logo will be distributed to all delegates with their pass
- Logo placement on CIMPA website and social media pages
- Logo placement and mention in conference program
- Recognition and logo in CIMPA newsletter and email blasts

TOTE BAG SPONSOR - CI\$1,500

- Conference tote bags branded with your company name/logo
- Literature and corporate gift in bag
- Logo placement on CIMPA website and social media pages
- Logo placement and mention in conference program
- Recognition and logo in CIMPA newsletter and email blasts

EXHIBITOR - CI\$1,000

As a CIMPA Exhibitor you will receive...

- Greater visibility to display your company's products and services on the main day of the conference (Oct 7)
- 8ft wide exhibition booth space
- 6ft table, 2 chairs and electrical outlet
- Logo placement on CIMPA website and social media pages
- Recognition and logo in CIMPA newsletter and email blasts

GIFT/LITERATURE IN TOTE BAG - CI\$500

Let delegates know about your business by placing a piece of literature or a giveaway displaying your company logo in the conference tote bag received by all delegates.