

CMA*privacy* Virtual Morning Event

2021 SPONSORSHIP OPPORTUNITIES



Showcase your brand at Canada's annual privacy event for the marketing community.

Trust and transparency is crucial to the customer experience. As Privacy Awareness Week wraps up in Canada, we are bringing Canada's marketing community together to discuss the privacy impact of data-driven marketing, and how marketers can stay within the rules.

Marketers need to be nimble to adapt to changing rules, as Canada ushers in the new Consumer Privacy Protection Act (CPPA) and provinces update their own privacy frameworks. As a sponsor of CMA*privacy*, your organization can be part of the solution, helping marketers navigate the changing landscape while showcasing your brand's privacy leadership.

Attendees will:

- Hear from top government and privacy experts on what Canada's new CPPA will mean for marketers, and how they can prepare for changes to marketing rules across the provinces.
- Learn tips and practical guidance to meet the challenges of privacy compliance while growing and deepening relationships with customers – from online behavioural advertising to using geolocation data.
- Gain insights about how international rules, such as the EU's GDPR and California's CCPA, affect Canadian marketing practices.

Event Details

Date

May 12, 2021
10:00 a.m. - 12:00 p.m. ET

Venue

Online

Audience

Marketers from major brands, compliance and legal professionals, agency executives and their teams

Free for Members
\$49 for Non-Members

All Sponsors Receive:


- Recognition on event website
- Recognition on all pre-experience marketing (on-screen visuals)
- Thank you from the host
- One e-communication (link) to delegates through CMA

ADDITIONAL INFORMATION

To learn more, contact sponsorship@theCMA.ca
or 416.562.2642

CANADIAN
MARKETING
ASSOCIATION

CMA



CMA experiences provide a platform to educate, engage and influence. Sponsorship allows companies and brands to connect with marketing professionals, gain visibility and stimulate discussions on matters and issues affecting the business of marketing today.

SPONSORSHIP	EXPOSURE & RECOGNITION
Title Sponsor \$3,500	<ul style="list-style-type: none">• Title positioning for experience “CMAprivacy Presented by ABC”• Category exclusivity for sponsorship• Opening remarks 1-2 minutes prior to keynote (content approved by CMA Advocacy team)• Provide expert panelist or panel moderator (to be approved by CMA Advocacy team)• 8 non-member sign-ins to the experience
Panel Sponsor \$1,800	<ul style="list-style-type: none">• Provide expert panelist or panel moderator (to be approved by CMA Advocacy team)• 3 non-member sign-ins to the event
Supporting Sponsor \$1,000 Regional Supporting Sponsor \$700	<ul style="list-style-type: none">• 1 non-member sign-in to the event

* Potential activation costs may be applicable. Activations are subject to approval by CMA.

Note: Sponsorships are contingent on the sponsor's CMA membership being in good standing.

