CAA 2020 ANNUAL CONFERENCE SPONSORSHIP
300+ Panels at 2019 CAA Annual Conference in New York City, February 13-16

30+ professional development workshops open to the public

50+ roundtable discussions open to the public

~5,400 total attendees

~1,300 Pay-as-you-Wish attendees

51% of CAA attendees spent more than $1,000 at the 2019 Annual Conference

The majority of CAA’s conference attendees are between the ages of 22 and 49

Approximately 2/3 of CAA’s ~9000 members are women

79% of attendees to the Annual Conference were satisfied or very satisfied
The CAA Annual Conference is the largest gathering of arts professionals in the world. Now in its 108th year, the conference is the go-to event for a broad spectrum of individuals and companies connected to the arts.

Our attendees are art historians, visual artists, teachers, curators, students, designers, scholars, educators, artists, publishers, and arts administrators, who have deep emotional connections to CAA and the conference. They got their first job offer from interviewing at CAA, received their first book deal, attended a discussion that opened their eyes to new ways of teaching or new methods of research, or they participated in a workshop and gained new skills in art making. Our attendees come to learn and grow.

The CAA Annual Conference empowers our members to exchange ideas and build community. As an organization, we emphasize diversity, inclusion, and accessibility. We are the support network and connector for professionals in the arts.
“From start to finish, our experience of sponsorship with CAA was smooth and seamless - the very best you can hope for with large conferences! The team at CAA is efficient and thorough with communication, making planning and execution that much easier.”

— Kelsey Grau, Senior Marketing Coordinator, Arts, Humanities, and Pre-Professional, Cengage
collegeart.org

2017 year total: 190,641 users // 448,247 sessions

2018 year total: 298,061 users // 696,231 sessions

2019 year (as of April 1, 2019): 100,024 // 209,043 sessions

Session traffic is highest on collegeart.org during conference registration months (October-February)

Average monthly traffic to collegeart.org during conference

2017-2018 year: 21,706 users/month  50,756 sessions/month

2018-2019 year: 24,189 users/month  53,624 sessions/month
Conference Mobile App

Conference attendees download the app to browse sessions, connect with other attendees, browse sponsors and exhibitors, and post about the conference.

2017 Active Users: 2,120
2018 Active Users: 2,300
2019 Active Users: 2,024
Economic Impact

CAA 2019 in New York City:
- Generated an estimated $8.0 million in total impact
- Generated estimated $450,000 in local taxes
- Supports 1,400 jobs
  Source: NYC & Company/Destinations International Event Impact Calculator

CAA 2018 in Los Angeles:
- Generated an estimated $7.6 million in total impact
- Generated an estimated $241,000 in local taxes
- Supported 1,400 jobs
  Source: Los Angeles Convention and Tourism Board
VISIBILITY PACKAGES

All packages can be tailored and customized.

PREMIER $15,500

- Two (2) prime exhibit booths
- Six (6) complimentary all-access conference registrations
- One (1) Idea Exchange roundtable talk
- Your logo on the conference tote bag distributed to 5,000+ registrants
- Inclusion of a promotional item in conference tote bags distributed to 5,000+ registrants
- 30% discount with our advertising network on Conference packages across CAA platforms
- Your logo on the conference website with a link to your website
- Your logo with linking in the sponsor section of conference app
- Your logo prominently featured on a sign at the entrance to the exhibit hall
- One dedicated sponsor email to CAA full membership
- Acknowledgement in CAA executive director’s convocation speech
- Four (4) notifications on social media (Twitter, Facebook, or Instagram)
- Four (4) promo signs featuring your logo and message of your choice placed at strategic locations
- Mobile App Visibility—banner ad or activity feed feature
Advocate – $12,000

- Two (2) prime exhibit booths
- Six (6) complimentary all-access conference registrations
- Inclusion of a promotional item in conference tote bags distributed to 5,000+ registrants
- 30% discount with our advertising network on Conference packages across CAA platforms
- Your logo on the conference website with a link to your website
- Your logo with linking in the sponsor section of conference app
- Your logo prominently featured on a sign at the entrance to the exhibit hall
- Four (4) notifications on social media (Twitter, Facebook, or Instagram)
- Mobile App Visibility – banner ad or activity feed feature

Supporter – $8,500

- Two (2) prime exhibit booths
- Four (4) complimentary all-access conference registrations
- 30% discount with our advertising network on Conference packages across CAA platforms
- Your logo on the conference website with a link to your website
- Your logo with linking in the sponsor section of conference app
- Your logo prominently featured on a sign at the entrance to the exhibit hall
- Four (4) notifications on social media (Twitter, Facebook, or Instagram)
Custom Sponsorship Opportunities

**Lanyards: ***SOLD***—Your logo alongside CAA’s logo on the lanyards that every conference attendee wears with their badges. These lanyards appear in every photograph that is posted on social media. The lanyards are one of the highest visibility options we offer.

**Wireless Internet Sponsor: $10,000**—Splash screen of your logo will appear upon sign on by all conference internet users; signage in registration area recognizing wireless internet support by your company or organization.

**Tote Bag: $10,000**—Your logo appears prominently on one side of the tote bag distributed to 5,000+ attendees, plus a tote bag insert.

**Opening Night Convocation Sponsor: $8,000**—Convocation is the kick-off event of the Annual Conference featuring welcome speeches by the executive director of CAA, members of the board of directors, and the Convocation Keynote Speaker. Past keynotes include Joyce J. Scott, Charles Gaines, Tania Bruguera, and Mary Miller, among other notable art historians and practicing artists. Benefits: Recognition of sponsorship in event slide show at start of event, recognition of sponsorship in introductory comments by executive director, recognition of sponsorship in app notifications for panel, and on conference website.

**Distinguished Scholar Session: $8,000**—One of the longest standing panels at CAA, the Distinguished Scholar Session recognizes a leader in the field of art history. Past honorees include Kaja Silverman, Rosalind Krauss, Linda Nochlin, and Leo Steinberg, among many others. Benefits: On-stage signage at panel with your logo, recognition of sponsorship in introductory comments, recognition of sponsorship in app notifications for panel, and on conference website.
Distinguished Artist Interviews: $8,000—Outside of Convocation, this interview series draws the largest crowds at the Annual Conference. Attendance ranges from 250-450, depending on room size. Past interviewees include Julie Mehretu, Guadalupe Maravilla, Catherine Opie, Judy Baca, and Judith Bernstein, among many others. Benefits: On-stage signage at panel with your logo, recognition of sponsorship in introductory comments, recognition of sponsorship in app notifications for panel, and on conference website.

Lounge or coffee sponsorship: $6,000—Your organization and logo will be featured on signage in the lounge area or when coffee or snack services are made available.

Conference Mobile App: $5,000—Your logo will appear prominently throughout the conference mobile app.

Lightning Rounds Sponsor: $5,000—New for the 2020 Annual Conference, Lightning Rounds are presentations on topical subjects in quick-format talks. Benefits: Recognition of sponsorship in signage on tables or on stage depending on location, recognition of sponsorship in app notifications for panel, and on conference website.

Idea Exchange Sponsor: $5,000—Idea Exchange talks, now in their third year, are the fastest growing sector of the Annual Conference. Each year, CAA and its members organize more than 40 roundtable talks that often fill the table. Benefits: Recognition of sponsorship in signage on each table, recognition of sponsorship in app notifications for panel, and on conference website.

Convocation Reception: price variable—Your logo will appear on signage at the reception and your organization will be acknowledged in the director’s convocation remarks and in the convocation program.