



Advancing
Art&Design

CAA 2021 ANNUAL CONFERENCE SPONSORSHIPS

FACTS&FIGURES

- ▶ 300+ Panels at the 2020 CAA Annual Conference in Chicago, February 12–15, 2020
 - ▶ 30+ professional development workshops open to the public
 - ▶ 40+ roundtable discussions open to the public
 - ▶ ~3,500 total attendees
 - ▶ ~250+ Pay-as-you-Wish attendees
 - ▶ 51% of CAA attendees spent more than \$1,000 at the 2020 Annual Conference
 - ▶ The majority of CAA's conference attendees are between the ages of 22 and 49
 - ▶ Approximately 2/3 of CAA's ~7,000 members are women
 - ▶ 80% of attendees to the Annual Conference were satisfied or very satisfied
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The CAA Annual Conference is the largest gathering of arts professionals in the world. Now in its 109th 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

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

2019 year total: 308,013 users // 671,841 sessions

2020 year (as of June 1): 136,871 users // 267,827 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

2019-2020 year: 30,866 users/month // 64,031 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.

2018 Active Users: 2,300

2019 Active Users: 2,024

2020 Active Users: 1,885

Economic Impact

CAA 2020 in Chicago:

- Generated an estimated \$5.6 million in total impact
- Generated an estimated \$275,000 in local taxes
- Supported 1,200 jobs

Source: Choose Chicago

CAA 2019 in New York City:

- Generated an estimated \$8.0 million in total impact
- Generated estimated \$450,000 in local taxes
- Supported 1,400 jobs

Source: NYC & Company/Destinations International Event Impact Calculator

ABOUT THIS YEAR'S CONFERENCE

CAA's 109th Annual Conference will be held virtually. Each session will consist of up to 90 minutes of pre-recorded presentations uploaded by presenters and chairs. Each session will also have a live online Q&A scheduled between February 10 –13, 2021. Conference registrants will access the prerecorded presentations online at any time during the conference access dates, submit questions to session participants and attend the live Q&As of their choosing.

ABOUT THIS YEAR'S BOOK AND TRADE FAIR

The conference Book and Trade Fair will be virtual this year as well, hosting publishers, artist materials manufacturers, wholesalers and retailers, programs of advanced study, digital resource providers for professionals in the visual arts, and other non-profit organizations. Conference registration includes access to the exhibits and exhibit-hall-only registration will also be available. Access to the Book & Trade Fair will open January 27, 2021.

VISIBILITY PACKAGES

All packages can be customized to your company's specific needs.

PLATINUM – \$15,000

- An online exhibit booth with premium placement
- Six (6) all-access conference registrations
- One dedicated sponsor email to CAA full membership
- Option to have an invitation sent to CAA members to participate in a market research group meeting you convene
- One (1) right sidebar advertisement on the Annual Conference schedule and content portal, with a follow-up conversation with Veken Gueyikian of Nectar Ads after the conference to discuss ad performance and analytics
- Four (4) notifications on social media (Twitter, Facebook, or Instagram)
- Your logo on the conference website with a link to your website
- Your logo in the sponsor section of conference app with a link to your website
- Acknowledgement in CAA executive director's convocation speech

VISIBILITY

GOLD – \$12,000

- An online exhibit booth with premium placement
- Six (6) all-access conference registrations
- Option to have an invitation sent to CAA members to participate in a market research group meeting you convene
- One (1) right sidebar advertisement on the Annual Conference schedule and content portal, with a follow-up conversation with Veken Gueyikian of Nectar Ads after the conference to discuss ad performance and analytics
- Four (4) notifications on social media (Twitter, Facebook, or Instagram)
- Your logo on the conference website with a link to your website
- Your logo in the sponsor section of conference app with a link to your website

SILVER – \$8,000

- An online exhibit booth
- Four (4) all-access conference registrations
- Option to have an invitation sent to CAA members to participate in a market research group meeting you convene
- Your logo on the conference website with a link to your website
- Your logo in the sponsor section of conference app with a link to your website



Custom Sponsorship Opportunities

Technology sponsorship (price variable, \$50k+)

- Your logo featured on a slide acknowledging your sponsorship presented at the start of each Q&A session
- Six (6) all-access conference registrations
- Two dedicated sponsor emails to CAA full membership (can be used throughout the year)
 - One (1) right sidebar advertisement on the Annual Conference schedule and content portal, with a follow-up conversation with Veken Gueyikian of Nectar Ads after the conference to discuss ad performance and analytics
- Four (4) notifications on social media (Twitter, Facebook, or Instagram)
- Your logo on the conference website with a link to your website
- Your logo in the sponsor section of conference app with a link to your website
- Acknowledgement in CAA executive director's convocation speech

VISIBILITY

Convocation sponsorship—\$30,000

- Your logo featured on a slide acknowledging your sponsorship presented at the start of each Q&A session
- Six (6) all-access conference registrations
- Sixty-second welcome to be given by someone from your organization at the start of Convocation program
 - One (1) right sidebar advertisement on the Annual Conference schedule and content portal, with a follow-up conversation with Veken Gueyikian of Nectar Ads after the conference to discuss ad performance and analytics
- Four (4) notifications on social media (Twitter, Facebook, or Instagram)
- Your logo on the conference website with a link to your website
- Your logo in the sponsor section of conference app with a link to your website
- Acknowledgement in CAA executive director's convocation speech

Distinguished Scholar Session sponsorship—\$30,000

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.

- Your logo featured on a slide acknowledging your sponsorship presented at the start of each conference session
- Six (6) all-access conference registrations
- Sixty-second welcome to be given by someone from your organization at the start of Distinguished Scholar program
- One (1) right sidebar advertisement on the Annual Conference schedule and content portal, with a follow-up conversation with Veken Gueyikian of Nectar Ads after the conference to discuss ad performance and analytics
- Four (4) notifications on social media (Twitter, Facebook, or Instagram)
- Your logo on the conference website with a link to your website
- Your logo in the sponsor section of conference app with a link to your website
- Acknowledgement in introduction to distinguished scholar

Artist Interview sponsorship—\$30,000

Outside of Convocation, this interview series draws the largest crowds at the Annual Conference. Past interviewees include Julie Mehretu, Guadalupe Maravilla, Catherine Opie, Judy Baca, and Judith Bernstein, among many others.

- Your logo featured on a slide acknowledging your sponsorship presented at the start of each conference session
- Six (6) all-access conference registrations
- Sixty-second welcome to be given by someone from your organization at the start of Artist Interview sessions
- One (1) right sidebar advertisement on the Annual Conference schedule and content portal, with a follow-up conversation with Veken Gueyikian of Nectar Ads after the conference to discuss ad performance and analytics
- Four (4) notifications on social media (Twitter, Facebook, or Instagram)
- Your logo on the conference website with a link to your website
- Your logo in the sponsor section of conference app with a link to your website
- Acknowledgement in introduction to artist interview program

Mobile app sponsorship—\$20,000

- Your logo featured prominently throughout the conference mobile app
- Four (4) all-access conference registrations
- One (1) dedicated sponsor email to CAA full membership
- One (1) right sidebar advertisement on the Annual Conference schedule and content portal, with a follow-up conversation with Veken Gueyikian of Nectar Ads after the conference to discuss ad performance and analytics
- Four (4) notifications on social media (Twitter, Facebook, or Instagram)
- Your logo on the conference website with a link to your website
- Your logo in the sponsor section of conference app with a link to your website

Book and Trade Fair sponsorship—\$25,000

Sponsor production of the conference Book and Trade Fair. A central component of the conference, the Book and Trade Fair is a lively forum for leading publishers, artist materials companies, digital resources for visual arts professionals, programs of advance study and a range of entrepreneurial organizations providing services to visual arts professionals. The exhibit hall is a destination for 85% of conference attendees, a significant meeting place for attendees and the related professions that provide products, services and programs supporting the careers of CAA members.

- Your logo featured on a slide acknowledging your sponsorship presented at the start of each conference session
- Your logo prominently featured on the Exhibit Hall landing page
- Six (6) all-access conference registrations
- Acknowledgement of your sponsorship sent with official confirmations to all exhibitors
- Four (4) notifications on social media (Twitter, Facebook, or Instagram)
- Your logo on the conference website with a link to your website
- Your logo in the sponsor section of conference app with a link to your website

Previous Sponsors



Art and Art History



HAUSER & WIRTH PUBLISHERS



Art in America

HYPERALLERGIC

