

SPONSORSHIP OPPORTUNITIES

Coast Waste Management Association Annual Conference is the premiere waste management industry and networking event on Vancouver Island. The goal of this annual event is to bring together leaders in the waste management community to exchange knowledge, inspire solutions, and build connections.

Build brand awareness, be visible, and make valuable connections by sponsoring this unique virtual event!

YOUR SUCCESS IN A VIRTUAL FORMAT

We understand your goals to connect, create awareness, and brand your organization — before, during and after the event. This Virtual format will be similar to our in-person format. It will include **livestream** of our keynotes and plenary sessions, **pre-recorded content** at dedicated times with live Q&A in our chat room, and **on-demand** content so delegates can watch anytime before, after or on their breaks between main event times.

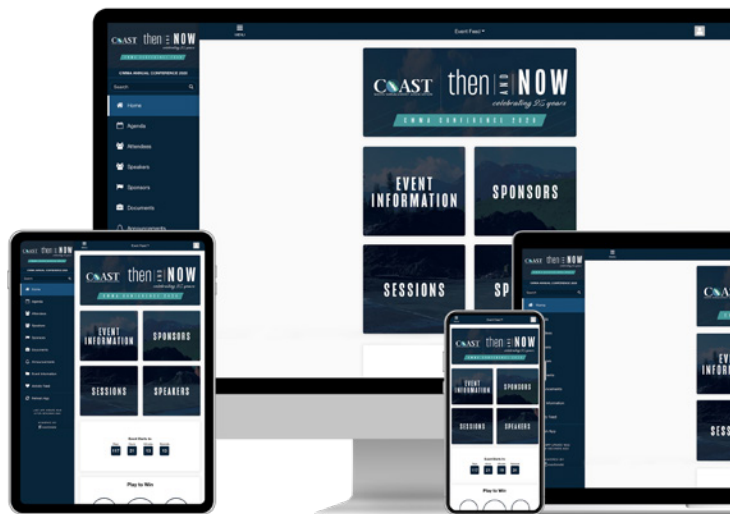
The combination of presentation formats along with the virtual conference hall (chat room, sponsor rooms, discussion groups) will all combine for a lively, interactive, but well-paced event!

OUR VIRTUAL CONFERENCE HALL

We will be using the stunning EventMobi software application which delegates will easily access on any internet browser using their desktop computer, laptop, iPad, iPhone, or android device. We will be simulating a physical event with interactive discussion spaces, surveys, and point scoring game competition to further-engage participation. We will also have direct links to live and interactive plenary sessions (using Zoom integrated seamlessly), and in-depth information on attendees, speakers, sessions, and sponsors!

SPONSORSHIP & CONNECTING OPPORTUNITIES

See page 3 for all the possibilities! From our popular lead-up marketing to dedicated virtual booths, your options for engagement and branding are fantastic!



KEY DATES

The Main Speaker Events and Plenaries are on **October 7 & 8, 2020**. There will be bonus live and on demand events before and after the main event. Details will follow.

Deadline to Sponsor to make the most of your sponsorship is **August 31, 2020**.

All payments must be completed by **October 1, 2020**.

THE NUMBERS

We expect 300+ waste and recycling professionals from all areas and levels of government, First Nations, non-profits, stewardship agencies and private businesses to attend.

There is also an opportunity to increase attendance in this virtual format and as we are introducing very affordable pricing for delegates (\$99 plus tax for early registration member pricing), we are optimistic our attendance will be higher this year!

2019 EVENT FAST FACTS

301

people attended
in 2019

63%

of attendees were from Vancouver
Island, Coastal Communities and
Metro Vancouver

15%

of attendees came from the mainland
interior of British Columbia

21%

of attendees
came from
other provinces
and countries

OVER
30

speakers from BC
and across North
America

96%

of attendees were satisfied (34%)
or Very Satisfied (62%) with the
entire event

SPONSORSHIP OPPORTUNITIES

	CONTRIBUTOR \$250	SUPPORTER \$500	BRONZE \$1,000	SILVER \$2,000	GOLD \$3,000 LTD SPACES	PLATINUM \$4,000 LTD SPACES
Benefits						
Full-Access Delegate Passes	1	2	2	4	6	8
Virtual Gift Bag Item (Optional) <i>Sent at the end of the event to all delegates who attend. Can be a deal or an exclusive code to attend a future presentation.</i>	✓	✓	✓	✓	✓	✓
Social Media Shout Outs <i>LinkedIn, Facebook and Twitter.</i>	✓	✓	✓	✓	✓	✓
Recognition/Logo on Event Materials & CWMA Website <i>Company logo on event marketing leading up to the event and then for one year past that time. The level of sponsorship determines the size, placement and reach of the logo. Website URL link will be included where possible.</i>		✓	✓	✓	✓	✓
Virtual Booth <i>This is a dedicated, highly engaging space for sponsors to post logo, links to resources, website and social media links, a section for sponsor representative information and more!</i>			✓	✓	✓	✓
Gamification Points (traffic/engagement) <i>We will have a point scoring game competition for all delegates to further-engage participation. They will be able to score points by visiting your booth, meeting you, or a similar outreach.</i>				✓	✓	✓
Session Sponsorship Recognition <i>Sponsorship recognition at the live events including a pre and post stream image.</i>				✓	✓	✓
Pre-Recorded On-Demand Presentation/Embedded Videos/Webinars <i>For on-demand playback by delegates accessible before, during and after the conference. A dedicated area for all on-demand content will be highlighted in the app. NOTE If needed, we can help by creating a Zoom presentation room for you to record if you do not have your own presentation/webinar/video available.</i>				✓	✓	✓
Rotating Banner Ads in App <i>Banner ads in the app being seen consistently. Brand awareness at it's best.</i>					1	2
Sponsor Ribbon Highlight on Sponsor Listing Page <i>An added touch of attention on your listing to help it rise above the rest.</i>					✓	✓
In-App Notifications <i>With special Gamification code sent to all attendees with sponsor logos and links.</i>						✓
Exclusive Speaker Interviews or Plenary Moderating <i>Exclusive speaker interviews (for on-demand playback or as a live presentation) OR plenary session moderating. Be front and centre in leading key discussions.</i>						✓
Live Presentation/Demo, Group Discussion or Interview-Style Podcast <i>Live presentation/demo, group discussion time slot, OR a 30-minute interview-style podcast segment on the exclusive CWMA Conference Podcast (podcast episodes will be made available to all attendees and will be posted for general public on the CWMA conference webspace for access after the event.</i>						✓