



CAI-NC A La Carte Marketing 2019

(independent of annual [Supporting Partner](#) sponsorships)

Reminder: We also welcome ideas for educational topics throughout the year –
submit suggestions here.

Our Business Partners' ideas for creative marketing tools through CAI-NC are always welcome!

CAI-NC: A La Carte Marketing Opportunities 2019

Local Event Sponsorships Your logo on the online registration page & email reminder to registrants. And you get the attendee list in advance! Onsite, mingle with attendees at your display table and get podium time. Plus your logo featured on event signage and intro slide show. Cost: \$200-250 each.

NEW! Option for event sponsors only: Enjoy a reason to contact managers & board members- now you can buy a block of branded event passes to give out to your clients & prospects. They feel the love, earn CEUs - you get the credit! Cost: \$200 per block of 7 passes.



See 15 Local Events planned for 2019: <http://bit.ly/2019Locals>

Community Association Law Day: Friday 3/22 in Charlotte

Largest event of the year for board members. Sponsorships and Resource Guide book advertising show your support for community association excellence through education! Cost range: \$250-\$800.

Annual Conference & Expo: 8/1-2 on Wilmington's riverfront!

Two days of nonstop face time and fun with managers:

> Reverse Trade Show: Managers host tables; business partners rotate! Cost: \$600 (*open to Exhibitors only*)

> Expo Booth: \$699 member firms/\$950 nonmembers. *Free or discounted to Supporting Partners.* Includes one team member for both days; \$45-48 per add'l per day. Treasure Hunt: \$175; Power \$100.

> Sponsorships & Advertising: Gain personal and/or logo exposure at the Networking Social and/or Conference Day. Unique opportunities designed for this unique event. Range: \$250-\$3,000.

ALL-NEW: CAI-NC Executive Symposium: 4/25-26 in Pinehurst

Top execs of Management Companies and Business Partner firms gather for a premier retreat headlined by marquee speakers. Limited to 5 sponsoring firms; Cost: \$1500-3,000 (includes 1-2 participants).

NEW: Chapter E-newsletter Spotlight: Sent bi-weekly to all chapter contacts. A "Sponsor Spotlight" display ad links to your site. \$500.

NEW: "Partner Pointers" – offered to Supporting Partners only: A dedicated eblast to all chapter contacts featuring YOUR topical content only, linked to your full-length educational article on your own website. Exclusive exposure. \$650 each.

Chapter Magazine advertising: ¼ to full-page color ads. Cost range: \$900-\$2,550 for full year of 4 issues.

TOP MARKETING TIP: Show up at Chapter events! People buy from people, not companies. **Let them get to know yours.**



PROPOSED 2019 LOCAL EVENT SCHEDULE

Asheville Board / Manager Education: April 11

Charlotte (Piedmont Council): Manager Events:

May 8 | October 2 | December 4

Greensboro (Triad Council):

Manager Event Mar. 6 | Board / Manager Education June 4 | Manager Event Sept. 25

Greenville (Tidelands Council) Board /Manager Education February 13

Kitty Hawk (Tidelands Council): Board / Manager Education November 1

Raleigh (Triangle Council):

Board/Manager Education Jan. 30 | Manager Event March 19 | “Law Night” Sept. 26 | Manager Event Dec. 11

Wilmington (Coastal Council): “Law Night” April 17 | Manager Event October 10

REMINDERS OF MAJOR CHAPTER EVENTS

- **Community Association Law Day:** Friday, March 22 in Charlotte
- **CAI-NC Executive Symposium:** Thursday April 25 in Pinehurst
 - **Annual Conference & Expo:** Thursday/Friday, August 1-2 in Wilmington