Club Management Association
of America (CMAA)
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WORLD CONFERENCE & CLUB BUSINESS EXPO

FEBRUARY 7–11, 2027 ✶ CHICAGO

SPONSOR GUIDE

For 100 years, CMAA has brought together the leaders, innovators, and partners who shape the club industry. In February 2027, we will celebrate that milestone in Chicago during a World Conference and Club Business Expo unlike any in our history. Keep your brand front and center as we celebrate this once-in-a-century gathering of the profession.

For more information, please contact

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✶ #CMAA2027 ✶ #ToBelongingContinued ✶

2027 World Conference Sponsor Opportunities

CLUB BUSINESS EXPO



EXPO BAGS

5 opportunities available

★ **$2,000 each** ★

Maximize your brand's footprint with exclusive placement on our official reusable attendee tote bags. Distributed at the Club Business Expo and utilized continuously throughout the week. Watch your logo travel dynamically across the convention center floor, into high-traffic education sessions, and back to attendees' home clubs long after the event concludes.



DIGITAL DIRECTIONAL SIGNS

2 opportunities available

★ **$2,500 each** ★

Secure a premium digital footprint at the center of the action by sponsoring our interactive expo navigation kiosk. Your company logo will be prominently displayed at the main entrance as attendees arrive, capturing immediate attention. As leaders utilize the interactive touch screens to navigate through more than 300 exhibits, your brand will be at the expo hall's most critical high-traffic hub.



AISLE SIGNS

12 opportunities available

★ **$750 each** ★

Lock in non-stop visibility by anchoring your brand to the official exhibit hall aisle signs. Attendees check these markers constantly to find their way, placing your logo in their direct line of sight all day long. A flawless way to guide traffic right to your brand.

2027 World Conference Sponsor Opportunities

CONFERENCE SPONSORS



HOTEL KEYCARD SPONSOR

$15,000

Secure unprecedented brand saturation by becoming our Exclusive Hotel Keycard Sponsor. This premium marketing opportunity places your company's logo, branding, and promotional message directly onto the room keycards and custom holders distributed to every attendee upon check-in.



EDUCATION FUEL STATION

$12,500

Align your brand with professional development and hospitality by sponsoring our Premium Education Fuel stations. Located on floor 1 of the West Hall just outside CMAA education rooms, this sponsorship targets engaged members as they break for their daily learning tracks. Your brand will be anchored to comfort and convenience, amplified by custom napkins, dedicated mobile app promotions, and full on-site signage recognition.



SHOW FLOOR TREAT STATION

$8,000

Position your brand as a welcoming comfort on the bustling Expo floor by sponsoring our Show Floor Treat stations. Positioned near high traffic areas, this sponsorship blends high-end hospitality with strategic brand alignment. By greeting attendees with a curated selection of snacks, your company builds immediate rapport with key decision makers—an impact reinforced through customized napkins, physical signage, and targeted app notifications.



CHATBOT

$10,000

Elevate the attendee journey by anchoring your brand to CMAA's official 2027 digital concierge system. Integrated seamlessly across our website and mobile app, this branded virtual assistant serves as a vital resource for attendees. By powering this essential tool, your company logo steps in during moments of need, delivering chat responses that guide professionals smoothly through schedules, locations, and event updates.



INTERNET

$20,000

In today's fast-paced environment, connectivity is a priority for every attendee navigating McCormick Place. By powering the network across all public spaces and premier programming hubs—such as the General Session, the Club Business Expo, and lower-level education rooms—your company provides a vital service. This premium alignment rewards your brand with a dedicated digital launchpad and permanent visibility across physical signage.



BIRTHDAY BASH BAR SPONSOR

10 opportunities available

$5,000 each

Own the room at the biggest networking event of the Expo. Put your brand at the heart of the celebration by sponsoring a bar at the CMAA Birthday Bash on Tuesday, February 9, from 5:30 to 7:00 p.m., celebrating the 50th anniversary of the Club Business Expo. Sponsorship includes:

- **Unmatched Stage Presence:** A dedicated live announcement during the general education session right before the event, reaching 3,000 attendees.
- **High-Traffic Branding:** Custom corporate signage displayed prominently at your designated bar station.
- **Digital Saturation:** Continuous brand visibility directly within the official conference app all week long.



CMAA SPEAKEASY LOUNGE

2 opportunities available

★ $20,000 each ★

Align your corporate identity with luxury and exclusive hospitality by sponsoring the CMAA Speakeasy Lounge. Operating as an intimate, evening retreat on Monday, February 8 and Tuesday, February 9 from 8:00 to 11:30 p.m., this curated lounge serves as the perfect setting for our members to step away from the busy conference schedule and enjoy the company of peers. By anchoring your brand to this premium after-hours experience, you create lasting impressions with decisionmakers during their most candid, collaborative networking moments of the week.



RAFFLE SPONSOR

Space is limited

★ $500 ★

Celebrate five decades of trade show excellence and drive traffic to your booth by becoming a Raffle Sponsor for the 50th Anniversary Club Business Expo. Because no major milestone party is complete without gifts, this high-profile sponsorship invites your company to help us curate an exciting array of commemorative items for our members. Members will be guided to your booth to receive their raffle ticket entry; all contributed items featuring a retail value of $1,000 or more will be featured in a high-energy live auction during the Expo Happy Hour.

HAVE A BLAST, BUT NOT A BLAST OF COLD AT THIS YEAR'S CLUB FOUNDATION CLUBLOVE 5K!

We are taking the run-walk indoors, into the hallways of Chicago's McCormick Place Convention Center. The starting pistol sounds at 6:30 a.m., kicking off your day with energy and fun, without icy sidewalks and frigid temperatures. Join the fun, energy, and great feelings of warmth in this long-standing ClubLove tradition.

Wednesday, February 10, 6:30 a.m.
On-Site: McCormick Place

2027 World Conference Sponsor Opportunities

CLUBLOVE 5K

The Club Foundation

TITLE SPONSOR

$5,000

Position your company leadership at the starting line to welcome participants, share your brand message, and launch one of the most high-energy, community-driven events of the week. Additional sponsor items include:

- **Exclusive 5K Opening Remarks**
- **Logo on ClubLove 5K T-Shirt**
- **Company branding on Start & Finish Line Banner**
- **Company branding on Conference App**
- **Company branding on Race Day Signage**

AWARDS SPONSOR

$2,500

This premium sponsorship places your company representatives at the finish line to personally hand out commemorative medals with your company logo to each race participant. Pair this high-touch experience with dedicated event signage.

HYDRATION SPONSOR

$1,000

This hands-on sponsorship positions your company as a welcoming anchor at the finish line, inviting your team to greet members with refreshing beverages as they celebrate their achievement. This memorable community touchpoint is fully supported by premium race day signage featuring your company logo, ensuring a lasting impression.



T-SHIRT SPONSOR

$750

Your company logo is prominently placed on the race shirts worn by all participants throughout the morning and back at their home clubs as well as across premium race day event signage.