



# Sponsorship and Advertising Opportunities

2024-2025





# Sponsorship Opportunities

## Benefits of Participating

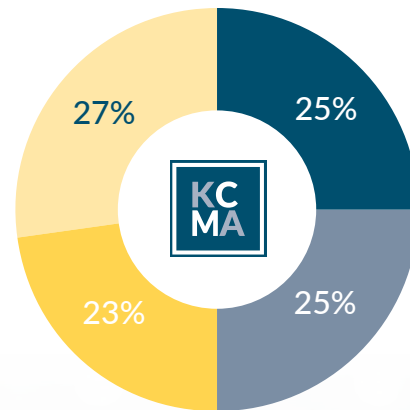
KCMA offers Associate members exclusive opportunities to engage with kitchen cabinet manufacturers. There is no more targeted audience than the KCMA membership. Our community of cabinet manufacturers spans the US and Canada.

Partnering with KCMA gives your company a unique opportunity - and a most cost-effective way - to reach your target audience. Our sponsorship packages offer a variety of benefits, and there are advertising opportunities through our website and newsletter. In addition, we offer the opportunity for Associate members to host webinars for our members on their various areas of expertise and conduct market research directly with manufacturers.

## About our conference attendees:

By job title (active member attendees only) over past 2 years:

- President/C-Suite/GM
- EVP/VP/Director
- Plant/Production/Quality or other Manager/Supervisor
- Business Development/Procurement/Engineering/R&D/Other



### EMAIL STATISTICS

Average distribution:  
**1,000 people**

Open Rate:  
**Averages 43%**

Click Rate:  
**Averages 6.3%**



### WEBSITE TRAFFIC

Over the last 60 days:  
**20,000 users**  
**45,000 page views**

**TOP 5 visited pages** after KCMA home page:

- Who made my cabinets?
- News & Insights
- Certified Companies
- Manufacturers
- A161.A Quality Certification

## Platinum Package \$50,000/year

### Pre- & Post- Conference:

#### Advertise in print

- ✔ Full page ad on the inside front cover of Directory of Members

#### Event email recognition

- ✔ Logo will be featured (and linked to a URL of your choosing) as a platinum sponsor on all registration solicitations and email to registrants.

#### Email to member and company

- ✔ One per conference
- ✔ Sponsor provides the email; KCMA will distribute it to all Active members

#### Website recognition

- ✔ Logo and platinum status will be recognized throughout the conference website

### At the Conference:

#### Advertise in print

- ✔ Full page ad on the inside front cover of conference program

#### Branded lanyards

- ✔ Sponsor to provide, lanyards distributed to all attendees

#### On-screen recognition

- ✔ Logo will appear on the screens on either side of the podium during breaks and before sessions.

#### Address attendees

- ✔ 5 minutes to share a promotional video or speak directly to attendees.

#### On-site signage

- ✔ Logo will be on posters and flags displayed in registration, at receptions, and during breakfast and breaks.

## Gold Package \$30,000/year

### Pre- & Post- Conference:

#### Advertise in print

- ✔ Half page ad in Directory of Members

#### Email recognition

- ✔ Logo placement in one pre-conference email as a gold sponsor, with link to URL of your choice
- ✔ Logo placement in a pre- and post-conference email to registrants

#### Website recognition

- ✔ Logo and status will be recognized on the conference sponsorship page

### At the Conference:

#### Advertise in print

- ✔ Half page ad in the printed program

#### On-site signage

- ✔ Logo will be on posters and flags displayed in registration, at receptions, and during breakfast and breaks.



## Silver Package \$20,000/year

### Pre- & Post- Conference:

#### Website recognition

- ✔ Logo and status will be recognized on the conference sponsorship page.

### At the Conference:

#### Advertise in print

- ✔ Quarter page ad in the printed program

#### On-site signage

- ✔ Logo will be on posters and flags displayed in registration, at receptions, and during breakfast and breaks.

## Bronze Package \$10,000/year

### Pre- & Post- Conference:

#### Website recognition

- ✔ Logo and status will be recognized on the conference sponsorship page.

### At the Conference:

#### On-site signage

- ✔ Logo will be on posters and flags displayed in registration, at receptions, and during breakfast and breaks.



# A-La-Carte Sponsorship Opportunities

## All Conferences

### Registration Desk Giveaway - \$5,000

- ✔ Sponsor provides item – suggestions include pens, notebooks, bags, water bottles or other premium items
- ✔ KCMA staff handle distribution to registered attendees

### Photographer - \$4,000

- ✔ Sponsor provides branded shirt for photographer to wear
- ✔ KCMA identifies and contracts directly with photographer
- ✔ Photo credit for photos published on the website and in newsletters to include name and link for sponsor

### Coffee/Beverage Service, 2 available (one each of 2 days) - \$2,000 each

- ✔ Includes permission to have branded napkins at stations (sponsor to provide)

### Break Time Snacks, 2 available (one each of 2 days) - \$2,000 each

- ✔ Includes permission to have branded napkins at stations (sponsor to provide)
- ✔ Sponsor provides input on snack selection based on hotel menu offerings



## Fall Conference

### Tailgate Party (Tuesday evening) - 4pm to 9pm

#### Television Sponsor, sporting event TBD - \$3,000

- ✔ Opportunity to show 3 minute video prior to game start (video provided by sponsor)

#### Seating Area Sponsor, 2 available - \$2,500 each

- ✔ Includes sign in seating area indicating sponsor name

#### Bar, 3 available - \$5,000 each

- ✔ Includes permission to have branded napkins at the bar (sponsor to provide)
- ✔ Opportunity to host a "specialty" cocktail (additional charge may apply)

#### Food Stations, 4 available - \$3,500 each

- ✔ Includes permission to have branded napkins at the station (sponsor to provide)

#### Gaming Tables, 7 available - \$1,500 each

- ✔ Includes sign on table indicating sponsor name



## Other Sponsorship Opportunities

### Headsets - \$5,000

- ✔ Logo sticker (provided by sponsor) adhered to the headset distributed to all attendees.
- ✔ Attendees use headsets throughout the conference at all plant tours.

### Transportation - \$2,500 (per bus/per day)

- ✔ Includes logo on exterior vehicle signs and "Naming Rights" to a vehicle (i.e. ACME bus, XYZ Corp. bus)

### Monday Reception Bars, 2 available - \$2,500

- ✔ Includes permission to have branded napkins at the bar (sponsor to provide)
- ✔ Opportunity to host a "specialty" cocktail (additional charge may apply)

### Wednesday Dinner Bar, 2 available - \$3,000

- ✔ Includes permission to have branded napkins at the bar (sponsor to provide)
- ✔ Opportunity to host a "specialty" cocktail (additional charge may apply)

## Spring Conference

### Tuesday Reception (1 hour)

#### Food, 3 available - \$3,500

#### Bar, 2 available - \$3,500

- ✔ Includes permission to have branded napkins at bar or with passed food (sponsor to provide)
- ✔ Opportunity to host a "specialty" cocktail (additional charge may apply)



### Wednesday Reception (3 hours)

#### Food, 3 available - \$5,000

#### Bar, 2 available - \$5,000

- ✔ Includes permission to have branded napkins at bar or with passed food (sponsor to provide)
- ✔ Opportunity to host a "specialty" cocktail (additional charge may apply)

### President's Dinner

#### D.J. - \$2,500

- ✔ Includes at least 2 "thank you" call-outs from DJ

### Breakfast, 4 available (2 per day for 2 days) - \$3,500

- ✔ Includes permission to have branded napkins at table
- ✔ Signage indicating sponsorship at each end of buffet

### Golf Tournament, 2 available- \$1,500

- ✔ Includes logo on score card
- ✔ Signage indicating sponsorship on either the 1<sup>st</sup> hole or 9<sup>th</sup>





# Advertising Opportunities

## KCMA Website

Leaderboard ..... \$7,000/year  
 468x60 px.....\$700/month

Banner Ad, mid-site ..... \$6,000/year  
 486x60 px.....\$600/month

### Sponsored articles or Associate Spotlight

One article per month ..... \$9,000  
 One article .....\$900



## KCMA Newsletter *(published 2/month)*

Leaderboard ..... \$6,000/year  
 468x60 px.....\$600/month

Banner Ad, mid-newsletter ..... \$5,000/year  
 486x60 px.....\$500/month

### Sponsored articles or Associate Spotlight

year *(one article per month)*..... \$6,000  
 one time placement.....\$600

## Emails, Webinars & Surveys

### 3<sup>rd</sup> Party Emails

Promote your products, white papers, and videos to KCMA's members and prospects. We will send out your message from KCMA as sponsored content. Includes two posts on KCMA social media sites.

One-time..... \$3,000  
 Year (Once a month) .....\$30,000

### Webinar/"Infomercial" - \$3,000/per

- ✔ Host your own webinar
- ✔ Sponsorship includes website, LinkedIn, and email promotion, slide deck and video distribution, and on-demand viewing on the KCMA YouTube Channel.

### Post a three or four question survey on the KCMA site and two newsletter emails - \$3,000/per

- ✔ Includes two posts a month to KCMA's LinkedIn Page
- ✔ Targeted to key decision-makers and C-Suite executives
- ✔ Survey responses are proprietary to sponsor



# Directory of Members

Advertising in the KCMA Directory of Members offers a unique opportunity to promote your brand and products directly to a qualified and captive audience. Your company’s message will gain:

- ✔ **Year-Round Exposure:** KCMA members refer to this directory regularly as both a reference tool and a guide to industry-related services.
- ✔ **Exclusive Access:** Advertising in the KCMA Directory is available only to Associate Members, providing high visibility at a low rate.

Ad Sizes	Width	Height	Rate
Spread	17"	11"	\$2,700
Inside Covers	8.5"	11"	\$2,050
Full page	8.5"	11"	\$1,500
2/3 horizontal	7.5"	6.5"	\$1,100
2/3 vertical	4.75"	9.75"	\$1,100
1/2 horizontal	7.5"	5"	\$900
1/3 horizontal	7.5"	3.25"	\$700
1/3 vertical	2.5"	9.75"	\$700

### Final Ad Specs

We require high resolution (300dpi or higher) PDFs that contain crop marks, document bleeds and all fonts embedded. Any advertisements that do not meet the required criteria will not be accepted. Final trim is 8.5" x 11".

### Terms & Conditions

Prices for ads are non-commissionable. Payment for the entire amount must be sent with advertising materials. Companies will be billed for any additional production charges for ads that require typesetting, graphics or any additional camera services.

### Cancellation Policy

After October 30, 2024, refunds for cancellations CANNOT be granted.

### Payment Terms

Receipt by KCMA of your payment by October 14, 2024 ensures your inclusion in the directory.

### Delivery Instructions

Upload all final advertising materials or email to [lsamuels@kcma.org](mailto:lsamuels@kcma.org)

### For More Information

Call Lisa Samuels at (703) 674-0358 or e-mail [lsamuels@kcma.org](mailto:lsamuels@kcma.org)

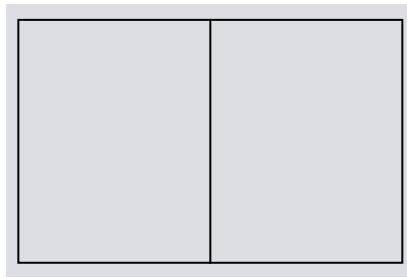
## Materials for the 2025 Directory of Members are due October 14, 2024.



## Image Sizes

These are sizes of the full image, not just the ad. The image sizes below include 1/8" bleed on all 4 sides. Please keep live area 3/4" from edge. You will need to submit your ad in the correct image size for it to be accepted.

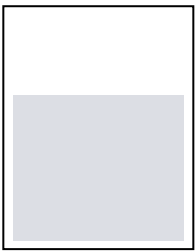
Spread  
17.25"W x 11.25"H



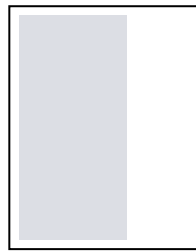
Full Page  
8.75"W x 11.25"H



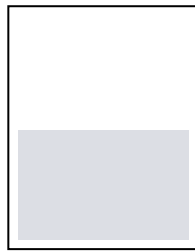
2/3 Horizontal  
7.75"W x 6.75"H



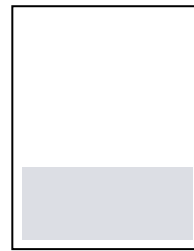
2/3 Vertical  
5"W x 10"H



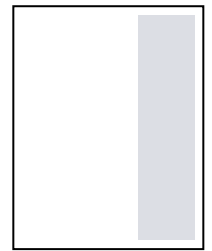
1/2 Horizontal  
7.75"W x 5"H



1/3 Horizontal  
7.75"W x 3.5"H



1/3 Vertical  
2.75"W x 10"H



**Materials for the 2025 Directory of Members  
are due October 14, 2024.**



**KITCHEN CABINET MANUFACTURERS ASSOCIATION**

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