



Advancing
Art&Design

SPONSORSHIPS 2019

Every year, the CAA Annual Conference brings together thousands of professionals in the field to learn and connect.

- ▼ art historians
- ▼ visual artists
- ▼ curators
- ▼ designers
- ▼ other professionals in related fields
- ▼ scholars
- ▼ educators
- ▼ students
- ▼ artists
- ▼ publishers
- ▼ arts administrators

The CAA Annual Conference is the largest gathering of visual arts professionals in the world.

2019 in New York marks the 107th Annual Conference. The 2018 Annual Conference in Los Angeles featured over 300 panels and events with The Broad, Hauser & Wirth, the Los Angeles Downtown Center Business Improvement District, and many other cultural and civic partners.

Attendees come for:

Sessions • Book and Trade Fair • Professional Development
Networking • Special Events • Receptions

Who we are:

The conference attracts between 4,500 - 5,000 people.

90% of conference attendees are from the United States.

Approximately 2/3 of conference attendees are women.

73% of attendees to the 2018 Annual Conference were satisfied or very satisfied with the overall conference.

73% of attendees to the 2018 Annual Conference were satisfied or very satisfied with the Book and Trade Fair.

“The quality of presentations [at the CAA Annual Conference] and the passion about teaching from all of the presenters [had the greatest impact on me, both personally and professionally]. I like the atmosphere at the conference—intensive, but relaxed and friendly. It’s so easy to start talking to your neighbor in an audience or in a queue for a coffee and exchange contacts.”

– Anna Guseva, 2018 CAA-Getty International Program participant

collegeart.org

2015 year total: 440,757 users // 1,126,080 sessions

2016 year total: 440,922 users // 1,109,983 sessions

2017 year total: 309,180 users // 932,324 sessions

2018 year to date: 122,249 users // 350,331 sessions

conference.collegeart.org

(site only active October - February)

2015 year total: 69,133 users // 114,969 sessions

2016 year total: 63,138 users // 107,274 sessions

2017 year total: 60,788 users // 106,639 sessions

2018 year total: 31,152 users // 56,340 sessions

mobile app

2018

Active Users: 2,300

In-App Actions: 172,000

2017

Active Users: 2,120

In-App Actions: 144,000

Session traffic is highest on collegeart.org when the conference website is live.

average monthly traffic to collegeart.org during conference

2015 year: 114,625 sessions/month

2016 year: 107,626 sessions/month

2017 year: 102,546 sessions/month

2018 year: 88,474 sessions/month

Economic Impact

CAA 2018 in Los Angeles:

- ▼ Direct sales of \$4.4 million
- ▼ Total estimated impact, including indirect sales, of \$7.6 million
- ▼ Attendees consumed \$1.3 million in food and drink alone

45% of CAA attendees spent more than \$1,000 at the 2018 Annual Conference.
19% spent more than \$2,000 at the 2018 Annual Conference.

The majority of CAA's conference attendees are between the ages of 22 and 49.
The buying power of this age group is \$200 billion annually.*

More than 60% of attendees are tenured faculty and educators at major American colleges and universities, including Harvard, Yale, Columbia, Stanford, Princeton, and more.

The average salary for art history professors in the US is over \$70,000 annually.**

**https://www.glassdoor.com/Salaries/professor-art-history-salary-SRCH_KO0,21.htm

*<http://www.forbes.com/sites/danschawbel/2015/01/20/10-new-findings-about-the-millennial-consumer/#2d9b44e828a8>

VISIBILITY PACKAGES

As a sponsor of the CAA Annual Conference, you will be among an elite group of companies, publishers, and organizations that support the visual arts field. Our sponsors from 2018 appear on the following slide. Conference sponsors maintain a high profile leading up to and throughout the event. We offer three visibility packages to accommodate all levels of participation.

PREMIER \$17,500

- Two prime exhibit booths
- 6 complimentary all-access conference registrations
- Your logo on the conference tote bag distributed to 4,500+ registrants
- Inclusion of a promotional item in conference tote bags distributed to 4,500+ registrants
- Your logo on the conference website with a link to your website
- Your logo on the inside cover of the conference program
- Your logo prominently featured on a sign at the entrance to the exhibit hall
- One dedicated sponsor email to CAA full membership
- Acknowledgement in CAA executive director's convocation speech
- 4 notifications on social media (Twitter, Facebook, or Instagram)
- 4 floor decals featuring your logo in exhibit hall
- Mobile App Visibility—banner ad or activity feed feature

Ally – \$13,000

- Two prime exhibit booths
- 6 complimentary all-access conference registrations
- Inclusion of a promotional item in conference tote bags distributed to 4,500+ registrants
- Your logo on the conference website with a link to your website
- Your logo on the inside cover of the conference program
- Your logo prominently featured on a sign at the entrance to the exhibit hall
- 4 notifications on social media (Twitter, Facebook, or Instagram)
- Mobile App Visibility—banner ad or activity feed feature

Supporter– \$10,000

- Two prime exhibit booths
- 4 complimentary all-access conference registrations
- Your logo on the conference website with a link to your website
- Your logo on the inside cover of the conference program
- Your logo prominently featured on a sign at the entrance to the exhibit hall
- 4 notifications on social media (Twitter, Facebook, or Instagram)



Targeted Sponsorship Opportunities

Lanyards—\$10,000— your logo alongside CAA's logo on the lanyards that every conference attendee wears with their badges.

Tote Bag— \$10,000— your logo appears prominently on one side of the tote bag distributed to 4,500+ attendees, plus a tote bag insert.

Conference Mobile App— \$10,000— your logo will appear prominently throughout the conference mobile app. In 2018, 2,300 users downloaded and used the app, with 172,000 actions across all users for a combined total of 129,000 minutes over the duration of the conference.

Convocation Reception— price variable— your logo will appear on signage at the reception and your organization will be acknowledged in the executive director's convocation remarks and in the convocation program.

Lounge or coffee sponsorship— \$10,000— your organization and logo will be featured on signage in the lounge area or when coffee or snack services are made available.

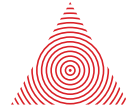
Livestream services— \$10,000—your organization will be credited in event livestreams and wherever livestream services are mentioned, including the executive director's remarks at convocation.

Back of conference badge— \$5,000— your logo appears on the reverse of the conference badge that every attendee wears.

CaLARTS CENGAGE



Routledge
Taylor & Francis Group



ART WORKS.

**National
Endowment
for the Arts**
arts.gov

HAUSER & WIRTH PUBLISHERS



Yale

UNIVERSITY PRESS

Sotheby's
INSTITUTE OF ART

Liquitex
PROFESSIONAL

KRESS



**Bard
Graduate
Center**



THE HUNTINGTON
Library, Art Collections, and Botanical Gardens

