CAA 2021 ANNUAL CONFERENCE SPONSORSHIPS
300+ Panels at the 2020 CAA Annual Conference in Chicago, February 12–15, 2020

30+ professional development workshops open to the public

40+ roundtable discussions open to the public

~3,500 total attendees

~250+ Pay-as-you-Wish attendees

51% of CAA attendees spent more than $1,000 at the 2020 Annual Conference

The majority of CAA’s conference attendees are between the ages of 22 and 49

Approximately 2/3 of CAA’s ~7,000 members are women

80% of attendees to the Annual Conference were satisfied or very satisfied
The CAA Annual Conference is the largest gathering of arts professionals in the world. Now in its 109th year, the conference is the go-to event for a broad spectrum of individuals and companies connected to the arts.

Our attendees are art historians, visual artists, teachers, curators, students, designers, scholars, educators, artists, publishers, and arts administrators, who have deep emotional connections to CAA and the conference. They got their first job offer from interviewing at CAA, received their first book deal, attended a discussion that opened their eyes to new ways of teaching or new methods of research, or they participated in a workshop and gained new skills in art making. Our attendees come to learn and grow.

The CAA Annual Conference empowers our members to exchange ideas and build community. As an organization, we emphasize diversity, inclusion, and accessibility. We are the support network and connector for professionals in the arts.
“From start to finish, our experience of sponsorship with CAA was smooth and seamless - the very best you can hope for with large conferences! The team at CAA is efficient and thorough with communication, making planning and execution that much easier.”

— Kelsey Grau, Senior Marketing Coordinator, Arts, Humanities, and Pre-Professional, Cengage
collegeart.org

2018 year total: 298,061 users // 696,231 sessions

2019 year total: 308,013 users // 671,841 sessions

2020 year (as of June 1): 136,871 users // 267,827 sessions

Session traffic is highest on collegeart.org during conference registration months (October-February)

Average monthly traffic to collegeart.org during conference

2017-2018 year: 21,706 users/month // 50,756 sessions/month

2018-2019 year: 24,189 users/month // 53,624 sessions/month

2019-2020 year: 30,866 users/month // 64,031 sessions/month
Conference Mobile App

Conference attendees download the app to browse sessions, connect with other attendees, browse sponsors and exhibitors, and post about the conference.

2018 Active Users: 2,300
2019 Active Users: 2,024
2020 Active Users: 1,885
Economic Impact

CAA 2020 in Chicago:
- Generated an estimated $5.6 million in total impact
- Generated an estimated $275,000 in local taxes
- Supported 1,200 jobs

Source: Choose Chicago

CAA 2019 in New York City:
- Generated an estimated $8.0 million in total impact
- Generated estimated $450,000 in local taxes
- Supported 1,400 jobs

Source: NYC & Company/Destinations International Event Impact Calculator
VISIBILITY PACKAGES

All packages can be customized to your company’s specific needs.

We are monitoring the COVID-19 pandemic closely and are working in accordance with guidelines from local and state agencies. We are currently exploring solutions for an event that is on-site with virtual components. If our conference needs to be moved entirely online, we will work with each sponsor to ensure that they receive equivalent visibility among our attendees.

PLATINUM – $15,000

- Two (2) prime exhibit booths
- Six (6) complimentary all-access conference registrations
- Hosting privileges for one (1) Idea Exchange roundtable talk
- Priority content placement in digital conference tote bags distributed to all registrants
- One dedicated sponsor email to CAA full membership
- Four (4) notifications on social media (Twitter, Facebook, or Instagram)
- 30% discount with our advertising network on conference packages across CAA platforms
- Your logo on the conference website with a link to your website
- Your logo in the sponsor section of conference app with a link to your website
- Your logo prominently featured on a sign at the entrance to the exhibit hall
- Acknowledgement in CAA executive director’s convocation speech
GOLD – $12,000

- Two (2) prime exhibit booths
- Six (6) complimentary all-access conference registrations
- Content placement in digital conference tote bags distributed to all registrants
- Four (4) notifications on social media (Twitter, Facebook, or Instagram)
- 30% discount with our advertising network on conference packages across CAA platforms
- Your logo on the conference website with a link to your website
- Your logo in the sponsor section of conference app with a link to your website
- Your logo prominently featured on a sign at the entrance to the exhibit hall

SILVER – $8,000

- Two (2) prime exhibit booths
- Four (4) complimentary all-access conference registrations
- Content placement in digital conference tote bags distributed to all registrants
- Your logo on the conference website with a link to your website
- Your logo in the sponsor section of conference app with a link to your website
- Your logo prominently featured on a sign at the entrance to the exhibit hall
Custom Sponsorship Opportunities

**Lanyards: $12,000**—Your logo alongside CAA’s logo on the lanyards that every conference attendee wears with their badges. These lanyards appear in every photograph that is posted on social media. The lanyards are one of the highest visibility options we offer. Your logo will also be featured on the conference sponsor page of the website and in the sponsor section of the mobile app.

**Wireless Internet Sponsor: $10,000**—Signage in registration area recognizing wireless internet support by your company or organization. Your logo will also be featured on the conference sponsor page of the website and in the sponsor section of the mobile app.

**Convocation Sponsor: $8,000**—Convocation is the kick-off event of the Annual Conference, featuring welcome speeches by the executive director of CAA, members of the board of directors, and the Convocation Keynote Speaker. Past keynotes include Joyce J. Scott, Charles Gaines, Tania Bruguera, and Mary Miller, among other notable art historians and practicing artists. Benefits: Recognition of sponsorship in event slide show at start of event, recognition of sponsorship in introductory comments by executive director, and logo placement on the conference sponsor page of the website and in the sponsor section of the mobile app.
**Distinguished Scholar Session: $8,000**—One of the longest-standing panels at CAA, the Distinguished Scholar Session recognizes a leader in the field of art history. Past honorees include Kaja Silverman, Rosalind Krauss, Linda Nochlin, and Leo Steinberg, among many others. Benefits: Recognition of sponsorship in event slide show at start of event, recognition of sponsorship in introductory comments, and logo placement on the conference sponsor page of the website and in the sponsor section of the mobile app.

**Distinguished Artist Interviews: $8,000**—Outside of Convocation, this interview series draws the largest crowds at the Annual Conference. Attendance ranges from 250-450, depending on room size. Past interviewees include Julie Mehretu, Guadalupe Maravilla, Catherine Opie, Judy Baca, and Judith Bernstein, among many others. Benefits: Recognition of sponsorship in event slide show at start of event, recognition of sponsorship in introductory comments, and logo placement on the conference sponsor page of the website and in the sponsor section of the mobile app.

**Conference Mobile App: $5,000**—Your logo will appear prominently throughout the conference mobile app.

**Idea Exchange Sponsor: $5,000**—Idea Exchange talks, now in their fourth year, are the fastest-growing sector of the Annual Conference. Each year, CAA and its members organize more than 40 roundtable talks that often fill the table. Benefits: Recognition of sponsorship in signage on each table and on conference website.
Previous Sponsors

Routledge
Taylor & Francis Group

Columbia Art and Art History

SAIC School of the Art Institute of Chicago

ART INSTITUTE OF CHICAGO

BLICK

Pearson

CENGAGE

HAUSER & WIRTH PUBLISHERS

PRESTEL

ARTFORUM

BOOKFORUM

Univeristy of California Press

Art in America

HYPERALLERGIC

TERRA Foundation for American Art

Tremaine Foundation