



caem CANADIAN ASSOCIATION
of EXPOSITION MANAGEMENT

acge L'ASSOCIATION CANADIENNE
de GESTION D'EXPOSITIONS

MEDIA KIT

Expo Hall 9

**Get Noticed by Canada's Exposition & Events Industry.
Position Yourself as a Market Leader.
Stand Out From Your Competition.
Connect with Your Target Audience, 365 Days a Year.**

Looking to maximize brand awareness for your organization?

It's been just over a year since CAEM launched its all-new Digital Advertising Program, in conjunction with its completely revamped website. Since then, the new CAEM website has grown into a hugely valuable resource for professionals in the expo and events industry.

Members of CAEM can now capitalize on this exclusive resource by marketing their products and services through the CAEM website and other digital channels. With CAEM's all-new Digital Advertising Program, you can now reach current and prospective customers year-round through high-impact banner ads, targeted eblasts, enhanced directory listings and more.

The revamped website has been incredibly well received by the industry. All Association business, including event registration, conference registration, membership renewals, newsletter hosting, an interactive directory, and so much more, is now conducted through the website, giving advertisers maximum exposure to a highly targeted audience of show managers and event professionals.

In 2018, the CAEM website :

- Hosted over 15,000 site visits, from over 7500 unique visitors, who viewed over 86,500 pages.
- Averaged 6 page visits / session, as well as an incredibly low bounce rate of less than 4%.
CAEM website visitors are highly engaged, interested and curious about our website content.
- Delivered above industry benchmark session duration times of 2:18 minutes.
Another strong indicator of high user engagement and interest.
- Achieved a strong mix of new visitors (49.90%) and returning site visitors (50.10%).
As an advertiser, you will enjoy repeat exposure to prospects as well as a steady stream of new leads.

Why CAEM?

- Get noticed by a highly targeted audience
- Generate brand recognition and awareness
- Build credibility and loyalty
- Position your business as an industry authority
- Benefit from added exposure before and during CAEM's signature events
- Gain new business

Customize your digital advertising with:

Click-able Website Ads

Member Directory Logo Listing

Dedicated Email Broadcasts

Custom Blog Posts

Social Media Post





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Digital Advertising Order Form

First name: _____ Last Name: _____

Company: _____

Tel: _____ Fax: _____

Email: _____

I am interested in:

Leader Board Ad	728 X 90 pixels	\$665 / 8-month rate (May 2019 to December 2019) Your ad will be rotated w/up to 6 other ads
Medium Rectangle Ad	300 X 250 pixels	\$555 / 8-month rate (May 2019 to December 2019) Your ad will be rotated w/up to 11 other ads
Member Directory Logo Listing	300 dpi	\$170 / 8-month rate (May 2019 to December 2019)
Dedicated Email Broadcasts	Variable	\$350/e-blast Companies can purchase 2 eblasts/year total

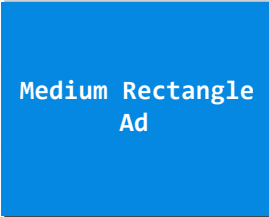
(Applicable taxes will be added to all prices listed above)
*All advertising opportunities are available on a first come first serve basis
**Images must be submitted in jpeg or png format



SEARCH

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Annual Conference

Shaping the Future of Face to Face Marketing



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