



CORPORATE HOUSING  
PROVIDERS ASSOCIATION

## 2021 SPONSORSHIP GUIDE



CORPORATE HOUSING  
PROVIDERS ASSOCIATION



## LOOKING AHEAD

CHPA continues to be the best place to protect your business. We have created a number of new programs designed to facilitate the connections, education and resources vital to member company success. We are excited to share those opportunities with you in this guide.

CHPA helps you meet your year-round business and visibility goals—supporting you at any price point.

Take advantage of:

- Digital Networking
- CHPA's New Intuitive Interactive Platform
- In-person or online small group engagement
- Viewing Party Opportunities

As you review this sponsorship guide, please reach out if you have any questions or would like to propose a new opportunity.

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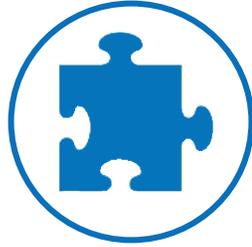
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# SPONSORSHIP



Reach an unparalleled network of corporate housing decision makers worldwide.



Packages are customizable, allowing you to pick the opportunities that most align with your business goals.



New programs give you valuable year-round exposure both digitally and in-person.

	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC
Partner Spotlight	●	●	●	●	●	●	●	●	●	●	●	●
E-News Advertising	●	●	●	●	●	●	●	●	●	●	●	●
Site Retargeting	●	●	●	●	●	●	●	●	●	●	●	●
Network Connections	●	●	●	●	●	●	●	●	●	●	●	●
Webinars	●	●	●	●	●	●	●	●	●	●	●	●
Tower of Excellence Awards		●										
EDGE Seminars	●			●			●			●		
FORUMS			●			●			●			●

# 2021 YEAR-ROUND OPPORTUNITIES

## ANNUAL MEMBERSHIP ADD-ONS

CHPA offers annual visibility packages to all member companies. For maximum visibility, upgrade your membership to Gold or Silver Key status. To upgrade, contact **Nick Estrada, Director of Membership** ([nestrada@chpaonline.org](mailto:nestrada@chpaonline.org)).



### Silver Key \$1,000

- Logo in weekly e-newsletter
- Advance choice of sponsorship opportunities
- Early access to exhibitor opportunities
- Placement on EDGE and Forum webpages
- Company name listed as annual supporter at digital events



### Gold Key \$2,500

- All benefits of Silver Key, plus
- Logo on left-hand column of CHPA website
- Company information distributed to new members
- Company logo listed as annual supporter at digital events



## PARTNER SPOTLIGHT

NEW! Partner Spotlights are your opportunity to conduct product demos and highlight your latest innovations. Conduct a 15 or 30-minute live webinar hosted by CHPA. Each Spotlight includes at least 8 touchpoints to CHPA members:

- Promotion in weekly CHPA e-news starting 3 weeks before your webinar
- 1 standalone announcement to all CHPA members
- 1 follow-up email to webinar attendees
- Links to the recording one week in the CHPA e-news the week following webinar
- Promotion on CHPA social media prior to your webinar
- Webinar recording will live permanently in CHPA archives, expanding your reach

Frequency	15 Minutes	30 Minutes
1 month	\$500	\$750
3 Months	\$1400	\$2150
12 Months	\$5500	\$8250

The more you buy, the more you save! Space is limited to availability. Questions? Contact [nestrada@chpaonline.org](mailto:nestrada@chpaonline.org).



## CHPA NEWS ADVERTISING

Delivered weekly to a targeted, opt-in list of subscribers, CHPA's weekly e-newsletter keeps professionals informed on today's most relevant news and critical industry trends.

Your message will hit the inboxes of pre-qualified buyers looking for your products specifically for their business.

- Target 1,600+ subscribers, opted-in to receive this e-publication.
- Reach industry decision-makers with purchasing power.
- Track reader response of your campaign, immediately quantifying your ROI.

Advertising in the CHPA News is much cheaper than many other Internet advertising options, and allows your company to reach industry decision-makers.

**Did you know?** It's FREE to submit press releases and news articles to CHPA for publication consideration. Submit your news to CHPA Communication Coordinator Craig Banister at [cbanister@chpaonline.org](mailto:cbanister@chpaonline.org).

## SITE RETARGETING

Thousands of corporate housing providers visit the CHPA website for the latest news and information. These key decision-makers also look to CHPA as a credible resource for finding the products and services they need.

CHPA partners with MultiView to offer a website retargeting program. Designed to help you make the most of your ad spend, this program allows you to retarget industry professionals after they've clicked away from the CHPA website, keeping your brand top-of-mind and ensuring that you'll consistently connect with them across their buying journey. Using deep insights gathered from thousands of campaigns, MultiView's team will develop branded messaging for our members, no matter where the web takes them:

- Keep your brand top-of-mind across their buying journey.
- Reach niche audiences beyond the association website.
- Improve the effectiveness of your ad spend.
- Rely on MultiView's team to develop brand messaging, if needed.



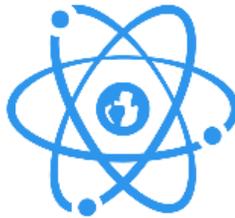
CHPA News and site retargeting opportunities are fulfilled by our partners at MultiView. For more details and pricing, visit <https://mk.multibriefs.com/MediaKit/Pricing/chpa>.

To reserve, email [salesinquiries@multiview.com](mailto:salesinquiries@multiview.com).

# 2021 EVENTS & EDUCATION

## NETWORK CONNECTIONS

Network Connections are informal meetings open to both member and non-member company professionals and are free to attend. These member-sponsored, association-supported events offer a chance for individuals to get together to learn, discuss market trends and issues and connect with other corporate housing professionals. On average, CHPA member companies host 20+ Network Connections per year for more than 500 attendees.



We are pleased to offer both in-person and digital Networking Connections in 2021 to offer exposure and create relationship building opportunities. You determine the content, format, and location while CHPA helps promote the event and serves as administrative support.

### **In-Person Network Connections:**

Network Connection hosts must agree to abide by and enforce all local regulations; additional waivers and disclosures apply. There is no fee for hosting an in-person Network Connection.

### **NEW for 2021: Virtual Network Connections:**

CHPA will assist in hosting a Virtual Network Connection based on the topic or geographic area chosen by the host. There is a \$250 administrative fee which covers the use of CHPA's technology platforms and online registration system.

Network Connection sponsors receive: Recognition on CHPA website and e-newsletter; opportunity to facilitate discussion at the event; and 3 social media posts from CHPA (announcement of event; prior to event; post-event recap with photos).

## MONTHLY WEBINARS

**\$500**

CHPA webinars provide more on-demand education options to members.



Position your company as a content expert by sponsoring a webinar. These monthly events average around 40 attendees per webinar and are continuing to grow. Additionally, these are archived on the CHPA website, providing long-lasting visibility.

As a sponsor, you will receive:

- Company logo on event page
- Recognition in CHPA e-newsletter
- Recognition in CHPA social media posts about the event
- Recognition in stand-alone communications about the event (pre- and post-event)
- Logo on screen at beginning and close of webinar
- Webinar recording will live permanently in CHPA archives, expanding your reach



**To secure your sponsorship, visit  
[bit.ly/CHPAvisibility](https://bit.ly/CHPAvisibility)**

## 2021 EDGE SEMINARS

NEW FOR 2021: Edge Seminars bring affordable, convenient education and networking opportunities to you and your employees. Edge Seminars are deep-dives into specific topics affecting the corporate housing industry. These two hour events will be offered quarterly. In Q1/Q2, these will be held exclusively via an interactive digital platform; in Q3/Q4 they may also have an in-person component depending on current health and safety guidelines. Sponsorship opportunities include tiered plans or a la carte options.

## SAVE THE DATE

Edge Seminars will be presented quarterly. Save the date for our Q2 event and watch the CHPA website for more information about future events.

**April 22, 2021: Fair Housing & ADA Compliance**  
1-3 p.m. Eastern

### A La Carte Sponsorship Options



**Digital Exhibitor**  
**\$250 • 9 Available**

Company logo in banner ad; link to company URL and opportunity to facilitate a 15-minute small table discussion.



**Viewing Party host**  
**\$500 • Unlimited**

Company name linked on event page; “shout out” from the podium as a viewing party, including a live shot of your local group.



**Digital Program Ad**  
**\$500 • 2 Available**

Four-color advertisement with company link in the digital program to be distributed to all attendees.



### Tiered Sponsorship Options

	TIER 3 \$1,500	TIER 2 \$500	TIER 1 \$250
Exclusive title sponsor	✓	✗	✗
Opportunity to address attendees	✓	✗	✗
Sponsored email from CHPA <i>(Sponsor produces copy)</i>	✓	✗	✗
Introduce Session/ Speaker	✓	✓	✗
Digital Exhibit Table	✓	✓	✗
Complimentary Registration(s)	2	1	✗
Logo on welcome/ closing slide	✓	✓	✓
Logo on event webpage	✓	✓	✓
	1 AVAILABLE	5 AVAILABLE	5 AVAILABLE

## 2021 FORUMS

NEW FOR 2021: Forums bring together specific audiences in the industry for networking and education. These four-hour events will be offered quarterly. In Q1/Q2, these will be held exclusively via an interactive digital platform; in Q3/Q4 they may also have an in-person component depending on current health and safety guidelines. Sponsorship opportunities include tiered plans or a la carte options.

## SAVE THE DATE

Forums will be presented quarterly. Save the date for our Q2 event and watch the CHPA website for more information about future events.

**May 20, 2021: Innovation Forum**  
1-5 p.m. Eastern

### A La Carte Sponsorship Options



**Digital Exhibitor**  
**\$250 • 9 Available**

Company logo in banner ad; link to company URL and opportunity to facilitate a 15-minute small table discussion.



**Viewing Party host**  
**\$500 • Unlimited**

Company name linked on event page; “shout out” from the podium as a viewing party, including a live shot of your local group.



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### Tiered Sponsorship Options

	TIER 4 \$2,500	TIER 3 \$1,000	TIER 2 \$500	TIER 1 \$250
Exclusive title sponsor	✓	✗	✗	✗
Sponsored email to all CHPA members <i>(Sponsor produces copy)</i>	✓	✗	✗	✗
Introduce Session/ Speaker	✓	✓	✗	✗
Sponsored email to attendees <i>(Sponsor produces copy)</i>	✗	✓	✗	✗
Digital Exhibit Table	✓	✓	✓	✗
Complimentary Registration(s)	2	1	1	✗
Logo on welcome/ closing slide	✓	✓	✓	✓
Logo on event webpage	✓	✓	✓	✓