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CANADIAN
MANUFACTURERS
& EXPORTERS

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MANUFACTURIERS
& EXPORTATEURS
DU CANADA

2024 NORTH AMERICAN MANUFACTURING CONFERENCE

FAIRMONT CHATEAU
LAURIER, OTTAWA
NOVEMBER 19 & 20

SPONSORSHIP OPPORTUNITIES

CME-MEC.CA



ABOUT THE ORGANIZERS



CME

From the first industrial boom in Canada, Canadian Manufacturers & Exporters (CME) has been representing member interests. More than 150 years strong, we have earned an extensive and effective track record of working for and with 2,500 leading manufacturers from coast to coast to coast to help their businesses grow.



NAM

The National Association of Manufacturers (NAM) works for the success of the more than 13 million people who make things in America. Representing 14,000 member companies—from small businesses to global leaders—in every industrial sector, NAM is America's most effective resource and most influential advocate for these values and for manufacturers.



concamin®

CONCAMIN

The Confederation of Industrial Chambers of the United Mexican States, CONCAMIN, is the main organization representing the different industrial sectors and activities of high importance for the economic development of Mexico. CONCAMIN represents 47 national chambers and 59 associations in Mexico.

THE NORTH AMERICAN
MANUFACTURING SECTOR
DIRECTLY GENERATES

\$3 TRILLION USD

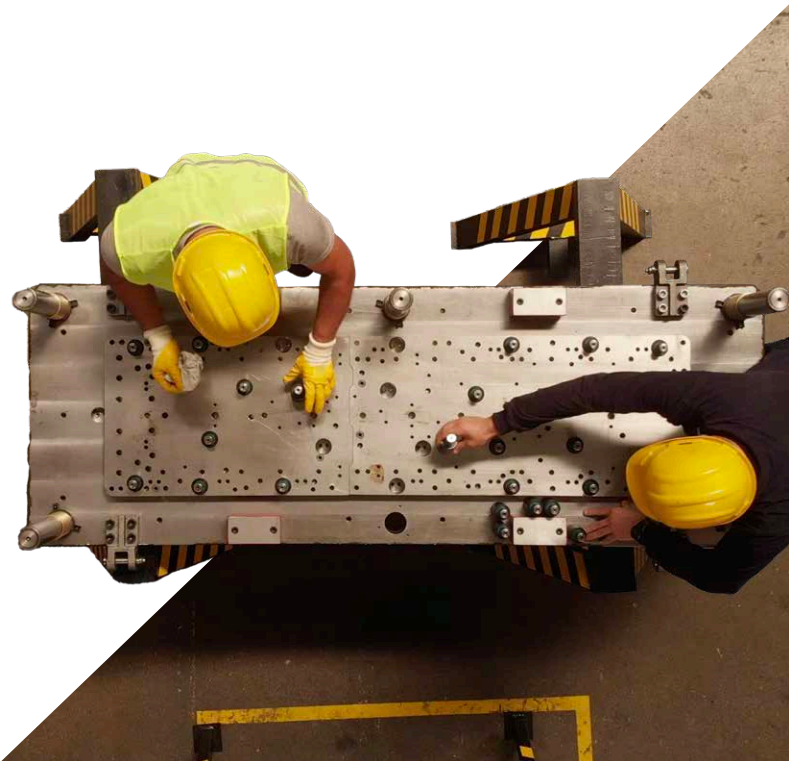
IN GDP EVERY YEAR,
EQUIVALENT TO **12 PER CENT**
OF THE OVERALL ECONOMY.



NORTH AMERICAN MANUFACTURING MATTERS

In 2023, the presidents of CME, NAM and CONCAMIN signed a memorandum of understanding on the development in the Manufacturing Agenda of the Future, collaborating on best practices and policy recommendations to assist manufacturers in addressing future commercial challenges in North America.

The case for this agenda for the future – and for the security of continental trade that continues to support integrated North American manufacturing supply chains – has never been more compelling.



WHY SPONSOR?

JOIN US & ACHIEVE YOUR TARGETS

We rely on our industry partners to help us deliver high-impact events. In return, we are pleased to present you with an opportunity to leverage your brand among a captive and engaged audience of manufacturing executives.

As a conference supporter, you'll play a significant role in the delivery of a premier event, in which hundreds of delegates participate each year. Our events bring you face to face with attendees looking to meet with service providers, suppliers and others who can help them overcome barriers and advance their businesses – and the manufacturing industry!

What's more, the North American Manufacturing Conference registration is primarily limited to manufacturers, making it easier to spotlight your services with the delegates you're looking to connect with. Non-manufacturers may participate via sponsorship options below or by invitation only.

ABOUT THE CONFERENCE

In 2023, hundreds of executives, manufacturing leaders, key government representatives and decision makers participated in the inaugural North American Manufacturing Conference, hosted by NAM in Washington, DC. Held annually on a rotating basis, this year, CME will welcome this delegates to Ottawa.

By connecting manufacturing executives with their peers, decision makers, senior officials and other policy influencers, we deliver value through a high-quality agenda themed around the importance of the continuation of a strong and integrated North American manufacturing industry. The 2024 conference in Ottawa comes at a critical juncture for North American manufacturing and trade, happening two weeks after the US Presidential election, overlapping with the change to the Mexican Presidency and on the eve of the 2025 federal election in Canada.

The importance of the conference is heightened by the upcoming CUSMA/USMCA/ACEUM joint review, scheduled to take place in 2026. A contentious process or the threat of the trade agreement not being renewed in 2026 poses significant economic and financial risks for manufacturers and supply chains across North America. The conference provides a unique opportunity for the united voice of industry to engage with key elected officials from Canada, the United States and Mexico to underscore the critical nature of this renewal.

In addition to the full day event on November 20 for delegates from all three countries, CME will also host a members-only lobby day on Parliament Hill on November 19.

WHO ATTENDS?

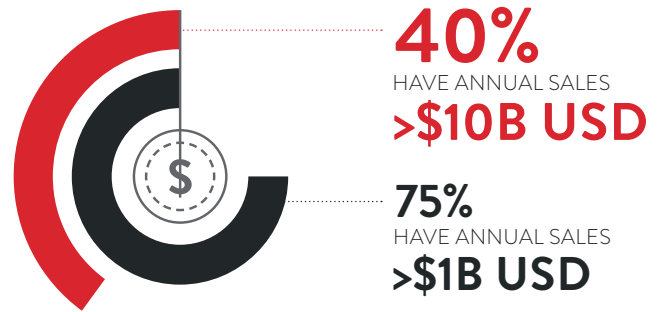
Gain visibility and credibility with your target market. Sponsorship puts your brand front and centre with decision makers, influencers and industry leaders during the event itself and gives you ongoing visibility through months of national pre-conference promotions.

5,000 CONFERENCE 3-MONTH
LEAD UP WEBSITE TRAFFIC
IN CANADA ALONE

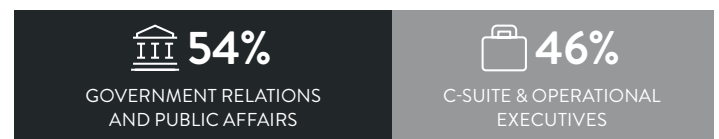
DIRECT EMAIL ENGAGEMENT WITH
30,000+ EXECUTIVES ACROSS
NORTH AMERICA

GLOBALLY, MANUFACTURING COMPANIES WHO ATTEND:

EMPLOY MORE THAN **2.2 BILLION**
WORKERS



INDUSTRY ATTENDEES BY JOB FUNCTION



DELEGATES BY ORGANIZATION TYPE



EVENT PACKAGE SPONSORSHIP

CME Lobby Day and North American Manufacturing Conference sponsorship are separate, with the exception of Title Sponsorship which includes both.

	TITLE SPONSORSHIP \$25,000	PLATINUM \$15,000	GOLD \$10,000	SILVER \$6,500	BRONZE \$3,000	HILL DAY* \$17,500
Premium Positioning	All three events (Hill Day, Presidents' Welcome Reception and North American Manufacturing National Conference)					Day 1 (Hill Day & Presidents' Reception)
Brand name associated with event title	●					
Introductory message	Full page in Manufacturing North America's Future report, unveiled at event					Remarks and brand included in participant briefing materials (Nov 19)
Podium opportunity:	45-minute panel moderation or 15-minute presentation to plenary, to be determined by CME. (Nov 20)	Deliver 2-3 minute remarks to full delegate plenary (Nov 20)				Deliver 2-3 minute opening remarks to full delegate plenary (Nov 19)
Airing of 30 second corporate video (supplied by sponsor)	●	●				●
List of consenting attendees (opt in at registration) post-event	●	●	●			●
Premium logo recognition in all advertising and marketing collateral:	Includes logo, descriptor statement and link to sponsor website	Includes logo, descriptor statement and link to sponsor website	Includes logo and link to sponsor website	Logo only		Includes logo, descriptor statement and link to sponsor website
Complementary conference registrations (✓ = Badge sharing allowed)	5✓	2✓	1✓	1	0	4
2 min. senior spokesperson video message to attendees (in post-event highlights)	●	●	●	●		
Listing on CME's Resource Guide for manufacturers	●	●	●	●	●	●
Logo recognition on day of signage	●	●	●	●	●	●

*Hill Day delegate passes for November 20 do not include additional sponsorship benefits and are not eligible for badge sharing.

Contact Jill.Knaggs@cme-mec.ca to get started!