



# WCMA PARTNERSHIP & SPONSORSHIP OPPORTUNITIES

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2024 MEDIA KIT

# ABOUT THE WCMA

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The Wood Component Manufacturers Association (WCMA) represents manufacturers of dimension and wood component products who can supply any component needed for cabinetry, furniture, architectural millwork, closets, flooring, staircases, building materials, and decorative/specialty wood products made from hardwoods, softwoods, and a variety of engineered wood materials. WCMA member companies are located throughout the United States and Canada.



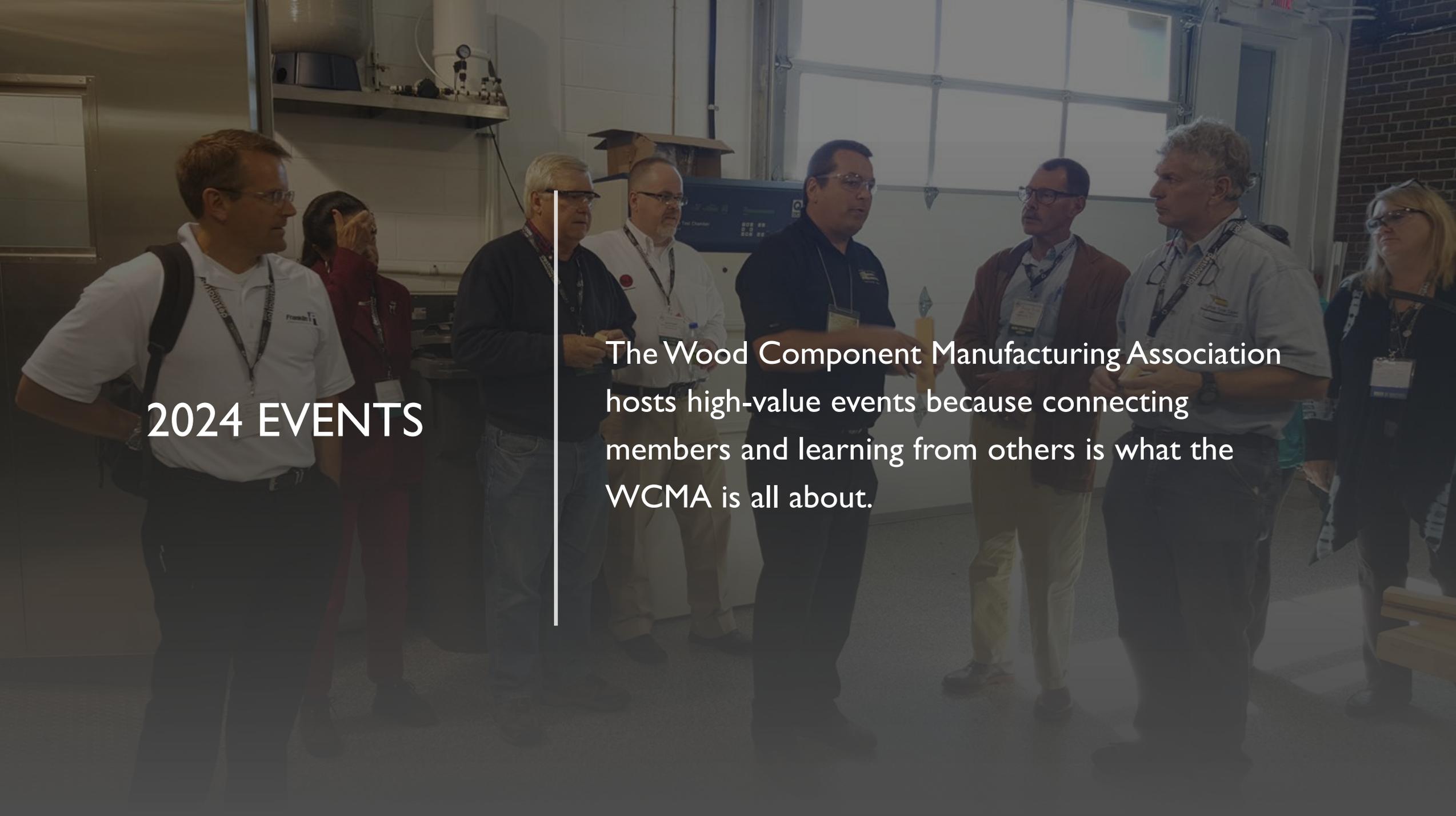
***We believe that collaboration, not competition, is the best way to improve our individual companies, as well as the industry as a whole.***



# TECHNOLOGY PARTNER MEMBERSHIP INCLUDES:

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- Participation at the WCMA Fall Conference & Plant Tour event, including plant tours
- Opportunity to advertise in monthly WCMA E-Newsletters – see pages 16-18
- Listing and description in the “Technology Partners” section of the *Wood Components Buyer’s Guide*.
- Opportunity to place your company advertisement in the *Buyer’s Guide*
- Listing & description in the “Tech Partner” section of the WCMA website
- Receive all newsletters and updates on WCMA activities
- Publishing of your press releases



## 2024 EVENTS

The Wood Component Manufacturing Association hosts high-value events because connecting members and learning from others is what the WCMA is all about.

# 2024 REGIONAL PLANT TOUR EVENT

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**June, 2024**  
**Auburn, ME**

The WCMA holds an annual Fall Conference and Plant Tour event to connect members throughout North America and Canada. In 2024, the event will be held in the Auburn, ME area.

The event gives Tech Partners an opportunity to meet customers in a specific region who use your products and services and are eager to learn what is new.

# REGIONAL PLANT TOUR SPONSORSHIP OPPORTUNITIES

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## Gold Sponsorship - \$5,000

- Complimentary registration for 2 reps from the sponsoring company
- Company logo and link to website on WCMA event page
- Opportunity to address attendees at evening meal
- Signage at event
- Recognition on printed materials and event mobile app

## Silver Sponsorship - \$4,000

- Complimentary registration for 1 rep from the sponsoring company
- Company logo and link to website on WCMA event page
- Signage at event
- Recognition on printed materials and event mobile app

## Bronze Sponsorship - \$2,000

- Company logo and link to website on WCMA event page
- Signage at event
- Recognition on printed materials and event mobile app

## Lunch Sponsorship - \$1,000

*Two Opportunities Available!* WCMA social events encourage the sharing of knowledge and networking so vital to the industry. Sponsoring a group meal includes signage at the luncheon.

## Sponsorship Benefits

- Company logo on conference website with a link to company website
- Company logo on all printed conference materials
- Logo recognition on signage at event
- “Sponsor” recognition ribbon on representative name badges

Additional Opportunities are available, including lanyards, hotel key card holders, pocket program or other items. Please contact the WCMA office to discuss pricing and options.

# 2024 FALL CONFERENCE AND PLANT TOUR EVENT

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**September 2024**  
**Waterloo, IA**

The WCMA holds an annual Fall Conference and Plant Tour event to connect members throughout North America and Canada. In 2024, the event will be held in the Waterloo, IA area.

The event gives Tech Partners an unrivaled opportunity to connect with key decision makers from the manufacturing industry who use your products and services and are eager to learn what is new.

# FALL CONFERENCE SPONSORSHIP OPPORTUNITIES

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## **Keynote Speaker Sponsorship - \$6,000**

*Exclusive Opportunity!* Sponsor our dynamic keynote speaker and be responsible for bringing inspiration and excitement to this captive audience. The WCMA's Education and Programs committee has identified a number of potential speakers, all of which will increase attendance, build excitement, and inspire attendees. Sponsoring this event includes the ability for your company representative to briefly address attendees (10 minutes) and introduce the keynote speaker.

## **Wood Technology Reception - \$4,000**

Sponsors of the Wood Technology Reception will be recognized as attendees enjoy refreshments and network. Get exposure early: signage at the reception will include your company logo, and you will have the opportunity to display information about your company in a PowerPoint slide show that will display during the reception (no audio). You may also supply napkins featuring your company logo.

## **Plant Tour Transportation Sponsorship - \$2,500**

*Two Opportunities Available!* This sponsorship supports the plant tour buses and puts your company name and logo on signage on the bus. The transportation sponsor also has the opportunity to place promotional materials on each seat of the bus.

## **Lunch Sponsorship - \$1,000**

*Two Opportunities Available!* WCMA social events encourage the sharing of knowledge and networking so vital to the industry. Sponsoring a group meal includes signage at the luncheon.

### Sponsorship Benefits

- Company logo on conference website with a link to company website
- Company logo on all printed conference materials
- 50-word company description and company contact information printed in conference materials
- Logo recognition on signage at event
- Enhanced inclusion in sponsor-recognition newsletter
- "Sponsor" recognition ribbon on representative name badges

Additional Opportunities are available, including lanyards, hotel key card holders, pocket program or other items. Please contact the WCMA office to discuss pricing and options.

# ADDITIONAL TECH PARTNER BENEFITS

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These benefits offer multiple opportunities for Tech Partners to get their important company information in front of WCMA members. We are also eager to share social media posts and press releases from our tech partners. Contact the WCMA office for more information at [wcma@wcma.com](mailto:wcma@wcma.com) or 651-332-6332

## **Wood Processing Resource Center**

The WCMA houses a resource center for WCMA members containing information around all areas of wood processing from sawmill to finishing. Tech Partners are invited to share technical articles, videos and training opportunities to be highlighted in the WPRC and in our newsletters.

## **WCMA Blog**

The WCMA publishes a monthly blog and Tech Partners are invited to write a guest blog post containing information their companies, new technology, or other areas of interest to WCMA members.

## **Round Table Discussions**

The WCMA hosts round table discussions for WCMA members. Tech Partners are invited to host a round table topic around information that WCMA members will find helpful. Previous discussions have included workforce development, machinery maintenance, hardwood supply and demand, and tips & tricks for sanding operations. If you have a topic that you would like to share with WCMA members, please reach out to the WCMA office to set up a time to discuss.

A group of people, including men and women, are gathered in a large industrial facility, likely a factory or workshop. They are looking towards a man in a dark blue shirt who is pointing at a piece of machinery. The machinery is a large, complex piece of equipment, possibly a lathe or mill, with various components and a control panel. The background shows a high ceiling with industrial lighting and structural elements. The overall atmosphere is one of a professional event or tour.

## ANNUAL SPONSORSHIP PACKAGES

Annual Sponsorship provides you with access to manufacturers, suppliers, and industry professionals throughout the year. Sponsors reach prospective customers through a variety of association vehicles based on their level of participation. All annual sponsors receive ongoing visibility through regular WCMA communications and at meetings and events. Annual sponsorship offers the “most bang for your buck”.

# PLATINUM SPONSOR - \$10,000

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- 2024 Technology Partner Membership Dues
- One full-page advertisement in the 2024 *Wood Component Buyer's Guide*
- Company logo on home page of WCMA website with link to company website
- 6 banner ads in monthly newsletter
- Enhanced inclusion in sponsor-recognition newsletter
- One solo e-blast to members & prospect list
- Company press releases included in WCMA monthly newsletter
- Upcoming company events listed on the WCMA website
- Additional Conference Recognition
  - One complimentary registrations to the 2024 Fall Conference & Plant Tours Event
  - Mailing label sets for conference attendees
  - 50-word company description and company contact information printed in conference materials
  - Inclusion of one (1) promotional flyer in attendee registration packet\*
  - “Platinum Sponsor” name badge ribbon for all company attendees



\*Weight restrictions apply

# GOLD SPONSOR - \$7,500

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- 2024 Technology Partner Membership Dues
- One ½ page advertisement in the 2024 *Wood Component Buyer's Guide*
- Company logo on sponsor page of WCMA website with link to company website
- 4 banner ads in monthly newsletter
- Enhanced inclusion in sponsor-recognition newsletter
- Upcoming company events listed on WCMA website
- Additional Conference Recognition
  - One complimentary registration to the 2024 Fall Conference & Plant Tours Event
  - Mailing label sets for conference attendees
  - 40-word company description and company contact information printed in conference materials
  - “Sponsor” name badge ribbon for all company attendees



# SILVER SPONSOR - \$5,000

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- 2024 Technology Partner Membership Dues
- Company logo on sponsor page of WCMA website with link to company website
- One ¼ page advertisement in the 2024 *Wood Component Buyer's Guide*
- 3 side bar rectangle ads in monthly newsletter
- Inclusion in sponsor-recognition newsletter
- Additional Conference Recognition
  - Mailing label sets for conference attendees
  - 25-word company description and company contact information printed in conference materials
  - “Sponsor” name badge ribbon for all company attendees



# BRONZE SPONSOR - \$3,000

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- 2024 Technology Partner Membership Dues
- Company logo on sponsor page of WCMA website with link to company website
- 1 (one) side bar rectangle ad in monthly newsletter
- Inclusion in sponsor-recognition newsletter



# WCMA MONTHLY E-NEWSLETTER ADVERTISING OPPORTUNITIES

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Our monthly email newsletter is sent to all members, tech partners, and thousands of potential members. Our loyal readers enjoy this industry update, and our open rate averages 58%



The image shows a screenshot of the WCMA E-Newsletter for January 2020. At the top, there is a dark red header with the WCMA logo on the left and the text "WOOD COMPONENT MANUFACTURERS ASSOCIATION" on the right. Below the header is a photograph of six decorative wooden columns. Underneath the photo is a dark blue banner with the text "E-Newsletter - January 2020". Below this is another dark blue banner with the text "WCMA News". The main content area is divided into two columns of text. The left column is titled "Save the Dates! 2020 European Plant Tour Event Details Coming Soon - Plans are coming together for WCMA's 2020 European Plant Tour Event to Northern Italy. Sponsored by Friulmac and SCM, this event offers a unique opportunity to see leading edge solutions to quality and production improvements. Save May 10-16 in your planners and watch your email for upcoming details." The right column is titled "WCMA Membership Renewal- 2020 Membership Renewal emails were sent through our automated system on January 1st. When you click on the renewal link, you will also be asked to update your business, contact, and product information. Please check your information for accuracy as it is used by WCMA to provide member benefits, and notifications in a timely manner. Your continued support is appreciated." At the bottom of the newsletter is a section titled "WCMA Agrees to Support RAHCP- The WCMA is just one small association amongst many other hardwood associations in the industry. We recognize that the industry is facing significant challenges due to substitute materials, unclear messaging about the benefits of hardwood, and consumer trends. The board of directors recently agreed to financially support a coalition between other hardwood associations to collectively promote United States hardwoods. The [Real American Hardwood Promotion Coalition](#) has been formed, and the WCMA is a proud supporter. You can find a recent press release with details of the work being done and top priorities moving forward [here](#)." The entire newsletter content is set against a white background with a dark blue footer bar.

**WOOD COMPONENT**  
MANUFACTURERS  
ASSOCIATION

**E-Newsletter - January 2020**

**WCMA News**

**Save the Dates!**  
2020 European Plant Tour Event  
Details Coming Soon -  
Plans are coming together for  
WCMA's 2020 European Plant Tour  
Event to Northern Italy. Sponsored  
by Friulmac and SCM, this event  
offers a unique opportunity to see  
leading edge solutions to quality  
and production improvements. Save  
May 10-16 in your planners and  
watch your email for upcoming  
details.

**WCMA Membership Renewal- 2020**  
Membership Renewal emails were  
sent through our automated system  
on January 1st. When you click on  
the renewal link, you will also be  
asked to update your business,  
contact, and product information.  
Please check your information for  
accuracy as it is used by WCMA to  
provide member benefits, and  
notifications in a timely manner.  
Your continued support is  
appreciated.

**WCMA Agrees to Support RAHCP-** The WCMA is just one small association amongst many other hardwood associations in the industry. We recognize that the industry is facing significant challenges due to substitute materials, unclear messaging about the benefits of hardwood, and consumer trends. The board of directors recently agreed to financially support a coalition between other hardwood associations to collectively promote United States hardwoods. The [Real American Hardwood Promotion Coalition](#) has been formed, and the WCMA is a proud supporter. You can find a recent press release with details of the work being done and top priorities moving forward [here](#).

# WCMA MONTHLY E-NEWSLETTER ADVERTISING RATES

Priced per month	One Month	Quarterly	6 months	12 months
Main Column Banner Ad	\$700	\$600	\$500	\$400
Side Bar Rectangle	\$500	\$400	\$300	\$200
Side Bar Square	\$400	\$300	\$200	\$100

Side Bar Square  
125 x 125  
pixels  
Size: 20 KB max

Side Bar  
Rectangle  
125 x 250 pixels  
Size: 40 KB max

Each newsletter features one banner ad and up to five ad blocks in the sidebar.

## Specifications

- Ad creative in JPG, GIF, or PNG, 72 DPI
- RGB colors appear best
- Files accepted up to 5MB

## Payment

Advertising package rates and duration are at the discretion of the WCMA. Invoicing will follow finalized advertising commitment.

Main Column Banner Ad  
328 X 171 pixels  
Size 80 KB max



# CUSTOM E-BLASTS

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Solo e-blasts to our growing list of subscribers are also available on a limited basis. We try not to deluge our readers with too many emails, but we do have slots available for your use.

**Rate - \$850**