



# WCMA PARTNERSHIP & SPONSORSHIP OPPORTUNITIES

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2025 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 Annual 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





A group of people, mostly men, are standing in a workshop or industrial setting. They are wearing lanyards and some have backpacks. The background shows industrial equipment and a large window. A semi-transparent dark overlay covers the entire image, with white text and a vertical line. The text is arranged in two columns: '2025 EVENTS' on the left and a paragraph on the right.

## 2025 EVENTS

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

# 2025 ANNUAL CONFERENCE AND PLANT TOUR EVENT



**May 2025**  
**Williamsport, PA**

The WCMA holds an annual Conference and Plant Tour event to connect members throughout North America and Canada. In 2025, the event will be held in the Williamsport, PA 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.



# ANNUAL 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. Sponsoring this event includes the ability for your company representative to briefly address attendees (5 minutes) and introduce the keynote speaker.

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

Sponsors 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.

## **Attendee Dinner - \$3,000**

Sponsors will be recognized at the dinner and have an opportunity to put promotional materials on each attendee seat.

## **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. This sponsor can also place promotional materials on each seat.

## **Welcome Gift - \$2,500**

This sponsor has an opportunity to provide a branded welcome gift for each attendee

## **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 in conference app
- 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 manufacturing plant. They are looking towards a man in a blue shirt who is standing next to a large piece of machinery, possibly a lathe or mill. The man in the blue shirt appears to be demonstrating or explaining something about the machine. The background shows various industrial equipment, including pipes, structural beams, and other machinery. The lighting is bright, typical of an industrial setting.

## 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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- 2025 Technology Partner Membership Dues
- 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 2025 Fall Conference & Plant Tours Event
  - Mailing label sets for conference attendees
  - 50-word company description and company contact information in conference app
  - 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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- 2025 Technology Partner Membership Dues
- 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 2025 Annual 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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- 2025 Technology Partner Membership Dues
- Company logo on sponsor page of WCMA website with link to company website
- 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 in conference app
  - “Sponsor” name badge ribbon for all company attendees





# BRONZE SPONSOR - \$3,000

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- 2025 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%



*A comprehensive network of members elevating the North American Wood Industry.*

Monthly E-Newsletter: January–February 2025

## From Our Executive Director

Greetings WCMA Members,

My thanks to those Members and Tech Partners who have renewed memberships for 2025. Many of you have also updated your company's profile in our database and that is also appreciated as it insures we have current information for connecting with you and representing you at trade shows and on social media.

For those members who have yet to renew, I encourage you to do so by February 15th. That helps us plan events, expand benefits, and allows members uninterrupted website listings, and event registration discounts. [Click here](#) and renew today!

If you have anything you'd like to share, comments or questions, please don't hesitate to contact me at [amy@wcma.com](mailto:amy@wcma.com) or 651-332-6332.

Amy K Snell, CAE  
Executive Director  
Wood Component Manufacturers Association

## WCMA News & Updates



**Reflecting on 2024 and Looking Ahead: WCMA's Commitment to Member Growth and Industry Connection** – As we wrap up 2024, I am filled with gratitude for the many ways the Wood Component Manufacturers Association (WCMA) was able to support its members in 2024. From valuable networking opportunities to engaging industry events and insightful plant tours, it's been an exciting and productive year for the WCMA community. [Read more.](#)



# 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**