



SUPPLIER MEMBER GUIDE

**A TOOL KIT FOR SPONSORSHIP, CWA
SUMMIT, AND DIGITAL ADVERTISING**



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WELCOME TO THE CWA'S SUPPLIER MEMBER GUIDE.

Suppliers can choose a number of ways to engage with the climbing wall industry from the **CWA Summit to Digital Advertising** in our newsletters and on our website. Pricing varies based on your sponsorship level and the individual opportunity. Higher level sponsorships come with customizable branding packages with exclusive marketing opportunities that you get to choose.

1. CUSTOMIZED BRANDING PACKAGE:

On the following Sponsorship Overviews, each sponsorship tier above Top Rope have several credits for their [Customized Branding Package](#). They are available on a first-come, first-served basis, these items have limited quantity and do sell out every year.

2. ALL OTHER MARKETING OPPORTUNITIES:

[All other marketing opportunities](#) are open to any sponsor or exhibitor. They include many options that enhance visibility at the CWA Summit and are more experiential in nature. You will also find digital advertising options such as webinars, direct emails, and digital advertising.

If you have any questions about:

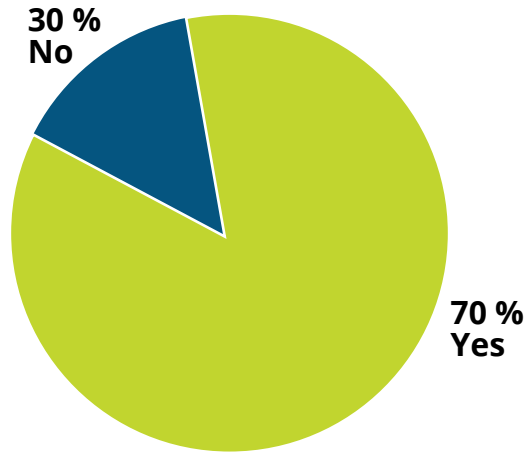
- Marketing technicalities, specifications, or guidance:
marketing@cwapro.org
- Sponsorship opportunities, tiers, or CWA Summit deadlines:
tilde@cwapro.org

Thank you for being a member with the CWA!

We're glad you're with us.

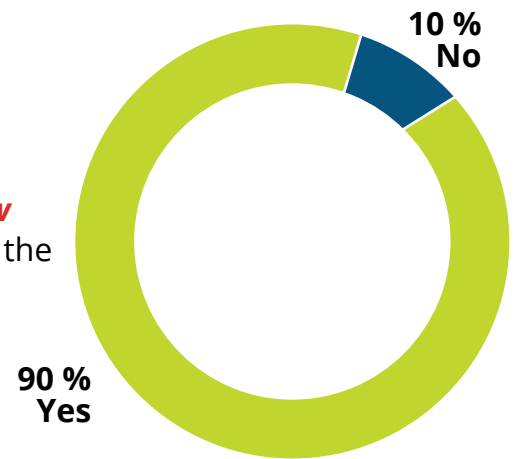
REACH NEW HEIGHTS

The CWA is the global leader in the climbing wall industry. Whether through our digital advertising or our in-person opportunities through the CWA Summit, there's no better place to reach the decision makers for climbing walls.



Are you planning on **purchasing a product or service** from a vendor you met at the 2025 CWA Summit?

I learned about **a new product or service** at the 2025 CWA Summit



5,900

Consistently Engaged Contacts

450+

Subscribed Decision Makers

CWA CLIMBING WALL ASSOCIATION

PINNACLE SPONSOR (3 AVAILABLE)

Why Pinnacle Sponsorship?

The Pinnacle Sponsorship gives you more than a booth at the CWA Summit, it gives you year-round visibility with the climbing wall industry's top decision makers. Your premium booth places you in the busiest part of the Trade Show Floor, making sure you stand out where it matters most

Value Beyond the Trade Show Floor

With attendee lists, email campaigns, sponsored content, and a hosted webinar, your brand connects with our community before, during, and long after the CWA Summit.

With our strategic month-by-month activation plan, Pinnacle Sponsorship offers more than just three days of exposure; we deliver powerful, measurable ROI that lasts year-round.



YEAR ROUND BENEFITS	CWA SUMMIT BENEFITS
Includes one-year CWA membership	Booth: 20' x 20'
Direct Email (2)	Early access for booth setup
Hosted Webinar (2)	12 complimentary CWA Summit passes (valued at \$4,800)
Vendor Directory: Carousel Ad, Category Ad, and Listing	10 Connect Passes
Sponsored Blog Post (1)	Pre- and post-show attendee contact lists
Newsletter Text Ad (3)	Product presentation slot
Website Ads: Footer Image and Scrolling Home Page	Lead retrieval enabled via CWA Summit app
	Customized Branding Package (credit: 5)

ANCHOR SPONSORSHIP (8 AVAILABLE)

Why Anchor Sponsorship?

The Anchor Sponsorship is designed for brands ready to elevate their visibility and relationships within the indoor climbing community. With a preferred 20' x 20' booth placement, the Anchor tier combines strong on-site presence with meaningful pre- and post-event marketing exposure.

You'll be recognized as a key supporter of the climbing industry and benefit from powerful engagement opportunities that connect your brand directly to decision-makers and influencers.

Value Beyond the Trade Show Floor

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YEAR ROUND BENEFITS	CWA SUMMIT BENEFITS
Includes one-year CWA membership	Booth: 20' x 20'
Direct Email (1)	Early access for booth setup
Hosted Webinar (1)	8 complimentary CWA Summit passes (valued at \$2,200)
Vendor Directory Listing and Category Ad	6 Connect Passes
Sponsored Blog Post (1)	Pre- and post-show attendee contact lists
Newsletter Text Ad (2)	Product presentation slot
Website Ad: Scrolling Home Page	Lead retrieval enabled via CWA Summit app
	Customized Branding Package (credit: 3)

LEAD SPONSORSHIP (16 AVAILABLE)

Why Lead Sponsorship?

The Lead Sponsorship Level is perfect for growing brands looking to increase visibility and make meaningful connections with gym owners, operators, and decision-makers. Positioned with a preferred 10' x 20' booth, Lead sponsors enjoy a blend of trade show exposure and extended recognition.



Value Beyond the Trade Show Floor

Lead Sponsors extend their visibility through CWA communications and post-event marketing. From directory listings to featured newsletters, your brand remains connected with industry leaders beyond the Summit dates.

YEAR ROUND BENEFITS	CWA SUMMIT BENEFITS
Includes one-year CWA membership	Booth: 10' x 20'
Direct Email (\$500)	6 complimentary CWA Summit passes (valued at \$1,650)
Hosted Webinar (\$500)	4 Connect Passes
Vendor Directory Listing and Category Ad	Pre- and post-show attendee contact lists
Sponsored Blog Post (\$500)	Product presentation slot
Newsletter Text Ad (\$300)	Lead retrieval enabled via CWA Summit app
	Customized Branding Package (credit: 2)

TOP ROPE SPONSORSHIP (20 AVAILABLE)



Why Top Rope Sponsorship?

The Top Rope Sponsorship offers a high-value opportunity for brands that want to make an impact at the Summit and establish strong industry relationships.

With a 10' x 10' booth and built-in marketing exposure, this tier is perfect for companies looking to grow their footprint within the climbing industry.

Value Beyond the Trade Show Floor

Top Rope Sponsors benefit from consistent post-event visibility through CWA's exhibitor directory and discounted marketing opportunities in newsletters and other communications, helping your brand stay connected and recognized in the climbing community

YEAR ROUND BENEFITS	CWA SUMMIT BENEFITS
Includes one-year CWA membership	Booth: 10' x 10'
Hosted Webinar (\$700)	3 Connect Passes
Direct Email (\$500)	4 complimentary CWA Summit passes (valued at \$1,100)
Vendor Directory Listing	Post-show attendee contact lists
Sponsored Blog Post (\$500)	Lead retrieval enabled via CWA Summit app
Newsletter Text Ad (\$300)	

CWA SUMMIT EXHIBITORS (UNLIMITED)

Why Exhibit at the CWA Summit?

The Supplier membership is your first step into the CWA community. Designed for businesses looking to showcase their products and connect directly with indoor climbing professionals, this tier provides all the essentials you need to make an impact on the Trade Show Floor.

Value Beyond the Trade Show Floor

Your Supplier Membership gives you continuous visibility through CWA's Vendor Directory and year-round access to communications that keep your brand in front of key industry decision makers and CWA Summit attendees.

YEAR ROUND BENEFITS	CWA SUMMIT BENEFITS
Includes one-year CWA membership	Booth: 10' x 10'
Hosted Webinar (\$800)	Connect Pass (\$75)
Direct Email (\$600)	2 complimentary CWA Summit passes (valued at \$550)
Vendor Directory Listing	
Sponsored Blog Post (\$700)	



CWA SUMMIT ON-SITE BRANDING

Table of Contents

Customized Branding Package		
<i>Item Name</i>	<i>Page Number</i>	<i>Cost</i>
Floor Stickers	11	1 Credit
Info Boxes	12	1 Credit
Booth Banners	13	1 Credit
In-Booth Bars	14	3 Credits
Window Clings	15	4 Credits
Marketing Opportunities		
<i>Item Name</i>	<i>Page Number</i>	<i>Cost</i>
Sponsored Bars	16	\$5,000
Women's Fireside Chat	17	Tiered sponsorshipships from \$5,000, \$2,000, and \$1,000
Badge and Lanyard Sponsorship	18	\$3,600
Wi-Fi Sponsorship	19	\$7,500
Pre and Post Party Sponsorship	20	\$4,000
Attendee Bag Sponsorship	21	\$3,000
Attendee T-Shirt Sponsorship	22	\$10,000
Keynote Sponsorship	23	\$2,500

Customized Floor Stickers



Customized floor stickers combine your logo with clear directional signage to the CWA Summit, placed at strategic locations throughout the Salt Palace Convention Center to increase brand visibility and guide attendees.

You can design the floor sticker to be simply your logo, or have QR Codes, promos, etc.

Size: 12x24 inches

Price: 1 credit, pack of 4 per company

*Customized Branding
Package Only*

Info Box Panel



Customize one panel of our four-sided info boxes with your own branding, imagery, or messaging. Use a full or half side to highlight your brand, promote an event, or share key information with attendees. Boxes are strategically placed around the Salt Palace Convention Center and left stationary for the duration of the event.

Size: 39x96 inches per side. Half side is available.

Price: 1 credit

*Customized Branding
Package Only*

Hanging Banners



Install a banner of any size above your booth. Most shapes and sizes are accepted and we invite creativity into your design process. We recommend a minimum size of 37x121 inches for a 10x10 foot booth.

Size: Any size, 100lbs maximum weight

Price: 1 credit

*Customized Branding
Package Only*

In-Booth Bar



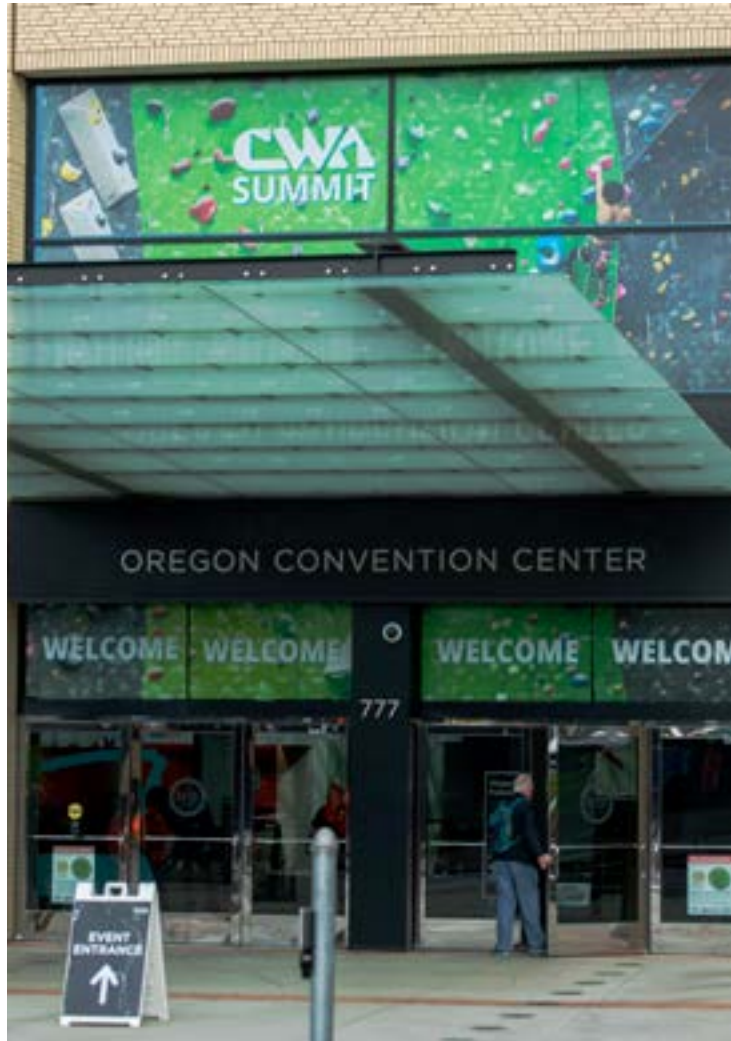
Our bars offer alcoholic and non-alcoholic beverages, placed during Happy Hours around the Trade Show Floor. With a Customized Branding Package Sponsored Bar, we allow the bar to be placed inside your booth, encouraging attendees to gather and visit.

We provide basic signage, placed on the bar top, with your company name and logo. We can also place QR Codes or other marketing on the bar top, so long as it doesn't block the bartender.

Price: 3 credits

*Customized Branding Package,
Pinnacle Sponsors Only*

Door Window Clings



NOTE: Image shows Oregon Convention Center, actual door clings will be at the Raddison Hotel adjacent to the Salt Palace Convention Center.

Make an impact by being the first thing attendees see when arriving from the official hotel for the CWA Summit to the Salt Palace Convention Center. These window clings are artfully installed for the full CWA Summit and are in place prior to attendee arrival. Companies are responsible for creative content, and our team and decorators ensure that it's installed properly and on time.

Size: Varies. Inquire.

Price: 4 credits

**Customized Branding
Package Only**

Sponsored Bars



Our bars offer alcoholic and non-alcoholic beverages, placed during Happy Hours around the Trade Show Floor.

When you purchase a Sponsored Bar, the bar will be as close to your booth as physically possible. They are an attractive strategy for driving foot traffic near your booth; and they come with simple signage recognizing your company as the sponsor of the bar.

Women's Fireside Chat Sponsor:

17

The Women's Fireside Chat (WFSC) is an annual favorite (as voted by our attendees). The event gathers women from all over the climbing wall industry for networking, food, and learning. As a sponsor, you are recognized as an ally, supporter, and financial backer. The Women's Fireside Chat sponsorship is tiered, as described below.



Sponsorship Cost

1. Ember Sponsor – Supporting- \$1,000

Logo on materials and social media shoutout (post and tag)

2. Flame Sponsor – Premium - \$2,000

All above, plus onsite signage and one social media feature

3. Bonfire Sponsor - Headliner – \$5,000

All above, plus verbal recognition at the event + opportunity to co-host a table

Badge and Lanyard Sponsorship



Display your logo on the official CWA Summit badge and lanyard. Every attendee (including other vendors) is required to wear their badge at all times while onsite.

This ensures your brand is in front of every single attendee at virtually every moment.

Cost: \$3,600

WiFi Sponsor

The Wi-Fi Sponsor of the CWA Summit gets to set the username and password and brand the login page for the CWA Summit Wi-Fi network.

Have a promo code you want every attendee to get access to? Or an anniversary sale, special CWA Summit deal, or event at your booth?

This is the perfect opportunity for every single attendee who wants to connect to the Internet to type in exactly what you want (and share it with friends). Signage with your logo is printed by the CWA to promote Wi-Fi onsite, as well.

Cost: \$7,500, varying due to venue constraints.



CWA Summit Pre-Party & Post Party Sponsorships

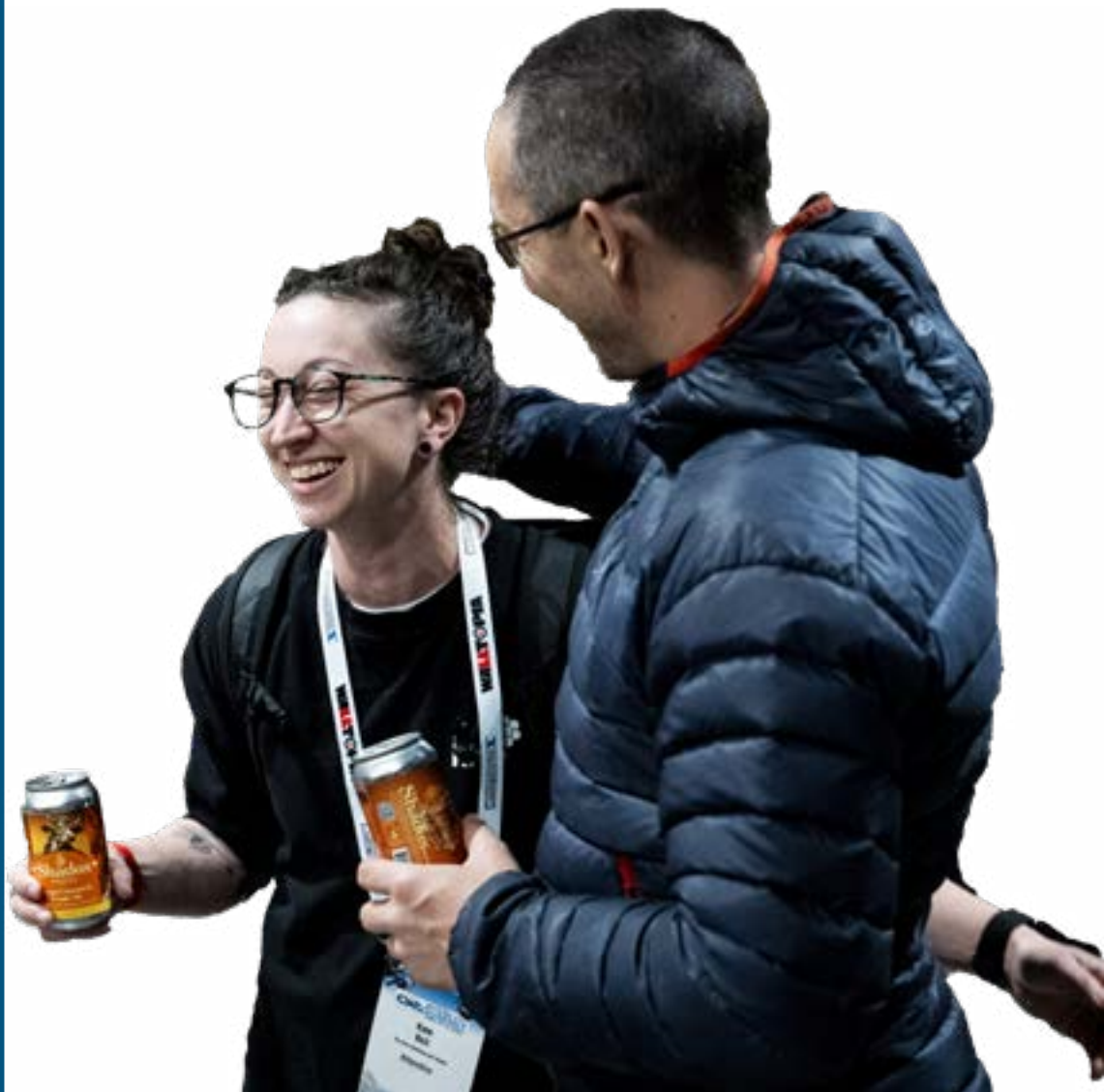
These parties are held at a host facility the night before and last evening at the close of the CWA Summit.

At the pre-party, the CWA prints early access badges to welcome the large number of attendees in town for pre-conferences and certification courses.

As the sponsor you will be included in any planning for the parties, including games, giveaways, or special offerings.

The CWA will assist in finding and facilitating a host facility for you to work with if necessary.

Cost: \$4,000, plus any additional host facility fees



Attendee Bag Sponsorship

When attendees check in at the registration desk during the CWA Summit, they receive a bag filled with items donated by sponsors and the CWA. All attendees receive a bag to use for literature and items during the show, and groceries and climbing gear when they get back home to their gyms.

This is an opportunity to put your logo right on that bag. Put text or images, a QR Code, your slogan, or your booth number. The options are endless. We will work with you to find a company to produce the style of bags that fit your message and budget best.

Cost: \$3,000

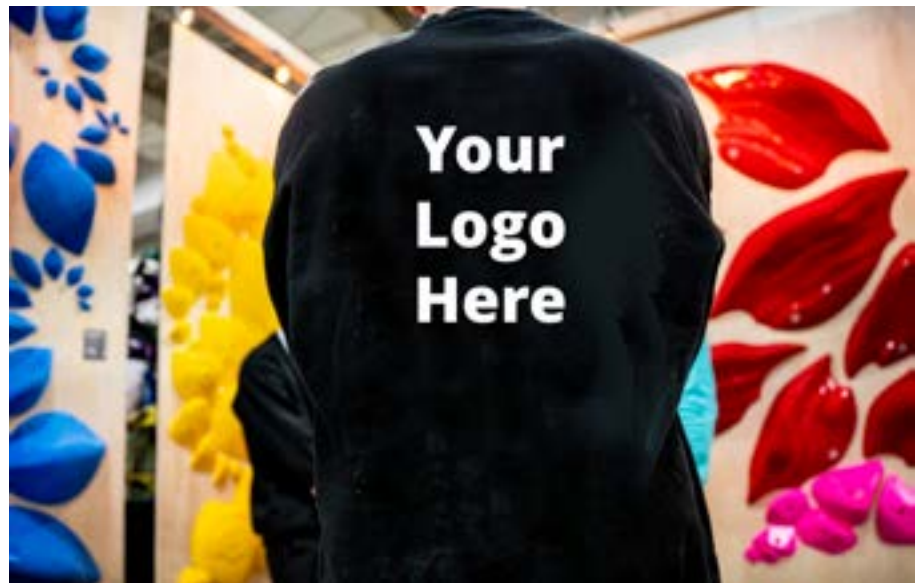


Attendee T Shirt Sponsorship

T-shirts given out during our CWA Summit Trade Show are kept long after the event ends. These aren't items people tend to throw away. Branded T-shirts can even be live printed near your booth and then given to anyone and everyone for free.

The T-Shirt Sponsorship gives the opportunity to design and brand the item. We allow brands to work together, so multiple logos can go on the item. We'll help you find and build the partnership for live printing. Few restrictions exist, giving you all but complete creative freedom over the final product

Cost: \$10,000



Keynote Sponsorship



Be part of the CWA Summit welcome by sponsoring one of our 5 keynote speakers. This sponsorship provides an opportunity to engage with attendees when they first arrive before the trade show opens. Keynote sponsors can help advise on keynote topics and speakers and receive acknowledgment and brand presence during the opening keynote presentations.

Price: \$2,500

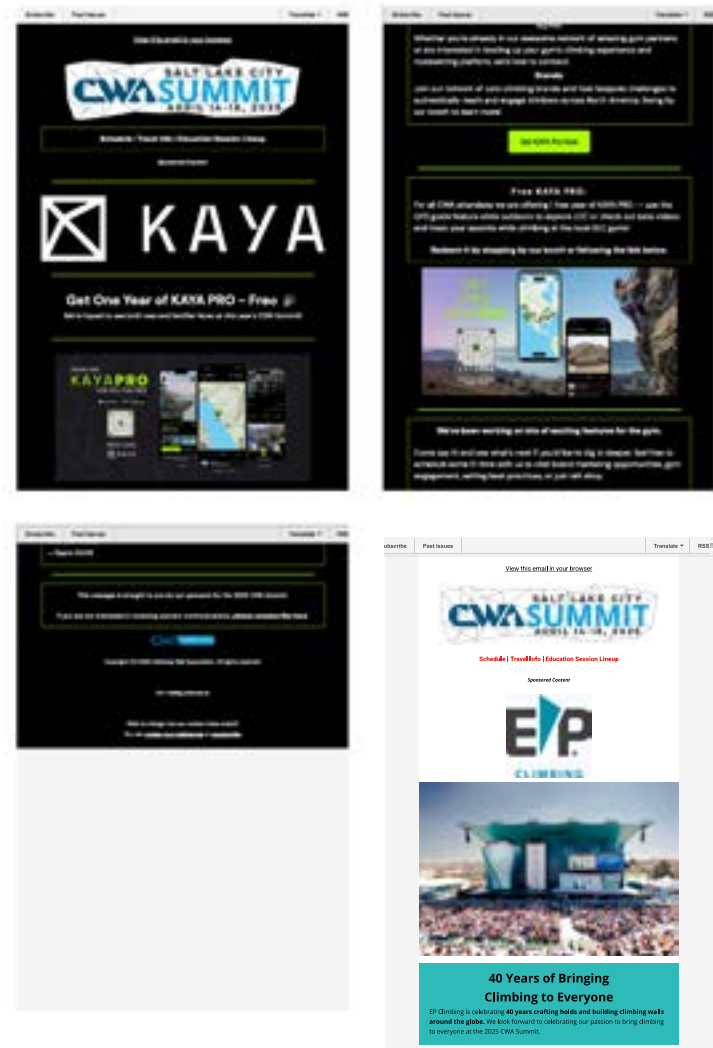
DIGITAL ADVERTISING

CWA SUMMIT EMAIL PERIODS

A lot of messaging goes out for the CWA Summit. To keep your messages successful, the CWA institutes a blackout period where we only send sponsor messaging related to the CWA Summit. This period begins eight (8) weeks before the CWA Summit and two weeks after.

Marketing Opportunities		
Item Name	Page Number	Cost
Direct Email	25	See Pricing Structure (Page 34)
Hosted Webinar	26	
Vendor Directory Listing	27	
Category Ad		
Carousel Ad		
Website Ads: Footer Image and Scrolling Home Screen	28	
Sponsored Blog Post	29	
Newsletter Text Ad	30	
Customized Branding Package		
CWA Summit Direct Email	31	1 Credit
CWA Summit Website Ads	32	2 Credits
CWA Summit Newsletter Text Ad	33	1 Credit

Direct Email



Customize and send a targeted email to a segment of our audience or to the entire list. We'll build the email in-house using your submitted creative assets and obtain your approval before scheduling.

Send times are flexible; we'll recommend optimal windows based on our internal metrics but can accommodate preferred delivery times on a case-by-case basis. Robust segmentation options are available, ask us what your vision is, and we'll craft the audience together.

Hosted Webinar

Host a customized webinar for the CWA audience, tailored to your marketing and advertising objectives. Your team provides the content and presentation while CWA provides technical support and audience promotion.

We handle marketing to our audience and encourage you to share registration details to maximize reach. Paid access for the webinar is available upon request.

While we cannot guarantee a specific attendance number, we will monitor registrations and notify you if sign-ups are below expectations, then collaborate on solutions.

Webinars are also posted on the CWA's Youtube channel and sent to our 'Webinars' subscribed contacts, approximately 3,800 contacts.



Vendor Directory Ads

Vendor Directory Listing

The CWA's Vendor Directory lives as a resource to our climbing wall members who are looking for a product or service. The directory is searchable by name and by default organized alphabetically under categories.

Taking advantage of the Vendor Directory Listing ensures that you show up when you're searched for in our database, or that you're discoverable for organic lead generation.

Category Ad

When a user navigates to the CWA's Vendor Directory, the default setting is on categories. Are you hoping to catch a customer's eye as they scroll through potential clients to work with? Stand out with our Category Ad, which is featured at the top of your category.

The ad functions as a clickable image and takes the user to your specified landing page or product page, so a clear and concise call-to-action is critical.

Carousel Ad - ONLY PINNACLE

The Carousel Ad takes the most visible position in the Vendor Directory. It's one of the first things attendees see when they visit the directory, ensuring strong visibility for your brand.

Your ad will appear in a rotating carousel alongside select Pinnacle sponsors, giving each ad repeated exposure throughout the year. Each image functions as a clickable link that directs visitors to your chosen landing page or product page

Duration: 12 months

Vendor Directory

Advertise
with the CWA

Grab hold of your potential

Learn More

Welcome To The CWA's Vendor Directory!

We're happy you're here. Use the search on the left, category view, or simply scroll through all of our amazing supplier members and sponsors to find products and services you're interested in.

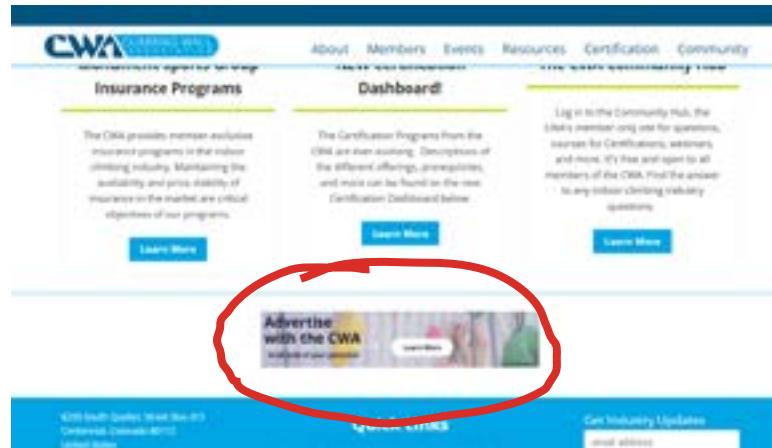
ADMIN ALERT

This action is visible to admin users only

Content regions on this page are the default for this directory setup. Changes will be applied to all Vendor Directory pages that are not already customized.

Link users directly to these search results: <https://www.cwagym.org/vendor-directory>

Website Ad



The CWA offers two website ad placements, both appear on the CWA's primary website, www.cwapro.org. Each are suited for their own distinct marketing goals.

Footer Image Ad:

The footer image ad is a feature on every webpage's final scroll. The image is clickable, allowing you to direct potential customers to your own landing page or product page. This is a great way to get passive leads; folks who may simply stumble onto the link.

Scrolling Homepage Ad:

The scrolling homepage ad is featured in a callout section mid-scroll down the CWA's homepage. The image is your logo and defaults sending leads to your listing in the Vendor Directory.



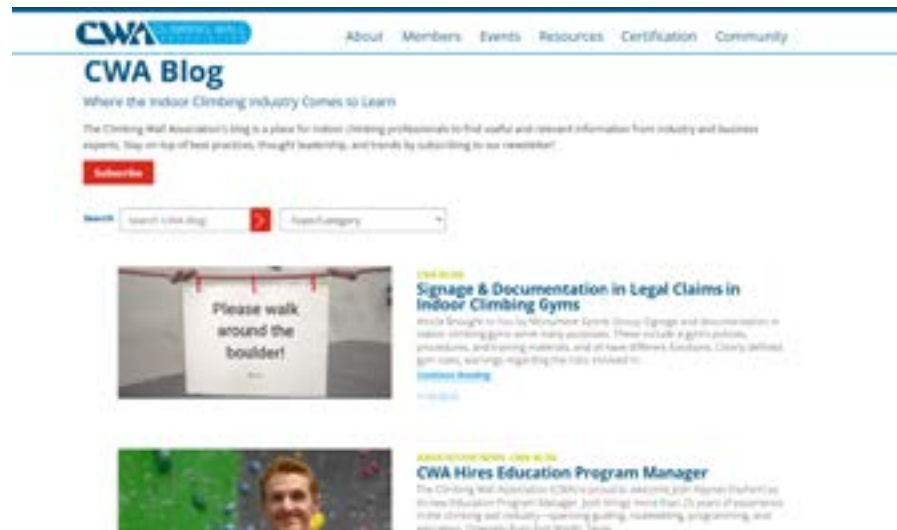
Sponsored Blog Post

Sponsored blog posts are a great way to have a lasting impact on the CWA's audience. Blogs are sent out and advertised through our newsletter and then live on our website indefinitely. They allow for multiple calls-to-action as well as photos, videos, or infographics. We can also assist with lead generation forms and landing pages, as requested.

The CWA will lightly edit your content and can assist with writing, as needed, for an additional fee.

Check out and subscribe to the CWA's Blog here:

<https://www.cwapro.org/blog/>



CWA Newsletter Text Ad

Our Newsletter Text Ad is the best way to get a message out to the entire climbing wall industry.

Our newsletter has near 10,000 subscribers, so this is the option for you if you're looking to cast a wide net, for folks who are and are not registered for the CWA Summit.

NEW! We have the option to segment your content in our newsletter to only contacts who are, or are not registered for the CWA Summit. This gives you more value and opportunity for customization of your messaging.



How To Run a Paraclimbing Competition

Paraclimbing competitions provide equity and access to your climbing gym, all at the benefit of your members who need additional support. Learn how to pull it off.

[Read More —](#)



Make your climbing dreams a reality with IMPACT Climbing

Sponsored Content

We cater to every need, from gyms to home walls. Visit us at booth 202 at the CWA Summit to see our projects and get some merch.

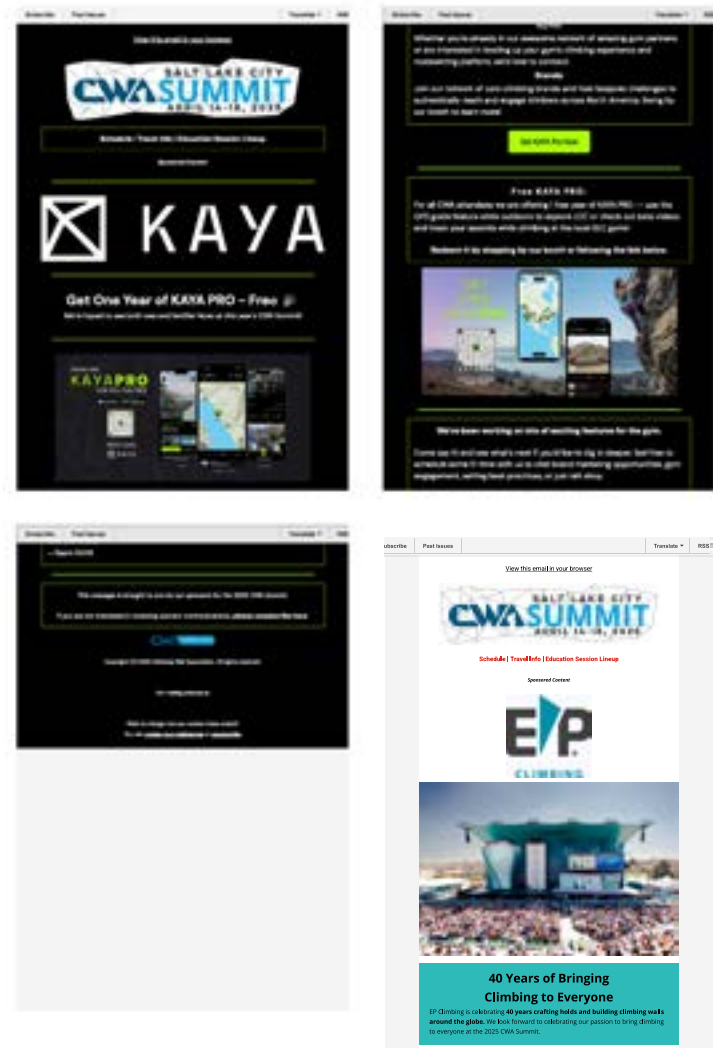
[Book a free consultation today! —](#)



The Monetary Value of Youth

Registration

CWA Summit Direct Email



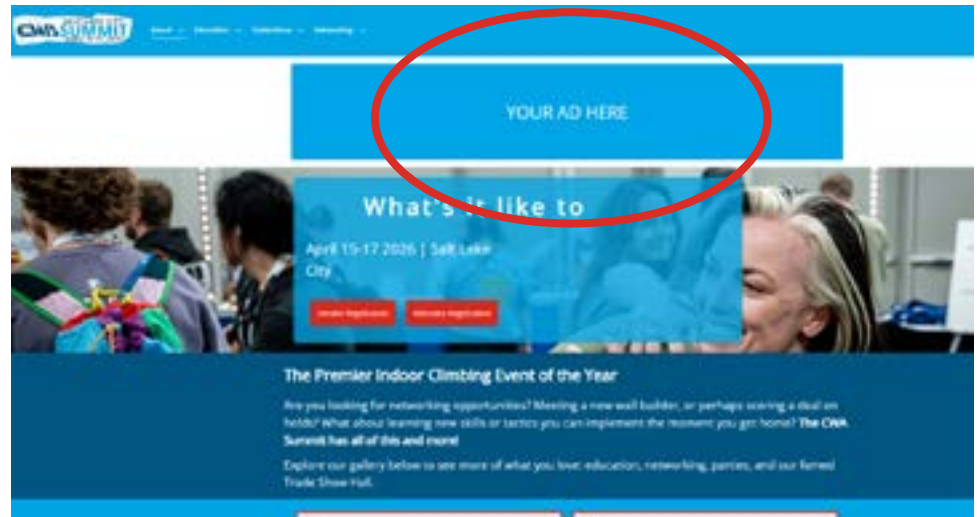
Send an email to subscribed CWA Summit attendees during the CWA Summit Blackout Period. This email will be built in house with submitted creative assets and will be approved by your team ahead of scheduling.

Though send times vary, we will likely be able to accommodate most requests for custom send times.

Price: 1 credit

*Customized Branding
Package Only*

Website Ad



CWA Summit Website Ad

This ad will display as a leaderboard above the content on our Education or Sessions pages, which are the most trafficked. Content will be clickable.

Price: 2 credits

*Customized Branding
Package Only*

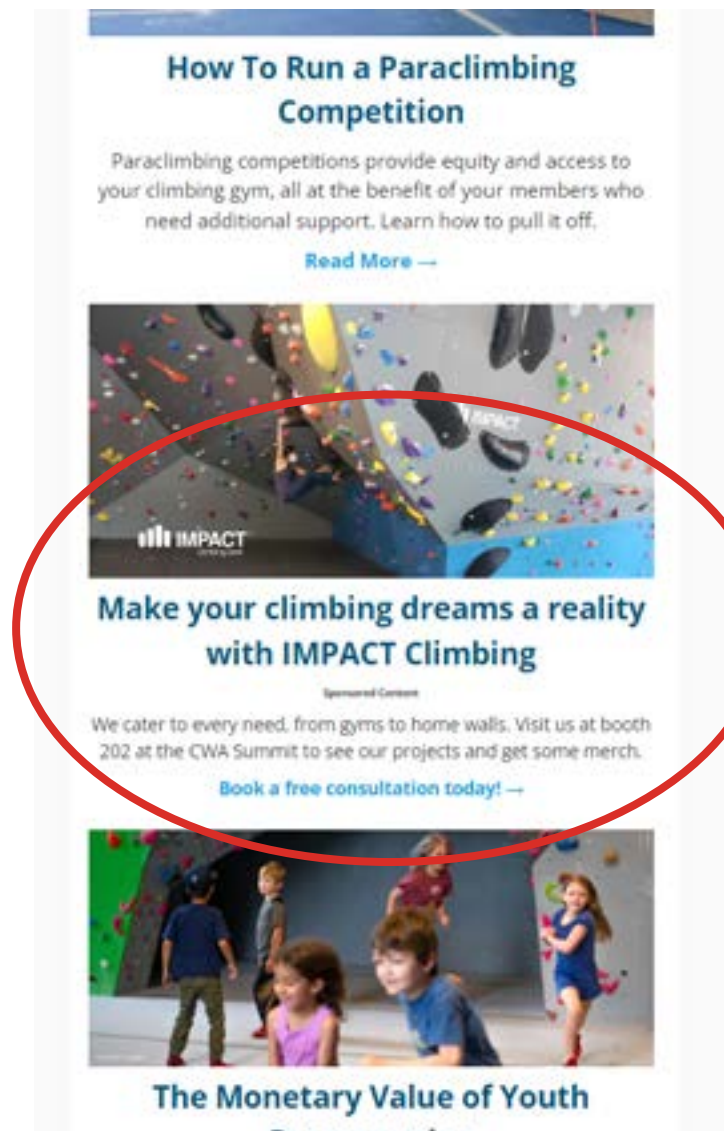
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Price: 1 credit



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[Book a free consultation today! —](#)

The Monetary Value of Youth

Research

*Customized Branding
Package Only*

SPONSOR PRICING MATRIX

Use this document to understand the cost of various items according to your sponsorship tier. Some items are only available to certain tiers. Find your current sponsorship tier on the top row, then locate an item to determine its cost.

Supplier Membership	Benefits Description	Pinnacle \$20,000 3	Anchor \$16,000 8	Lead \$11,000 16	Top Rope \$6,000 20	Supplier \$3,600 no limit	Startup \$1000 10	Non-Profit \$0- \$200 10
Access								
CWA Publication	CWA Standards/White papers/ Reports	☒	☒	☒	☒	☒	☒	☒
CWA Community HUB	Resources and conversation on industry trends	☒	☒	☒	☒	☒	☒	☒
Webinars	Monthly round table webinars, with industry leaders	☒	☒	☒	☒	☒	☒	☒
CWA Insurance Programs	Access to the CWA Insurance programs	☒	☒	☒	☒	☒	☒	☒
Business Partner Discounts	Dominion Payroll, Merchant Advocate, \$2Verify	☒	☒	☒	☒	☒	☒	☒
CWA Membership	1 year included	☒	☒	☒	☒	☒	☒	☒
Connection								
CWA Summit Event								
Premium Booth location	The best spots in the trade show are reserved for sponsors	☒	☒	☒	☒	☐	☐	☐
Starting booth Size	Booth space can be customized	20x20	20x20	10x20	10x10	10x10	10x5	10x5
Additional booth cost per sqft	Electricity, Basic wall, tables, chairs, and drapes included	\$25	\$25	\$25	\$25	\$25	☐	☐
Free Staff Passes	Full conference passes for your booth staff	12	8	6	4	2	1	1
Connect Pass	Invite your key clients to visit the trade show for free	10	6	4	3	\$75	\$75	\$75
Discounted Conference Passes	Provide your clients with access to the full CWA Summit	\$275	\$275	\$275	\$275	\$275	\$275	\$275
Exhibitor Support	One-on-one calls and meetings available	☒	☒	☒	☒	☒	☒	☒
Early Load-in	Have more time to set up your booth	☒	☒	☒	☒	☐	☐	☐
Pre-Show Attendee List	Distributed 1 month before the event	☒	☒	☒	☒	☐	☐	☐
Post-Show Attendee List	Distributed the week after the event	☒	☒	☒	☒	☐	☐	☐
Meeting Rooms	Enjoy the benefits of a private room for your company	☒	☒	☐	☐	☐	☐	☐
Summit Advertisement								
Custom Branding Package	Select the CWA Summit marketing benefits that work for you	\$5,000 value	\$3,000 value	\$2,000 value				
Push Notification	Your message shows up in the CWA Summit app	2	2	1	\$75	\$75	\$75	\$75
Lead Retrieval	Collect attendee info right in the CWA Summit app	☒	☒	☒	☒	\$199	\$199	\$199
Product Presentation	30 minute session appears on the official Summit Schedule	☒	☒	☒	☐	☐	☐	☐
CWA Marketing Beyond the Summit								
Direct Email	Segmented emails to CWA subscribers - 2 per month	2	1	\$500	\$500	\$600		
Hosted Webinar	Host a webinar to showcase your company - 1 per month	2	1	\$500	\$700	\$800		
Vendor Directory Listing	Logo and company details on the CWA Website	☒	☒	☒	☒	☒	☒	☒
Vendor Directory Category	Graphic ad in the Vendor Directory - up for 12 months	12 months	6 months	sting highlight	sting highlight			
Vendor Directory Carousel Ad	The Carousel Ad takes the most visible position in the Vendor Direc	12 months						
Website Ads: Scrolling Home Screen	Your logo on the homepage of the CWA	6 months	3 months	1 month	1 month	☐	☐	☐
Website Ads: Footer Image	Graphic ad on every CWA webpage - 6 months	12 months						
Sponsored Blog Post	Your content in the CWA Newsletter - 2 per month	2	1	\$500	\$500	\$700		
Newsletter Text Ads	Graphic ads in the CWA Newsletter - 2 per month	3	2	\$300	\$300	\$400		
Support								
Market growth and stability	Help the CWA keep the indoor climbing industry growing and stable	☒	☒	☒	☒	☒	☒	☒
Advocacy and Legislative Action	Your membership goes directly towards supporting self-regulation for the indoor climbing industry	☒	☒	☒	☒	☒	☒	☒

Thank you for your interest in sponsorship opportunities with the CWA. We look forward to serving you!