

ADVERTISING OPPORTUNITIES

A printed convention program book with detailed event information and an addendum will be distributed to each attendee. Expand your reach by advertising.

Ad Sizes

Full Page:*	6" x 9"
Half Page:	5" x 4"
Business Card:	4" x 2.5"

Convention Program Book

Outside back cover:	\$10,000 SOLD
Inside front or back cover:	\$6,000 SOLD
Full page:*	\$1,600
Full page color:*	\$2,200
Half page:	\$900
Business card:	\$350

Ads due February 1, 2016.

Convention Addendum

Outside back cover:*†	\$2,500
Inside front/back cover:*†	\$1,800
Full page:*	\$700
Half page:	\$450
Business card:	\$200

Ads due April 1, 2016.

*For all full page and cover ads, please add 0.125" bleeds to each side of your designs.

†Covers are in color only.

Please provide ads in .tiff, .eps, or .pdf formats.

SPONSORSHIP AND MARKETING OPPORTUNITIES

EXPAND YOUR REACH at the ABAI 2016 ANNUAL CONVENTION—ADVERTISE AND BECOME A SPONSOR!

The ABAI Annual Convention and Expo is the top-tier event in behavior analysis. Position your brand in front of nearly 5,000 influential behavior analysts—practitioners, educators, researchers, and students!

Sponsors receive:

- Acknowledgment in the convention program book
- Acknowledgement on the convention landing page
- Acknowledgement in *Inside Behavior Analysis*, provided to more than 6,000 ABAI members
- Acknowledgement on the entrance sign outside the Expo

IN ADDITION TO THE OPPORTUNITIES BELOW, LUNCHEONS, REFRESHMENT BREAKS, ESCALATOR RUNS, ENTRANCE WINDOW CLINGS COVERING ENTIRE WINDOWS, AND MANY MORE OPPORTUNITIES ARE AVAILABLE—WORK WITH US TO CUSTOMIZE AN OPPORTUNITY TO ENSURE YOU GET YOUR MESSAGE OUT AND GET NOTICED! (Availability of opportunities is at the discretion of ABAI.)

MOBILE EVENT APP

INVESTMENT: \$10,000

The mobile event app keeps attendees connected, engaged, and informed. This tool provides access to all convention details including exhibitor and sponsor directory, booth listing, session information, social media, alerts, and much more! Your company logo will be seen thousands of times over the 3-day event. For ABAI's past two events, more than 80% of attendees used the app.

FOR RECRUITERS! “WE'RE HIRING” SIGNS

INVESTMENT: \$575

Spread the message that you are hiring with an 8-foot color meter board sign. The sign will be placed strategically throughout the convention venues.

ABAI PASSPORT

INVESTMENT: \$399

Each attendee receives a “passport” with participants’ logos included. Attendees visit participating exhibitor booths to secure signatures indicating they visited your booth. The passports are entered into a drawing for valuable prizes.

REGISTRATION SPONSOR

INVESTMENT: \$15,000

This is your chance to **showcase your brand** at a location all attendees visit during the convention. Your logo will be placed prominently on registration counters at the convention and on fixed columns in the registration area. Pre-convention, your logo will be on the ABAI **home page** and at **checkout** on the website (each page has more than 1,200 visitors a week), and on high-quality badge holders.

SPONSORSHIP AND MARKETING OPPORTUNITIES

DIRECTIONAL SIGN SPONSOR

INVESTMENT: \$5,000

Have your company logo featured prominently on major directional signage. This year's convention will be split between two hotels, and directional signage is key. Don't miss this opportunity to be seen on a consistent basis as attendees move from one hotel to the other through a connected passageway and between the east and west wings of the Hyatt Regency Chicago.

COLUMN SIGN IN GRAND FOYER REGISTRATION AREA

INVESTMENT: \$5,000

Every attendee visits the registration area. Make your presence known by securing a message wrap on a fixed column in the main foyer.

BANNERS/SIGNS IN HIGH-TRAFFIC LOCATIONS

INVESTMENT: \$6,500

Hang a banner with your company message in the high-traffic hallway leading to the main session rooms.

ABAI TOTE BAG SPONSOR

INVESTMENT: \$20,000 exclusive OR \$7,500 partnered x 3

Have your company's name joined with ABAI and spread throughout the convention venues on the high-quality convention tote bag.

TOTE BAG INSERT

INVESTMENT: \$500 for exhibitors

Place a flyer in the convention tote bag received by all attendees. This opportunity is limited to **10** participants, so act fast!
(Based on availability of tote bag.)

HYDRATION STATION

INVESTMENT: \$3,000

Water coolers with your company logo will be placed throughout the meeting room and Expo areas. Enhance this sponsorship by providing paper cups or small water bottles with your company's branding for attendees to carry with them.
Paper cups/water bottles are at the sponsor's discretion and are an additional cost.

ABAI SOCIAL

INVESTMENT: \$30,000 exclusive OR \$16,000 partnered

This valuable opportunity allows your company prime visibility during the ABAI social on the final night of the convention. Attendees will enjoy entertainment and a cash bar while networking and unwinding after a stimulating event. Signage with your company logo will appear at the event and in advance promotions. Your company will receive 150 (75 if partnered) drink tickets to distribute to attendees (*additional tickets may be purchased*).

Advertising/Sponsorship/Marketing Order Form

The convention program book is distributed to all attendees of the 42nd Annual Convention and is the perfect way to reach the unique audience you're seeking. The addendum is available on site and includes program updates. The 2016 convention will attract behavior analysts—including scientists, practitioners, and teachers—from around the globe who are eager to learn what products and services the participating companies offer.

Convention Program Ad Specs

- | | | | |
|---|----------------------|---|---------|
| <input checked="" type="checkbox"/> Outside back cover: _____ | \$10,000 SOLD | <input type="checkbox"/> Full page: 6" x 9"* | \$1,600 |
| <input checked="" type="checkbox"/> Inside front or back cover: _____ | \$6,000 SOLD | <input type="checkbox"/> Half page: 5" x 4" | \$900 |
| <input type="checkbox"/> Full page color: 6" x 9"* | \$2,200 | <input type="checkbox"/> Business card: 4" x 2.5" | \$350 |

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Convention Addendum Ad Specs

- | | | | |
|--|---------|---|-------|
| <input type="checkbox"/> Outside back cover: 6" x 9"*† | \$2,500 | <input type="checkbox"/> Full page: 6" x 9"* | \$700 |
| <input type="checkbox"/> Inside front or back cover: 6" x 9"*† | \$1,800 | <input type="checkbox"/> Half page: 5" x 4" | \$450 |
| | | <input type="checkbox"/> Business card: 4" x 2.5" | \$200 |

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Sponsorship/Marketing Opportunities (See exhibitor prospectus for details of benefits.)

- ☐ Mobile Event App—Investment: \$10,000
- ☐ For Recruiters! "We're Hiring" Meter Board Signs—Investment: \$575
- ☐ ABAI Passport—Investment: \$399
- ☐ Registration Sponsor—Investment: \$15,000
- ☐ Directional Sign Sponsor—Investment: \$5,000
- ☐ Column Sign in Hyatt Grand Foyer Registration Area—Investment: \$5,000
- ☐ Banners/Signs in High-Traffic Locations—Investment: \$6,500
- ☐ ABAI Tote Bag Sponsor—Investment: \$20,000 Exclusive or \$7,500 Partnered x 3
- ☐ Tote Bag Insert—Investment: \$500 for Exhibitors
- ☐ Hydration Station—Investment: \$3,000
- ☐ ABAI Social—Investment: \$30,000 Exclusive or \$16,000 Partnered

All sponsorships are subject to ABAI approval.

Due date: please see "Dates & Deadlines" in the exhibitor prospectus.

Please send ads/logos to exhibits@abainternational.org as .tiff, .jpg, or .pdf files.

Payment Information

Organization Name: _____ TOTAL DUE: _____

Make checks payable to ABAI or charge your: ☐ Am Express ☐ MasterCard ☐ Visa ☐ Discover

Contact Name: _____ Contact Email: _____

Name on Card: _____ Card Number: _____ Sec: _____

Expiration Date: _____ Signature: _____

ADDRESS FOR FORMS AND PAYMENTS: ABAI, 550 W. Centre Ave., Suite 1, Portage, MI 49024-5364 **Fax:** (269) 492-9316 **Email:** exhibits@abainternational.org