



**Exhibitor and  
Sponsorship Prospectus**

# DOWNTOWN CHICAGO

**42nd Annual Convention**

**May 27–31, 2016**

**The Hyatt Regency Chicago  
& Swissôtel Chicago**



## YOU ARE INVITED TO EXHIBIT

Connect with nearly 5,000 behavior analysts at ABAI's 42nd Annual Convention. This event has a well-established reputation for offering quality presentations that attract current and future leaders from around the globe. It is the flagship event for information in the science and practice of behavior analysis. Exhibiting will offer your organization a high-profile venue in which to showcase your products and services. Additionally, connecting with attendees can play an important role in your organization's development.

Join approximately 100 companies, educational institutions, and nonprofits focused on autism spectrum disorders, learning disabilities, response to intervention, technology, and many other areas of behavior analysis.

- Your face-to-face exhibit time totals 18 hours.
- ABAI offers money-saving bundles and sponsorship opportunities to stretch your marketing dollars and create more visibility for your organization.
- Exhibitors receive a complimentary registration to the convention sessions.
- Career fair—exhibitors will have the opportunity to join the virtual career fair prior to the convention to search for appropriate registered candidates, as well as arrange interviews on site.

**Reserve your booth today** to guarantee the best space to reach convention attendees. Additionally, we are pleased to unveil a number of unique sponsorship opportunities to further maximize your organization's visibility.

## HOW TO REGISTER

Go to [www.abainternational.org/events/annual-2016.aspx](http://www.abainternational.org/events/annual-2016.aspx) and click the “Exhibitor / Sponsorship Info” link to complete the application form.

## LOCATION

This year’s exhibits will be at the Hyatt Regency Chicago, downtown Chicago, Illinois, in the **Riverside Center Exhibit Hall** (East Tower, Purple Level). The convention will be at both the Hyatt Regency Chicago and the Swissôtel Chicago. For detailed hotel information go to [www.abainternational.org/events/annual/chicago2016/hotel-and-travel-information.aspx](http://www.abainternational.org/events/annual/chicago2016/hotel-and-travel-information.aspx)

## INFORMATION

For more information or to reserve your space, email [exhibits@abainternational.org](mailto:exhibits@abainternational.org) or call 269-492-9310.

**PREMIUM EXHIBIT SPACE AND  
SPONSORSHIP/MARKETING OPPORTUNITIES  
SELL OUT FAST—SIGN UP TODAY!**

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## EXHIBIT BENEFITS

- Company listing and description on the 42nd Annual Convention website and in the convention program book given to every attendee (if space is reserved by February 1, 2016) and in the mobile app.
- Two exhibit passes and one convention registration for an organization representative.
- Ability to schedule interviews in private meeting rooms.
- Great traffic flow of attendees.
- Expo reception.

## EXHIBIT BOOTH PACKAGE

- 10' x 10' booth
- One single-line identification sign (including booth number)
- 8' high background drape and 3' high side drape
- One draped 6' table, two side chairs
- One wastebasket
- Carpeting

## EXHIBIT BOOTH RATES

- Premium, \$1,950
- Value, \$1,675
- Value (Small Company), \$1,200\*

Corner Booth, add \$100

\*Company with fewer than 10 employees

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## PREMIER EXHIBIT SPONSORSHIP PACKAGE—A \$6,500 VALUE!

Choose the premier exhibit sponsorship package below to save and gain further recognition during the event and afterward. Additional event sponsorship/marketing opportunities are also available. Remember that the sooner you secure your sponsorship, the more exposure your company will receive on the ABAI website and through our mass email promotions.

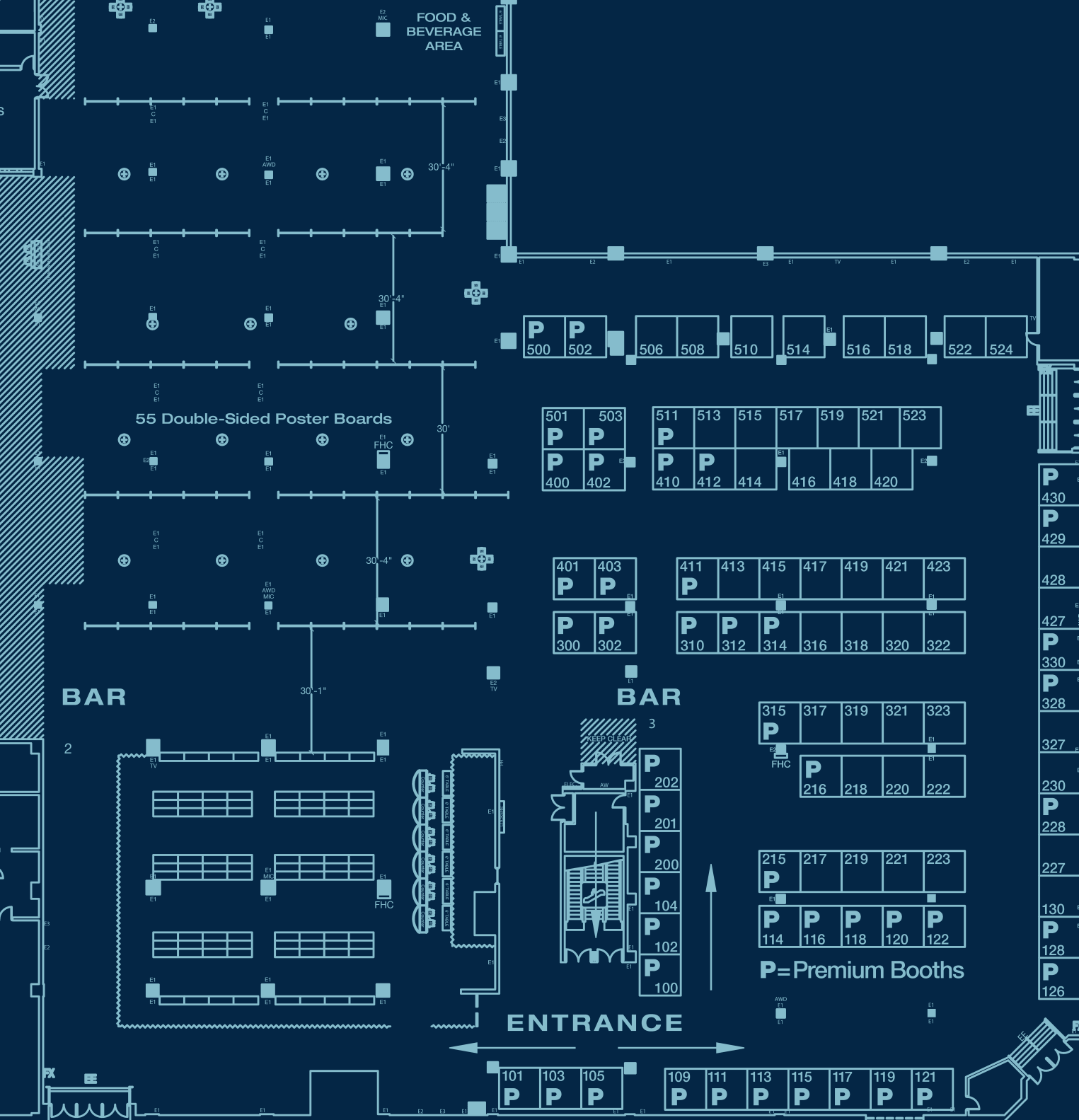
\*Promotional emails will be sent by ABAI.

<b><i>PREMIER EXHIBIT SPONSORSHIP PACKAGE</i></b>	<b>\$3,995</b>
<b>Premium Exhibit Booth (while available)</b>	<b>X</b>
<b>Two Full Convention Registrations and Two Exhibits Only Passes</b>	<b>X</b>
<b>Company Logo on Convention E-blasts</b>	<b>X</b>
<b>Logo Recognition in Annual Convention Program Book</b>	<b>X</b>
<b>Logo Recognition in Annual Convention Addendum</b>	<b>X</b>
<b>Two Joint Email Promotions to Attendees Prior to Convention*</b>	<b>X</b>
<b>Company Logo on Annual Convention Landing Page</b>	<b>X</b>
<b>Job Postings—3 FREE</b>	<b>X</b>
<b>Job Postings—Discounted 10% for One Year</b>	<b>Unlimited</b>
<b>Three Ads in <i>Inside Behavior Analysis</i></b>	<b>X</b>

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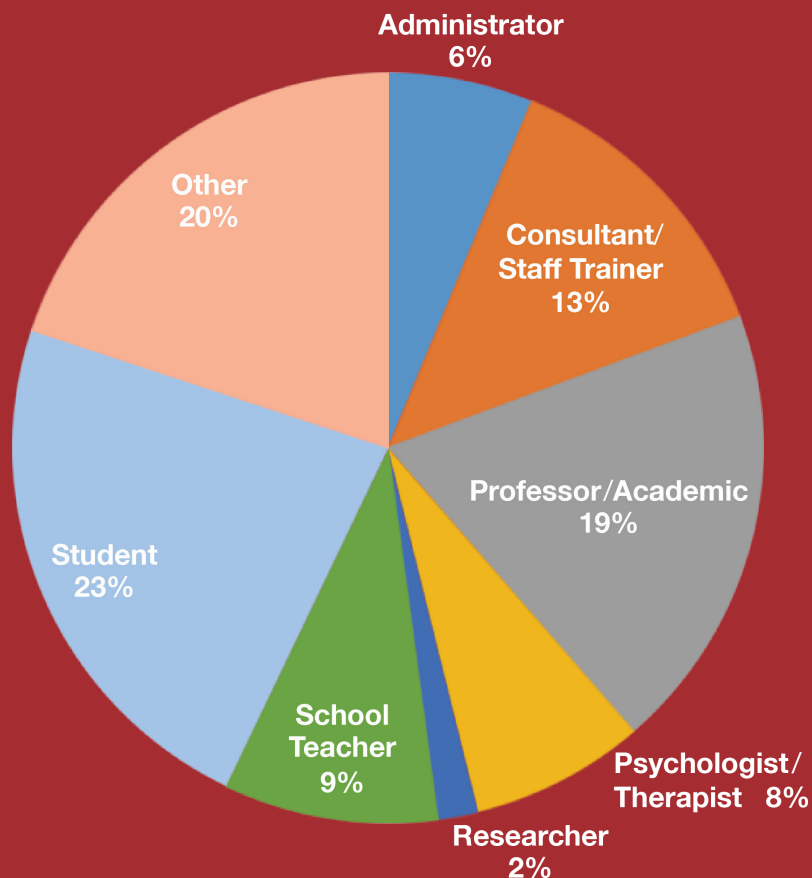




## EXHIBIT FLOOR PLAN

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## ATTENDEE PROFILE

Behavior analysts in a diversity of settings are increasingly turning to ABAI for information, educational opportunities, job placement, and networking. ABAI gives members access to products and services that help them meet the challenges they face every day. Members also rely on ABAI to connect them with organizations providing new career opportunities and growth.

Position Title	Count
Administrator	850
Consultant/Staff Trainer	1,778
Professor/Academic	2,628
Psychologist/Therapist	1,019
Researcher	236
School Teacher	1,255
Student	3,124
Other	2,709

(Data for 2013–2015 attendees)

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## DATES & DEADLINES

### PRE-MEETING

<b>February 1</b>	Advertising (logos, company descriptions) due for program book
<b>February 1</b>	Exhibitor contract due for inclusion of company information in program book
<b>March 15</b>	Text for first joint email promotion (50 words maximum)—Premier Sponsors only
<b>March 28</b>	Exhibitor services manual available online (tentative date)—note discount deadlines
<b>April 1</b>	Payment due in full (including new exhibitor applications)
<b>April 1</b>	Exhibitor contract due for inclusion of company information in program addendum
<b>April 15</b>	Notice of proposed giveaways or raffles due to <a href="mailto:exhibits@abainternational.org">exhibits@abainternational.org</a> for approval
<b>April 15</b>	Logo due for passport marketing opportunity
<b>April 22</b>	Graphics due for sponsorship or “We’re Hiring” sign
<b>April 22</b>	Outside exhibitor contractor information and certificates of insurance due
<b>April 25</b>	Virtual launch of 42nd Annual Convention Career Fair—on-site interview rooms will be available
<b>April 29</b>	Hyatt Regency Chicago and Swissôtel Chicago discount room rate cut-off
<b>May 1</b>	Text for second joint email (50 words maximum)—Premier Sponsors only
<b>May 15</b>	Deadline for company/product description information to appear in the mobile app

### ON SITE

<b>Saturday, May 28</b>	Exhibitor Set-Up	2–5 pm
<b>Sunday, May 29</b>	Exhibits Open	11 am–2 pm 6–9 pm
<b>Monday, May 30</b>	Exhibits Open (Memorial Day in the US)	11 am–2 pm 6–9 pm
<b>Tuesday, May 31</b>	Exhibits Open	11 am–2 pm 6–9 pm
<b>Tuesday, May 31</b>	Exhibitor Tear-Down	9–10:30 pm
<b>Wednesday, June 1</b>	Exhibitor Tear-Down	8 am–12 pm

### DEPOSIT

A 50% deposit is required with your application to reserve your booth. The balance is due by April 1, 2016. If the contract is submitted on or after April 1, the full booth rental fee is due with the completed contract.

Failure to remit the balance of the rental by the date specified constitutes cancellation of the contract, and the reserved space will be subject to resale without refund of deposit.

### CANCELLATION

Should an exhibitor wish to cancel a reservation prior to February 1, 2016, a \$100 administrative fee will be held. If an exhibitor cancels after February 1, 2016, a fee of \$250 will be held. Cancellation after April 1, 2016 obligates the exhibitor to full payment of the rental. No refunds will be made after this date. See the “Exhibit Terms and Conditions” section of the exhibitor contract.

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## SPONSORSHIP & 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 almost 5,000 influential behavior analysts—practitioners, educators, researchers, and students!

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.)*

### EVENT / PLACEMENT

### INVESTMENT

#### Mobile Event App

\$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

\$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

\$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

\$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.

#### Directional Sign Sponsor

\$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 the Grand Foyer

#### Registration Area

\$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

\$6,500

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

#### ABAI Tote Bag Sponsor

\$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 ABAI convention tote bag.

#### Tote Bag Insert

\$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.)

### 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*

#### Hydration Station

\$3,000

Water coolers with your company logo will be placed throughout the meeting room and Expo areas during the convention. 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

\$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).*



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## ADVERTISING OPPORTUNITIES

A printed convention program book with detailed event information, plus an addendum, will be distributed to each attendee. Expand your reach by putting your message in the hands of every person at the convention.

### AD SIZES

<b>Full page</b>	6" x 9"
<b>Half page</b>	5" x 4"
<b>Business card</b>	4" x 2.5"

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

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

Please make sure all images are at least 300 ppi at full size.

### CONVENTION PROGRAM BOOK

<b>Outside back cover *</b>	\$10,000— <b>SOLD!</b>
<b>Inside front or back cover *</b>	\$6,000— <b>SOLD!</b>
<b>Full page, color</b>	\$2,200
<b>Full page, black and white</b>	\$1,600
<b>Half page</b>	\$900
<b>Business card</b>	\$350

**Program book ads due February 1, 2016.**

### CONVENTION ADDENDUM BOOK

<b>Outside back cover *</b>	\$2,500
<b>Inside front or back cover *</b>	\$1,800
<b>Full page, black and white</b>	\$700
<b>Half page</b>	\$450
<b>Business card</b>	\$200

**Addendum book ads due April 1, 2016.**

\* Back covers and inside covers are in color only.

## EXHIBITOR GUIDELINES

### EXHIBIT APPROVAL PROCESS

ABAI reserves the right to determine the suitability of all exhibits and advertisements submitted, and to reject those inconsistent with its mission. All exhibits will be reviewed and approved by the ABAI Organizational Review Committee. You will receive confirmation from the ABAI office when your application is approved.

The exhibiting or promotion of services, products, or equipment at the ABAI exhibit does not necessarily constitute endorsement by ABAI of such services, products, or equipment. An exhibitor is not permitted to represent in any manner that its goods or services have been endorsed by ABAI.

### SPACE ASSIGNMENT

All applications for exhibit space at the ABAI 42nd Annual Convention must be made on the official contract form. Space is assigned on a first-come, first-served basis. You must reserve exhibit space by February 1, 2016 for your exhibit information to be printed in the 2016 ABAI Annual Convention program book.

### SET-UP/TEAR-DOWN

All crates must be unpacked and ready for removal by 5 pm on Saturday, May 28. Crates not unpacked will be removed and stored

at the exhibitor's expense. Empty boxes not properly stored will be discarded. Any service personnel charges will be the exhibitor's responsibility (see "Booth Decorating" below). No set-up or moving of material or equipment is permitted during exhibit hours. In order to better serve convention attendees and ensure security, exhibitors must have their booths open and staffed during all exhibit hours. (Note: times are subject to change.)

Any exhibit space not occupied by 5 pm on Saturday, May 28 is subject to reassignment or resale by the association without refund, unless prior approval is obtained in writing from ABAI.

### DISMANTLING

All exhibit booths must remain open and staffed for the entire duration of the exhibition. Your exhibit booth must be set up no later than 5 pm on Saturday, May 28, and dismantled no earlier than 9 pm Tuesday, May 31. Dismantle time is also available from 8 am–12 pm on Wednesday, June 1.

Please review the exhibit schedule before making travel plans. To maintain the integrity of the exhibition, all exhibitors are required to remain open until the close of the exhibit hall. Exhibitors who dismantle early may be subject to a 1-year suspension of exhibitor privileges.

### DEPOSIT

A 50% deposit is required with your application to reserve your booth. The deposit is due when the exhibitor contract is submitted, and is required to hold your space. The balance is due by April 1, 2016. Failure to remit the balance by the date specified constitutes cancellation of the contract, and the reserved space will be subject to resale without refund of deposit. Payment in full is required before set-up on the exhibit floor.

### CANCELLATION

Should an exhibitor wish to cancel a reservation before February 1, 2016, a \$100 administrative fee will be held. If an exhibitor cancels after February 1, 2016, a fee of \$250 will be held. Cancellation after April 1, 2016 obligates the exhibitor to full payment of the rental. No refunds will be made after this date.

## EXHIBITOR GUIDELINES (CONTINUED)

### **BOOTH REPRESENTATIVES**

Each exhibiting company will receive two exhibit hall only badges and one complimentary full convention registration with the booth fee. Additional booth representatives will be required to register for the convention.

### **SUBLETTING**

Exhibitors may not assign, sublet, or apportion the whole or any part of the space allocated to them, or the exhibit therein, or permit any other person or firm to exhibit therein any goods other than those manufactured or distributed by the exhibitor in the regular course of business, without written consent.

### **BOOTH LAYOUT**

No exhibit will be permitted to span an aisle by roofing or floor covering. The exhibit should be installed so as not to project beyond the space allotted, or obstruct the sight lines of or otherwise interfere with other exhibitors. Exposed unfinished sides of exhibit backgrounds must be draped to present an attractive appearance. Inspections of the exhibits will be made during set-up time and an effort made to advise exhibitors of any deviation from the exhibit rules. In the event an exhibitor is not available, the exhibit manager will order necessary draping, and costs will be charged to the exhibitor.

### **BOOTH DECORATING**

Exhibitors are responsible for any items necessary for their displays, including furniture, material handling, draping, accessories, signs, electrical outlets, and so on, beyond those provided by ABAI. Order forms for these items will be provided in an exhibitor service manual from the official decorator once the application has been processed.

### **CARE OF EXHIBIT SPACE**

Exhibitors must surrender space occupied by them in the same condition it was in at the commencement of occupation. Exhibitors or their representatives shall not injure or deface the walls, columns, floors, or furniture of the exhibit facilities. All property destroyed or damaged by the exhibitor must be replaced in its original condition by the exhibitor at his or her own expense. The exhibitor shall be liable for all property damaged.

### **DIRECT SALES**

Exhibitors may promote products only from their booths. No direct selling by exhibitors is permitted. If you have products you would like sold through the ABAI bookstore, please contact the ABAI office at (269) 492-9310 or [exhibits@abainternational.org](mailto:exhibits@abainternational.org).

### **CANVASSING**

Canvassing or distributing advertising materials outside the exhibitor's own space is not permitted. It is strictly prohibited to publicize and/or maintain any extracurricular activities, inducements, or demonstrations away from the exhibition area during the exhibit hours.

### **SECURITY**

ABAI will provide limited roaming security in the hall throughout the event. Do not leave items of value unattended. Exhibitors will be responsible for the security of booth materials and personal items at all times. Valuable items inside the booth space may require additional security at the exhibitor's own expense.

### **NOISE AND EQUIPMENT**

Electrical or other mechanical apparatus must be muffled for noise and positioned so as not to interfere with other exhibits. X-ray equipment may not be operated. Volatile or flammable oils, gases, unprotected picture film, other explosive flammable material, or any substance prohibited by city laws or insurance carriers are not permitted on the premises.

### **OUTSIDE EXHIBIT CONTRACTOR**

If an exhibitor chooses to utilize its own contractor for material handling; labor; rental of mechanized equipment, standard and specialty furniture, carpet, or flooring; staging; exhibit rental; installation and dismantling labor; or transportation, the exhibitor must provide to the official decorator at least 30 days prior to the convention move-in date (i) a written statement setting forth the identity and intended use of the contractor and (ii) evidence from the contractor of the following minimum insurance coverage: (a) workers' compensation insurance in the minimum amount as required by state law; (b) automobile liability insurance in a minimum amount of \$2 million covering all owned, hired, and non-owned vehicles; and (c) commercial general liability insurance

in a minimum of \$2 million. Additionally, the contractor must list the official decorator and ABAI as additional insured on the policies.

### **ADA COMPLIANCE**

The exhibitor agrees to ensure that its exhibit booth space is in compliance with the Americans with Disabilities Act (ADA). To comply with the ADA, exhibitors should make every effort to accommodate attendees who are disabled.

### **LIABILITY**

Insurance and liability are the full and sole responsibility of the exhibitor. Neither ABAI; nor any of its officers, employees, or representatives; nor the owners, employees, or representatives of the official decorator or the Hyatt Regency Chicago shall be responsible for injury, loss, or damage that may occur to the exhibitor's property prior to, during, or subsequent to the exhibition period, provided such injury, loss, or damage is not caused by the negligence or willful act of one or more of the aforementioned parties. Exhibitors, by accepting space and making application for space, acknowledge the above terms and expressly release the above-named association, individuals, and firms from any and all claims for such loss, damage, or injury.



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## SEE YOU IN CHICAGO!



### 41ST ANNUAL CONVENTION EXHIBITORS

AB Pathfinder LLC  
 ACI Learning Centers Inc.  
 Amvik Solutions  
 The Applied Behavior Center for Autism  
 Aptitude Habilitation Services  
 Arizona State University Online  
 Attentive Behavior Care  
 Autism Home Support Services  
 Ball State University  
 Bancroft NeuroHealth  
 Bay Path University  
 Beacon Services  
 Behavior Analyst Certification Board  
 Behavior Development Solutions  
 Behavior Frontiers, LLC  
 Behavioral Innovations, Inc.  
 Behavioral Services of Tennessee, Inc.  
 Center for Autism and Related Disorders, Inc.  
 Center for Children with Special Needs  
 Central Reach, LLC

The Chicago School of Professional Psychology  
 CodeMetro, Inc.  
 Community Access Unlimited  
 Criterion Child Enrichment Inc.  
 Data by Touch, Inc.  
 Data Makes the Difference, LLC  
 DataFinch Technologies  
 Easter Seals Bay Area  
 Endicott College  
 Evergreen Center  
 Florida Institute of Technology  
 Gateway Learning Group  
 Global Autism Project  
 Haugland Learning Center  
 Heartspring  
 Hillcrest Educational Centers Inc.  
 Hopebridge Pediatric Specialists  
 Institute for Behavioral Training  
 The Institute of Professional Practice, Inc.  
 Cjge Rotenberg Educational Center

Kaplan University  
 Keystone Behavioral Pediatrics  
 Learning and Behavioral Center, LLC  
 Mangold International, Inc.  
 Marcus Autism Center  
 May Institute, Inc.  
 Melmark  
 Missing Piece Billing & Consulting Solutions  
 The New England Center for Children  
 Nightingale  
 Nova Southeastern University/Mailman Segal Institute  
 Pacific Child and Family Associates  
 Partners in Behavioral Milestones  
 Pathways Strategic Teaching Center  
 Patrick McGreevy, Ph.D., P.A. and Associates  
 Penn State World Campus of the Penn State University  
 Professional Crisis Management Association, Inc.  
 Psyquel  
 Quality Behavior Solutions, Inc.  
 RCS Learning Center

Relias Learning  
 Rethink Autism  
 Safe Management Group  
 Seek Education Inc.  
 The Shape of Behavior  
 Simmons College Behavior Analysis Dept.  
 South Texas Behavioral Institute  
 St.Amant  
 Texas Department of Aging & Disability Services  
 Therapy and Beyond  
 Trumpet Behavioral Health  
 University of Cincinnati  
 University of New Brunswick College  
 of Extended Learning  
 University of Texas at San Antonio  
 University of West Florida  
 Unlocking The Spectrum