

## Advertising/Sponsorship/Marketing Order Form

### Advertising

**Conference program booklet, distributed to all attendees—the perfect way to reach the unique audience you’re seeking.**

- |  |                                |   |         |
|--|--------------------------------|---|---------|
| <input type="checkbox"/> Outside back cover: 8.5" x 11" *†         | <del>\$3,000</del> <b>SOLD</b> | <input type="checkbox"/> Full page: 8.5" x 11" *  | \$1,150 |
| <input type="checkbox"/> Inside front or back cover: 8.5" x 11" *† | \$2,500                        | <input type="checkbox"/> Half page: 7.5" x 5"     | \$700   |
|  |                                | <input type="checkbox"/> Business card: 4" x 2.5" | \$250   |

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

† Covers are in color only.

- ☐ Window Cling—\$4,500

Highlight your brand with a message or logo on the upper windows of the main foyer for all attendees to see throughout the event.

- ☐ “We’re Hiring”/“Visit Us at Booth\_\_” Sign—\$550 *Two-Sided Upgrade—\$150 (each)*

An 8-foot meter board with your company’s message and logo will be placed in a strategic location.

- ☐ Passport Square—\$325

Every attendee receives a “passport” to visit exhibits and enter a drawing. Purchase a passport square with your company’s logo and drive traffic to your booth.

### Sponsorship and Marketing Opportunities

See sponsorship and marketing opportunities for more detailed information.

- ☐ Conference Sponsor—\$8,000 *Single sponsor only*

Achieve the highest profile for your company. Includes Premier Exhibit Sponsor Package, window cling, rotating website logo, and more.

- ☐ Mobile Event App—Gold Package—\$5,000 *Single sponsor only*

The app keeps attendees connected, engaged, and informed. This tool provides access to all conference details including exhibitor and sponsor directory, booth listing, session information, social media, alerts, and more.

- ☐ Wednesday Lunch—\$6,500 (each) *Co-sponsorship*

Open to all attendees. Offers great networking options. Sponsorship includes signage with logo and an opportunity to present a 5-minute welcome message. Includes four lunch tickets.

- ☐ Refreshment Break—\$3,500 (each) *Co-sponsorship*

A traffic builder in the exhibit area. Includes logo signage and recognition in the program booklet.

- ☐ Fabric Tote Bags—\$3,500 *Co-sponsorship, minimum 3*

Ensure you are remembered after the conference. Each attendee will receive a high-quality reusable tote bag—handy for conference use, at the beach in Puerto Rico, and long afterward.

- ☐ Directional Sign Sponsor—\$4,500 *Single sponsor only*

Be seen throughout the hotel as attendees move from place to place. This is a great opportunity to make a consistent and lasting impression.

- ☐ Gobos (visual logo projections)—\$4,000

Your logo will be at the forefront—projected on the floor in a high-traffic area for every attendee to see.

**Due date: December 1, 2016**—Please send ads/logos to [exhibits@abainternational.org](mailto:exhibits@abainternational.org) as EPS, TIFF, JPEG, or PDF files.

Have a unique idea of your own or a specific budget? We are happy to work with you to make the most of your marketing dollars.

### 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: \_\_\_\_\_

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