

Advertising/Sponsorship/Marketing Order Form

Advertising

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

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| <input type="checkbox"/> Outside back cover: 14.8 cm w x 21 cm h *† \$2,300 | <input type="checkbox"/> Inside back cover: 14.8 cm w x 21 cm h *† \$1,150 |
| <input type="checkbox"/> Inside front cover: 14.8 cm w x 21 cm h *† \$1,225 | <input type="checkbox"/> Full page: 14.8 cm w x 21 cm h * \$875 |
| | <input type="checkbox"/> Half page: 11.3 cm w x 8.8 cm h \$595 |

* For all full-page and cover ads, please add 7 mm bleeds to each side of your designs.

† Covers are in color only.

Sponsorship and Marketing Opportunities

(See Advertising, Sponsorship, and Marketing Opportunities for more detailed information.)

- ☐ Conference Sponsor—\$7,500 *Single sponsor only*

Achieve the highest profile for your company. Includes logo on screen between presentations, rotating logo on the ABAI website, 2 marketing table spaces, 2 FREE conference registrations, full-page black and white ad in the program book, logo on entrance signage, and more.

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

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

- ☐ Welcome Reception Sponsor—\$5,000 *Single sponsor only*

Receive rotating logo on the ABAI website, a small table at the reception for materials and to greet attendees, event signage, and logo on event marketing emails.

- ☐ Lunch Co-Sponsor—\$4,500 *(3 available)*

Open to all attendees. Offers great networking opportunities. Sponsorship includes signage with logo at the event, rotating logo flash on the ABAI website, and half-page ad in the conference program book.

- ☐ Audiovisual Sponsor—\$4,000 *Single sponsor only*

Make an impression and be remembered as your enlarged logo remains on the screen between sessions, appears as a rotating flash on the ABAI website, and is in the program book.

- ☐ Directional Sign Sponsor—\$3,500 *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.

- ☐ Coffee Break Co-Sponsor—\$3,500 *(2 available)*

A traffic builder in the break area. Includes logo signage and recognition in the program book and on the ABAI website.

- ☐ Marketing Material Table—\$900

Prime area near coffee breaks and posters on two floors.

Due date: August 16, 2019—Send ads/logos to exhibits@abainternational.org as EPS, TIFF, or PDF files. (Save as CS5 compatible)

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 Fax: (269) 492-9316 Mail: ABAI, 550 W. Centre Ave., Suite 1, Portage, MI 49024