

## SPONSORSHIP AND MARKETING OPPORTUNITIES

### MAXIMIZE YOUR INVESTMENT!

#### WHY SPONSOR?

ABAI's annual convention is the top event in behavior analysis. Becoming a convention sponsor maximizes your brand visibility, allows you to advertise as a trusted partner in the field, and puts your company in front of current and future decision-makers: more than 5,000 practitioners, educators, researchers, and students. Opportunities are limited, so confirm your sponsorship today.

#### Sponsors receive the following:

- Acknowledgment logo in pre-event emails to more than 40,000 contacts, including more than 7,000 members
- Acknowledgment logo in the convention program book
- Acknowledgment logo in the program addendum
- Acknowledgment logo on the convention exhibitor/sponsor web page
- Listing on our custom-branded mobile app sponsor page
- Acknowledgment in the pre-convention issue of *Inside Behavior Analysis*, provided to more than 7,000 ABAI members (deadlines apply)
- And more—depending on sponsorship

#### Create a package and save!

Maximize your exposure and take advantage of quantity discounts with a customized package. Call 269-492-1775 to arrange details.

Select the best option to supplement your exhibit experience and highlight your brand.

## SPONSORSHIP AND MARKETING OPPORTUNITIES

### PRE-EVENT OPPORTUNITIES

#### **MOBILE EVENT APP SPONSOR** (exclusive sponsorship)

INVESTMENT: \$15,000

Mobile app sponsorship provides maximum exposure. The 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 before, during, and after the convention. Our data show that for ABAI's past three events more than 80% of attendees used the app, with almost 700,000 individual views.

Sponsorship includes the following:

- All materials available for viewing and download for 1 year
- Featured banner ad (shown most often)
- Full-screen app landing page
- Exhibitor directory row highlighting
- Video clip

#### **MOBILE APP ROTATING BANNER SPONSOR** (limited opportunities)

INVESTMENT: \$3,000

Mobile app banners are highly visible and a constant presence on the event app; their rotating movement draws users' eyes regularly. In addition, users may click the banner to be directed to your company website.

### SPECIAL EVENT SPONSORS

#### **ABAI SOCIAL** (exclusive sponsorship) **SOLD**

INVESTMENT: \$7,500

This 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.

Sponsorship includes the following:

- Acknowledgment logo on signage at the social
- Logo as a rotating image on the ABAI home page 2 months before the convention
- Logo paired with ABAI's logo (in a step and repeat pattern) on the backdrop in the ever-popular **photo booth**
- Logo on **photo strips**
- Recognition from the podium at the social
- **Invitation to registrants from sponsor and ABAI** just prior to the event (ABAI to send email with a link to the sponsor's website)

## ~~INTERNATIONAL RECEPTION SPONSOR~~ **SOLD**

INVESTMENT: \$10,000

Welcome attendees to Washington, DC, during the International Reception on Friday, May 22. This event is a great way for attendees to start off the convention and network.

Sponsorship includes the following:

- Hearty hors d'oeuvres
- Cash bar
- Listing as International Reception sponsor in all pre-convention print/digital material
- Acknowledgment logo on signage at the reception
- Verbal recognition at the reception
- Table at the entrance to the room
- **Invitation to registrants from sponsor and ABAI** just prior to the event (ABAI to send email with a link to the sponsor's website)

## **ADDITIONAL ON-SITE OPPORTUNITIES**

### **CONVENTION TOTE BAG—Go Green!** (co-sponsorship)

INVESTMENT: \$5,000 partnered (minimum 4 co-sponsors required); \$20,000 (exclusive sponsorship)

Each attendee will receive a reusable tote bag. Spread your message globally with your company's logo on a bag that attendees will use time and again—be remembered long after the convention.

### ~~BADGE LANYARDS (exclusive sponsorship)~~ **SOLD**

INVESTMENT: \$9,000 (ABAI Co-Branded and Created); \$3,000 (placement of your pre-supplied lanyard)

Go green! Provide recycled-bottle badge lanyards with your logo and see your brand worn by more than 5,000 attendees throughout the convention. Lanyards will be distributed at the registration desk upon check-in and will include the ABAI logo. You will also receive acknowledgment in print and digital communications.

### **ELEVATOR DOORS**

INVESTMENT: \$6,000

Your message will cover both elevator doors and be seen by the many attendees staying at the convention headquarters hotel.

### **ESCALATOR RUN CLINGS**

INVESTMENT: \$6,500 (depending on placement)

Convention center escalators will see heavy use, and your message will travel up and down with attendees.

### **DIRECTIONAL SIGNS**

INVESTMENT: \$7,500

Your logo will be featured prominently on 12 major directional signs. This year's convention events will be at the Marriott Marquis Washington, DC and the Walter E. Washington Convention Center, and directional signage will be key. Don't miss this opportunity to present your brand on a consistent basis as attendees

move from location to location. Signage may be a combination of meter boards, stackable cube displays, and easels; sizes vary.

#### **CONTINUING EDUCATION (CE) SIGNS** (multiple opportunities available)

INVESTMENT: bundle of 10—\$4,500; bundle of 20—\$6,500

Sessions offering CE are highly popular, and to earn credit attendees will be required to scan a QR code at each CE location. Create a package of highly visible signs featuring your logo—there will be more than 100 spots for CE signs (sizes vary).

#### **BANNERS/SIGNS/WINDOW CLINGS/MULTI-MEDIA SIGNAGE IN HIGH-TRAFFIC LOCATIONS** (multiple opportunities available)

INVESTMENT: \$6,000 and up (depending on location)

Hang a banner or window/column cling with your company message and logo near meeting rooms and entrances for excellent visibility. These high-profile placements will ensure every attendee sees your message.

#### **4-SIDED LIGHTED TOWER** (multiple opportunities available)

INVESTMENT: \$5,000

Light up your advertisement! This 4-sided lighted column placed near a high-traffic area or meeting room will be sure to draw attention.

#### **HYBRID CAREER FAIR**

INVESTMENT: exhibitors—\$250/non-exhibitors—\$1,200

Pre-convention marketing and listing on Career Central will attract many attendees seeking new positions.

The on-site portion of the hybrid career fair will be Sunday, May 24, in the exhibit hall. Participating companies will benefit from full convention exposure as well as be **highlighted on the ABAI website and in the convention app**. Many pre- and post-convention benefits and promotions are included.

### **Payment Information**

50% minimum due at time of contract

Payment Amount: \$\_\_\_\_\_

Organization Name: \_\_\_\_\_

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: \_\_\_\_\_