THROUGH THE DECADES

CHICAGO

May 23–27, 2014

40th ANNUAL CONVENTION & EXHIBITION

www.abainternational.org
Nearly 5,000 behavior analysts, at your doorstep.

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The ABAI Annual Convention offers a unique opportunity to reach your target audience, grow your customer base, and expand the market for your products and services.
why exhibit?

ABAI’s annual convention has a well-established reputation for offering quality presentations that attract current and future leaders in behavior analysis. It is the flagship event for information in the science and practice of this field. 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 developing future goods for your organization to market.

Connect with nearly 5,000 behavior analysts at ABAI’s 40th Annual Convention at Chicago’s McCormick Place. By exhibiting, you will be able to interact with professionals, demonstrate products or services, gain knowledge about future trends, and network with customers.

 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 that can further maximize your organization's visibility.

Direct questions by email to convention@abainternational.org or telephone 269-492-9310.
Professionals in all disciplines of behavior analysis are increasingly turning to ABAI for information, educational opportunities, job placement, and networking. ABAI gives members access to products and services that will 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.

### Percentage of 2011–2013 Registrants by Position/Title

- **Consultants/Staff Trainers**: 21%
- **Professors/Academics**: 14%
- **Psychologists/Therapists**: 9%
- **Researchers**: 2%
- **School Teachers**: 3%
- **Master’s and Doctoral Students**: 27%
- **Other**: 16%
- **Administrators**: 8%
Booth Rental Information
ABAI offers exhibit space to both commercial and nonprofit organizations. Each 100 square foot exhibit booth (10’x10’) includes:
• 8-Foot high background drape and 3-foot high side drape
• One single-line identification sign (includes booth number)
• One draped 6-ft table with two side chairs
• One wastebasket
• Carpeting
An exhibitor services manual with ordering information for additional equipment will be made available by the decorator. Additional equipment and services are the responsibility of the exhibiting organization.

Additional Benefits
• Convention registration for two organizational representatives
• Your company listed in the 40th Annual Convention program book and on the ABAI website. (Your contract and program book text must be received by January 18, 2014 to be included in the print program).

Booth Size | Rental Fee
--- | ---
Premium | $1,950
Value | $1,575
Small Company Premium* | $1,350
Small Company Value* | $1,100

* Company with less than 10 employees

Exhibiting makes a difference to your bottom line and helps to build relationships with potential customers. The ABAI show floor offers an exceptional venue to interact one-on-one with leaders and decision-makers and discuss trends, new technology, advances in the field, and future developments.

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Deposit
A $250 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 of the amount for the exhibit booth is due by April 1, 2014. 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.

Balance Due
Payment in full is required by May 5, 2014.

Cancellation
Should an exhibitor wish to cancel a reservation prior to January 18, 2014, a $100 administrative fee will be held. If an exhibitor cancels after January 18, 2014 (after the program book is printed), the entire deposit of $250 will be held. Cancellation after April 1 obligates the exhibitor to full payment of the rental. No refunds will be made after this date.

Please contact (269) 492-9310 for additional information.
While exhibiting is important, sponsorship remains a lucrative opportunity to reach your target audience and increase the visibility of your brand. We invite your organization to participate in ABAI’s sponsorship program—an effective way to gain recognition for your company’s commitment to behavior analysis. Sponsor benefits include multiple opportunities for branding promotion at the annual convention and inclusion of your logo and company description on the ABAI website, convention signage, and the program book.

Sponsorship opportunities are available exclusively to ABAI exhibitors.

### Sponsorship Tiers

<table>
<thead>
<tr>
<th>Premium exhibit booth</th>
<th>Medallion</th>
<th>Diamond</th>
<th>Bronze</th>
</tr>
</thead>
<tbody>
<tr>
<td>✓</td>
<td></td>
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<td></td>
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<tr>
<td>Insert in attendee tote bags</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Logo on outgoing attendee e-blasts</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Individual memberships</td>
<td>4</td>
<td>2</td>
<td>1</td>
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<tr>
<td>Recognition on website</td>
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<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Recognition in program book</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Logo on exhibit hall entrance unit</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Logo on convention signage</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Subscription to <em>The Behavior Analyst</em></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Member mailing labels</td>
<td>1 set</td>
<td>1 set</td>
<td>1 set</td>
</tr>
<tr>
<td>Ad in program book</td>
<td>Full page, full color</td>
<td>Full page, black/white</td>
<td>Half page, black/white</td>
</tr>
<tr>
<td>Convention registrations (in addition to 2 per exhibiting company)</td>
<td>6</td>
<td>4</td>
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</tr>
<tr>
<td>Price</td>
<td>$15,000</td>
<td>$8,000</td>
<td>$5,000</td>
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</table>
see you in chicago!

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