

ABX **SPONSORSHIP OPPORTUNITIES**

STAND OUT. GET NOTICED. BUILD YOUR BRAND. MAXIMIZE YOUR PRESENCE.

Below are the advertising and sponsorship opportunities available designed to communicate your company’s message before, during and after the event. Package pricing and custom sponsorships are also available and can be tailored to your company’s marketing goals and budget.

Want to see your ad in both the Attendee Brochure and the On-Site Event Guide? Call us for special combo pricing!

PRE-SHOW ADVERTISING / Attendee Brochure

- Back Cover Ad (Exclusive)\$3,500**
- Inside Front Cover Ad (Exclusive)\$3,500**
Secure even more exposure by having your half-page ad on the inside front cover or back cover of the Attendee Brochure that is distributed to thousands of industry professionals around Labor Day.
- Full-Page Ad.....\$3,300**
Reach prospects and previous attendees before they ever get to the show by placing an ad in the Attendee Brochure that is distributed to thousands of industry professionals around Labor Day. Get a jump on your competition and put your company in front of a highly-qualified audience.
- Half-Page Ad\$1,700**
Drive your message home by placing a half-page horizontal or vertical ad in the Attendee Brochure.
- Quarter-Page Ad.....\$900**
Draw attendees to your booth by placing a quarter-page vertical ad in the Attendee Brochure.
- 2x2 Display Ad\$500**
Generate more booth traffic by placing a 2”x2” color display ad in the Attendee Brochure.

ON-SITE ADVERTISING / On-Site Event Guide

- Back Cover Ad (Exclusive)\$3,500**
- Inside Back Cover Ad (Exclusive)\$3,500**
- Inside Front Cover Ad (Exclusive)\$3,500**
Distinguish your company from the other advertisers by placing a full-page On-Site Event Guide ad in a premium position – back cover, inside front cover or back front cover.
- Full-Page Ad.....\$3,300**
Reserving an ad is like having a permanent exhibit booth in printed format and is one of the most important ways attendees follow up with exhibitors from the show. Enjoy increased logo presence by advertising your company with a full-page color ad in the On-Site Event Guide.
- Half-Page Ad\$1,700**
Drive your message home by placing a half-page horizontal or vertical ad in the On-Site Event Guide.
- Quarter-Page Ad.....\$900**
Draw attendees to your booth by placing a quarter-page vertical ad in the On-Site Event Guide.
- 2x2 Display Ad\$900**
Generate more booth traffic by placing a 2”x2” color display ad in the On-Site Event Guide.
- Upgraded Profile\$500**
Stand out from the crowd by having your company logo and name in bold in the exhibitor list section of the On-Site Event Guide.

CONTACT:

BRIAN KEEFE, Sales Director
617.391.4029 | bkeefe@architects.org

SUE PINO, Sales Manager
972.536.6455 | sue.pino@informa.com

Welcome Party (Exclusive)

Broaden your company's exposure as the exclusive sponsor of the new Welcome Party where you will receive exclusive branding at all bars, 500 drink tickets to pass out to attendees and a mobile app push notification to drive attendees to the party. Also includes a private seating area and ability to display product. Provide cups and/or napkins for maximum exposure.

\$10,000



Show Bags (Exclusive)

Distributed to attendees in registration, these Show Bags are a far-reaching, cost effective advertising opportunity that will reach thousands of prospective customers, during and after ABX. The sponsoring company is responsible for creating, producing and delivering the bags. Subject to Show Management approval. Production costs not included.

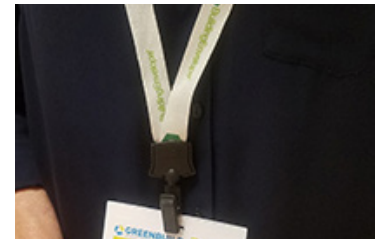
\$5,000



Lanyards (Exclusive)

This high-visibility sponsorship puts your brand around the neck of every attendee to wear throughout the duration of the event. The sponsoring company is responsible for creating, producing and delivering the lanyards. Subject to Show Management approval. Production costs not included.

\$5,000



Skybridge Clings (Limited, 2 Available)

Reach a captive audience on the show floor by displaying your latest product ad on a large 8' x 8' single-sided cling in one of the skybridge windows overlooking Hall C.

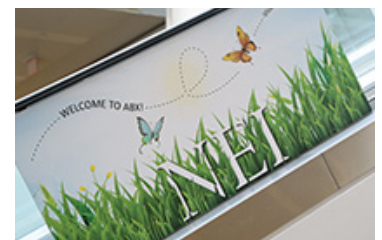
\$5,000



Escalator Clings (Exclusive)

Brand the escalators that lead up and down the conference wings in Hall C with double-sided graphics featuring your company logo or provide custom art.

\$5,000



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Online Registration (Exclusive)

Broaden your company's exposure by having your static web banner throughout the online registration site.

\$3,500



Educational Conference Track

This highly-visible opportunity aligns your brand with the ABX conference program as a sponsor one of the 13 tracks. Sponsor will receive recognition as a sponsor on all associated conference track promotions.

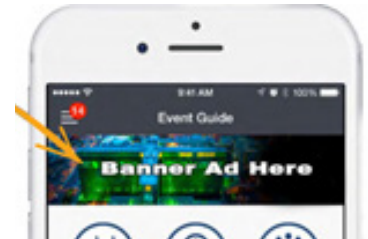
Call for price



Mobile App Banner Ad (Exclusive)

Keep your company in the spotlight throughout the show by having your banner ad displayed at the top of each mobile app page before, during and after the event. Your logo will also be included on the opening splash screen and on-site signage.

\$3,000



Hanging Banner

Attract attendees to your booth by having your 4' x 10' banner hung in the conference hallway. This is a great opportunity to promote a new product, service or technology.

\$5,000



Happy Hour - feature area (Exclusive)

Build your brand by sponsoring the networking happy hour. Stationed in the main aisle closest to your booth, you will receive 100 drink tickets to pass out to attendees. Sponsor recognition in On-Site Event Guide and on-site signage. Provide cups and/or napkins for maximum exposure.

\$4,000



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ABX SPONSORSHIP OPPORTUNITIES

Social Media Package

Engage attendees and drive traffic to your booth through a variety of social media posts. The package includes one post on Facebook, Twitter, Instagram and LinkedIn to promote your booth, latest product, or advertisement. Also includes an opening day post on Twitter and Facebook Live.

Call for Pricing



Passport to Prizes

Traffic driver! Be part of the ABX Passport to Prizes and your booth will receive a spot on the gamecard, increasing your booth traffic and lead generation. Attendees must stop by your booth for a stamp to make them eligible to win \$2,000 for completing the gamecard each day of the expo. Only 12 exhibitors are able to participate in the game, so act quickly.

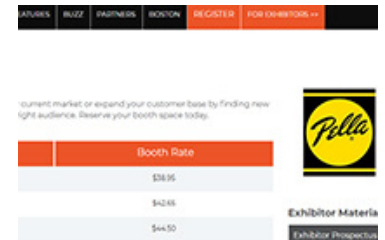
\$2,000



Banner Ads (Limited # Available)

Your custom banner ad will be featured on the ABX web page of your choice, and linked back to your company's website. This opportunity includes metrics on the number of clicks/impressions of your banner.

\$2,000



Multi Media Package

Increase your visibility through a variety of digital options to draw attendee to your booth. You will receive an email blast, web banner and mobile app push.

Call for pricing



Coffee Break (10 Available)

Receive incredible brand exposure and provide an energy boost to attendees by sponsoring coffee breaks in the exhibit hall or educational workshops area. Provide cups and/or napkins for maximum exposure. Available in three locations in the morning and afternoon.

\$3,000



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Happy Hour in the Hall

Gain substantial exposure as the sponsor of a bar located in the main aisle closest to your booth. You will receive 100 drink tickets to pass out to attendees and a mobile app push notification to drive attendees to the bar. Provide cups and/or napkins for maximum exposure.

\$3,000



CE Learning Zone (Exhibitors Only)

Capture the attention of knowledge-seeking attendees by sponsoring the Learning Zone education classes on the expo floor. Exhibitor to supply the content; Show Management will provide the accreditation and leads. Classes are 60-minutes in length; standard staging, A/V setup, and attendee seating is provided.

\$3,000



Carpet Logos

Make an impression as attendees roam the Exhibit Hall by placing your 5x5 ad in the main aisle of the expo hall for all to see. These carpet logos promote your company and double as great directionals to your booth. Production included. Exact location to be determined by Show Management.

\$1,200



Registration Ticket Giveaway

Drive traffic to your booth by holding a raffle or giveaway that will be promoted to attendees via a registration ticket pre-populated with contact information and included with attendee badges. Attendees will visit your booth to submit their entry. Limited availability.

\$2,500



Photo Exhibit

Largely broaden your company's exposure by sponsoring the ABX Photo Exhibit, a high-quality display that celebrates New England architecture, landscape architecture, and interior design. Your logo will appear on each end of the display units.

\$500 per unit



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Billboard

Promote your products on a double-sided, one-meter panel that will be placed in a high-traffic location to be agreed upon by Show Management. Choose between the conference wings, registration area, or on the expo floor.

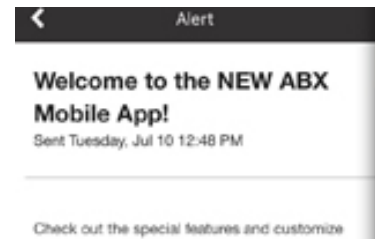
\$1,500



Mobile App Push Alert (2 Available)

Gain exposure, lead generation and engagement by having your message on a mobile app push alert at the time of your choice.

\$500



PROMOTIONAL BUNDLES

Several promotional bundles are available offering a collection of robust offerings at significant cost savings.

BUNDLE #1

- Upgraded Booth Profile
- Passport to Prizes Booth Stop

\$1,800
(Savings of \$700)

BUNDLE #2

- Upgraded Booth Profile
- Passport to Prizes Booth Stop
- 3x3 Floor Logo

\$2,600
(Savings of \$800)

BUNDLE #3

- Upgraded Booth Profile
- Half-Page Ad in On-site Event Guide
- Passport to Prizes Booth Stop
- 3x3 Floor Logo

\$3,400
(Savings of \$1,700)

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