

ABX 2018

November 28-29

Boston Convention & Exhibition Center
Hall A | Boston, MA

Sponsorship Opportunities
and Exhibit Space Rates

Build your Network

Design the Future



Devanshi Purohit, Intl. Assoc. AIA
Sr. Associate, Sr. Urban Designer, CBT Architects
4-time show attendee



The Tower at PNC Plaza, PNC, Gensler. Photo by Connie Zhou Photography. 2016 Award Winner for Sustainability Design.

A chapter of the American Institute of Architects, the Boston Society of Architects/AIA (BSA) is committed to professional development for its members and advocacy on behalf of great design. The founder and presenter of ArchitectureBoston Expo (ABX), the BSA consists of nearly 4,000 members and offers unparalleled programs, services, and publications that foster innovation, equity, economic vitality, and resiliency throughout New England, North America, and the world.

REACH NEW BUYERS. PENETRATE NEW MARKETS. STRENGTHEN YOUR POSITION.

ABX 2018 is the must-exhibit event to connect face-to-face with 8,000+ qualified architects, builders/contractors, engineers, and other design professionals from the Northeast. To increase sales, reach new buyers, close deals, strengthen your brand and achieve highly profitable results, sign up today to lock in your prime booth space.



PRODUCT CATEGORIES

- | | |
|--|---|
| Acoustical Systems | Interior Design |
| Adhesive/Coatings/Sealants/Fasteners | Kitchen/Bath/Appliances/Restroom Fixtures |
| Associations/Foundations | Landscape Products/Services |
| Building Automation/Controls | Lighting/Daylighting/Fans |
| Building Materials/Systems | Lumber/Wood Products |
| Business/Professional Services | Masonry/Stone/Tile |
| Closet Systems | Metals |
| Commissioning/Testing | Millwork/Casework/Specialty Wood |
| Concrete/Cement | Outdoor Products/Structures |
| Construction Services | Paint/Stains/Coatings |
| Consulting Services | Plumbing/Water Systems/Treatment |
| Decks/Patios | Pre-Engineered Structures |
| Doors/Accessories | Publications/Media |
| Electrical | Real Estate Services |
| Engineering Services | Renewable Energy |
| Exterior Finishes | Reprographic Supplies |
| Facility Management Services | Roofing |
| Fencing/Gates | Safety Products |
| Fire Safety/Home Protection | Signage |
| Fireplaces | Software/Hardware |
| Flooring/Floor Systems | Stairs |
| Furnishings/Fabrics | Walls/Wallcovering/Ceilings |
| Glass Products | Waterproofing/Weatherproofing |
| Heating/Ventilation/Air Conditioning Systems | Windows/Skylights |
| Home Automation/Technology | |
| Insulation/House Wrap/Moisture Control | |

CONTACT:





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

ABX 2017 DEMOGRAPHICS

35
ALLIED BUILDING
INDUSTRY
ORGANIZATIONS

ATTENDEE PROFILE

- 57%**  Architecture
- 11%**  Builder/Contractor
- 7%**  Building Products/Services
- 7%**  Interior Design/Space Planning
- 4%**  Academia
- 4%**  Real Estate Development
- 4%**  Engineering
- 3%**  Government/Planning/Urban Design
- 3%**  Other

96%
ATTENDEES FROM
NEW ENGLAND

50
UNIQUE
PRODUCT
CATEGORIES

300+
EXHIBITING
COMPANIES

45,000
SQ. FT. EXHIBIT FLOOR

GENDER

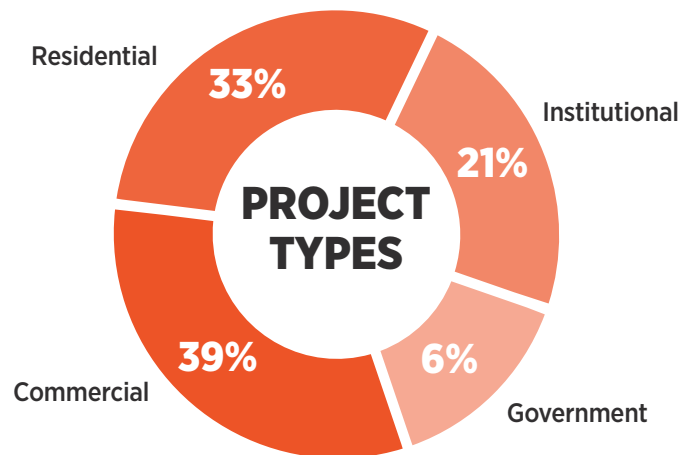
MALE 63%
FEMALE 37%



PURCHASING AUTHORITY



82% of attendees make or influence buying decisions



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COMPANY SIZE

1-10 **38%**

50+ **37%**

11-25 **14%**

26-50 **11%**

AGE RANGE

5%

Age 18-21

9%

Age 21-25

16%

Age 35-44

18%

Age 26-34

22%

Age 45-54

30%

Age 55+

WHO ATTENDS:

Below is a sampling of companies from New England's building and design community who attend ABX.

42 North Builders
 Acentech Inc.
 Alison Brooks Architects
 Allied Consulting Engineering
 Ann Beha Architects
 Apex Engineering
 Arrowstreet
 ART Architects
 Aurora Custom Builders
 AXIOM Architects, Inc.
 Baker/Wohl Architects
 Bald Hill Builders
 Bannon Custom Builders
 Bard, Rao + Athanas
 Beacon Architectural Associates
 Bergmeyer Associates Inc
 Bilt-Rite Construction
 BKA Architects
 Bohler Engineering
 Boston College
 Bowdoin Construction
 BR+A Consulting engineers
 Bruner/Cott Architects
 C.E. Floyd Company Inc.
 Cambridge Seven Associates
 CannonDesign
 Carpenter & MacNeille Architects
 CBT Architects
 Cedar Builders
 CH Newton Builders
 Cobb Hill Construction
 Colburn & Guyette
 Columbia Construction Co.
 Commodore Builders
 Consigli Construction
 Cornell University
 Cummings architects

David King Architects
 Davis Square Architects
 Delphi Construction
 Dimeo Construction Co.
 Drummey Rosane Anderson
 DSK Architects + Planners
 Elkus-Manfredi Architects
 Ellenzweig Architects
 Endicott College
 Erland Construction
 F.H. Perry Builder
 Fabrizio Construction
 FBN Construction Co.
 Finegold Alexander Architects
 Flansburgh Architects
 Gensler
 Goody Clancy
 Green Leaf Architecture
 GUND Partnership
 Hacin + Associates Inc.
 Harvard University
 HDR Architecture Inc.
 Hill Engineers Architects
 HMFH Architects
 Holland Construction
 Hutker Architects
 International Builders
 Kaplan Thompson Architects
 Keene State College
 KR Architecture & Interiors
 LDa Architecture & Interiors
 Leers Weinzapfel
 Levi + Wong Design Associates
 Longleaf Construction Company
 Maggiore Construction Corp
 Main Street Architects
 Mass. Electric Construction Co

Massachusetts General Hospital
 Meyer and Meyer Architects
 Mount Vernon Group Architects
 Nashawtuc Architects
 Northeastern University
 Payette
 Phelan Construction
 Port City Architecture
 RDK Engineers, An NV5 Co.
 S+H Construction
 Salem State University
 Sasaki Associates, Inc.
 Sea-Dar Construction
 Shawmut Design & Construction
 Shepley Bulfinch Architects
 SMMA/Symmes Maini & McKee
 SMRT Architects & Engineers
 Steffian Bradley Architects
 Stephen Kelleher Architects
 Suffolk Construction
 Suffolk University
 Sweeney Brothers
 TRO JungBrannen
 Tsoi/Kobus & Associates
 Tufts University
 Turner Construction
 twin peaks construction
 University of Massachusetts
 Vanderweil Engineers
 Wellesley College
 Wessling Architects
 Wheelock College
 Wilson Architects
 Windover Construction
 Wolf Landscape Architecture
 Woodmeister Master Builders
 and hundreds more!

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ABX EXHIBIT BOOTH RATES

Reserve Your Booth at the Leading Building Industry Event in the Northeast.

Booth Type	Booth Rate
Standard Booth	\$38.95
Corner	\$42.65
Peninsula	\$44.50
Island	\$46.35

All booths are 10x10 unless otherwise indicated. Exhibitors are responsible for all additional costs, including but not limited to: carpet, furniture, material handling, electric, etc. Booth spaces MUST be carpeted.

Deposit Payment Schedule:

75% of total balance due on or before July 16, 2018
 100% of total balance due after July 16, 2018



All ABX exhibitors will also receive a complimentary account on Connect, an online product directory featuring your company profile, unlimited product uploads, a marketing and trends dashboard, and unlimited leads.

CONTRACT SUBMISSION

Submit your contract online at abexpo.com. Full payment can be made by credit card online or mailed to:

ABX 2018
 6191 N. Highway 161, Suite 500 | Irving, TX 75038

FOR MORE INFORMATION:
 617-391-4029 | bkeefe@architects.org | abexpo.com

EXHIBITOR BENEFITS:

- 150 free exhibit hall passes
- One free educational workshop
- One listing in Connect Online Product Directory
- One listing in the Attendee Brochure
- One listing in the On-Site Event Guide
- One listing on abexpo.com
- Complimentary Marketing Toolkit
 - Free Expo Pass PDF
 - Discount registration link/code
 - Web banners in various sizes
 - Sample email copy
 - Social media post samples
 - Registered press list
 - Press release template
- 8' high back drape for in-line booths
- 3' high side drape for in-line booths
- One 7" x 44" booth identification sign

BSA MEMBER VALUED-ADDED BENEFITS:

- BSA member logo next to your listing in the On-Site Event Guide
- BSA member logo next to your online exhibitor listing
- Company name listing in the attendee brochure
- Logo and URL link on the Allied Members webpage
- Logo and URL link in one attendee prospect email

BOOK YOUR SPACE EARLY to secure the best booth location and to be among the 300+ suppliers of building products and services at ABX 2018.

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ABX SPONSORSHIP OPPORTUNITIES

Sponsorships are the most effective way to increase your impact pre-show, on-site and post-show. To receive the most value out of your exhibit investment, you can choose any combination of sponsorships to build the most effective traffic-building program possible.

SPONSORSHIP LEVELS

ABX Sponsors get additional exposure in all major digital and print correspondence. Sponsorship Levels are based on the total amount spent with the event.

PLATINUM | \$30,000+

- One (1) complimentary Passport to Prizes participation
- One (1) complimentary BSA Allied Membership
- One (1) web banner on website
- One (1) listing enhancement in the Attendee Brochure
- Four (4) additional priority points in Space Draw
- One hundred (100) drink tickets for Happy Hour in the Hall
- One (1) bar located in the main aisle closest to your booth for Happy Hour in the Hall
- All additional benefits listed under Bronze level

GOLD | \$23,000 - \$29,999

- One (1) complimentary BSA Allied Membership
- One (1) web banner on website
- One (1) listing enhancement in the Attendee Brochure
- Three (3) additional priority points in Space Draw
- Fifty (50) drink tickets for Happy Hour in the Hall
- All additional benefits listed under Bronze level

SILVER | \$16,500 - \$22,999

- One (1) web banner on website
- One (1) listing enhancement in the Attendee Brochure
- Two (2) additional priority points in Space Draw
- All additional benefits listed under Bronze level

BRONZE | \$11,500 - \$16,499

- One (1) logo and URL link in email footer
- One (1) logo and URL link on Sponsors webpage
- One (1) logo on on-site directional signage
- One (1) logo on Sponsors page in the Attendee Brochure
- One (1) logo on Sponsors page in the On-Site Event Guide
- One (1) listing enhancement in the On-Site Event Guide
- One (1) additional priority point in Space Draw

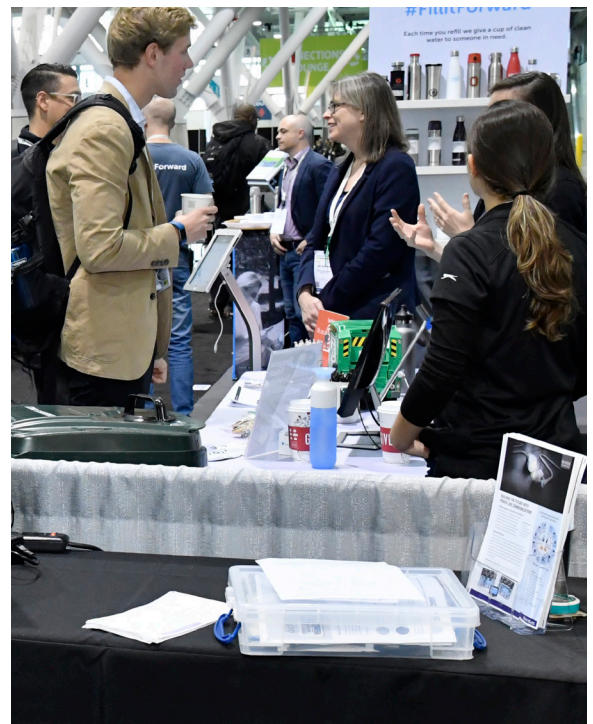
SPONSORSHIP BENEFITS:

All sponsorships include these benefits:

- Logo and URL link in email footer
- Logo and URL link on Sponsors webpage
- Logo on on-site directional signage
- Logo on Sponsors page in the Attendee Brochure
- Logo on Sponsors page in the On-Site Event Guide

Additional benefits for Platinum sponsors:

- Recognition as a Passport to Prizes participant



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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.

PRE-SHOW ADVERTISING / *Attendee Brochure*

Half-Page Back Cover Ad (Exclusive) \$5,418

Half-Page Inside Front Cover Ad (Exclusive) \$5,418

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..... \$4,300

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 \$2,786

Drive your message home by placing a half-page horizontal or vertical ad in the Attendee Brochure.

Quarter-Page Ad..... \$1,597

Draw attendees to your booth by placing a quarter-page vertical ad in the Attendee Brochure.

Product Spotlight \$2,500

Showcase your featured, new or green products in the Attendee Brochure, a dedicated Product Spotlight page on the website, and a dedicated Product Spotlight pre-show eblast.

Listing Enhancement..... \$385

Draw attention to your listing in the Attendee Brochure by adding your company logo.

ON-SITE ADVERTISING / *On-Site Event Guide*

Back Cover Ad (Exclusive) \$5,418

Inside Back Cover Ad (Exclusive)..... \$5,418

Inside Front Cover Ad (Exclusive)..... \$5,418

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..... \$4,300

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 \$2,786

Drive your message home by placing a half-page horizontal or vertical ad in the On-Site Event Guide.

Quarter-Page Ad..... \$1,597

Draw attendees to your booth by placing a quarter-page vertical ad in the On-Site Event Guide.

Product Spotlight \$2,500

Showcase your featured, new or green products in the Attendee Brochure, On-Site Event Guide, a dedicated Product Spotlight page on the website, and a dedicated Product Spotlight pre-show eblast.

Listing Enhancement..... \$385

Draw attention to your listing in the On-Site Event Guide by adding your company logo.

CONTACT:

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 :15 or :30 rotating video ad on the video wall, private seating area and ability to display product. Provide cups and/or napkins for maximum exposure.

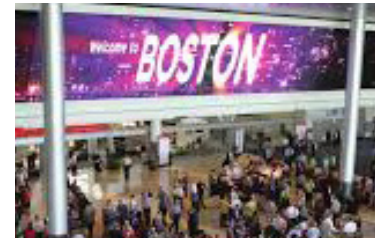
\$10,000



Video Wall (Limited, 4 Available)

Receive maximum visibility and create a stunning visual with a :15 or :30 second rotating video advertisement running on the digital video wall in the lobby outside Hall A and in the main registration area. Video production not included.

\$3,000



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 lanyards. Subject to Show Management approval. Production costs not included.

\$5,000



Bag Inserts (Limited, 5 Available)

Introduce your company and products, advertise show specials or direct traffic to your booth. Your flyer will be inserted into the bags handed out to attendees at registration. Flyer size: 8 1/2" x 11" or smaller. Production costs not included. *This sponsorship is dependent upon the above Show Bags sponsorship being sold.*

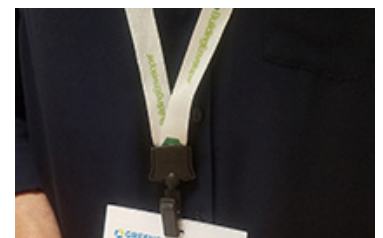
\$3,000



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



SOLD

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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 A.

\$5,000



Escalator Clings (Limited, 2 Available)

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

\$5,000



Onsite Registration (Exclusive)

Expose your company's brand to thousands of industry professionals as they register by having your company logo/design on graphics throughout the registration area.

\$5,000



Online Registration (Exclusive)

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

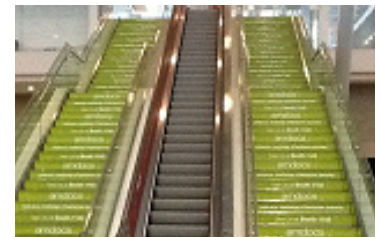
\$5,000



Stair Clings - 20 Stairs (4 Available)

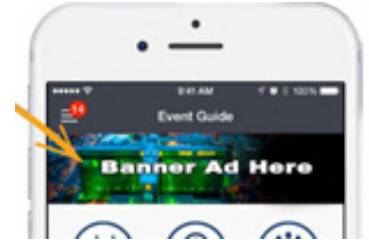
Attract a captive audience of attendees to your booth by placing your company logo/message on stair clings which are viewable as they walk between the workshops and the expo floor.

\$5,000



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.

\$5,000**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 - Interiors (Exclusive)**

Build your brand by sponsoring the networking happy hour held exclusively for the interior design professionals. 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**Happy Hour - Landscape (Exclusive)**

Generate leads by sponsoring the networking happy hour dedicated exclusively for landscape architecture and design professionals. 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**Email Blast (Pre-Show or Post-Show)**

Reach your target audience by having Show Management send an email to show registrants and prospects. Create your HTML message or we will assist you. Email performance metrics are provided.

\$3,500

CONTACT:

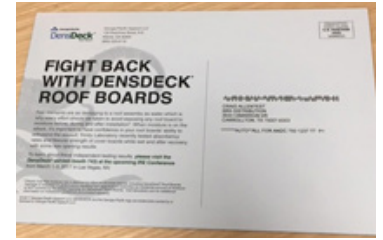
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Direct Mail (Pre-Show or Post-Show)

Make an impression on attendees by sending a direct mail piece to show registrants and prospects. Exhibitor is responsible for all costs associated with the mailing, including the cost of printing, processing fees and postage costs at the Show Management-selected printer; exhibitor does not receive the actual list.

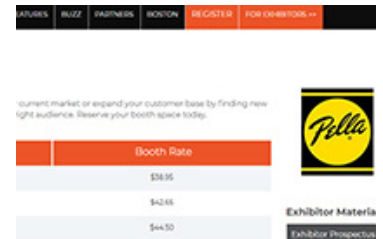
\$3,500



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 provides metrics on the number of clicks/impressions of your banner and longevity.

\$3,500



Golf Carts (Exclusive)

Maximize your brand recognition by having your company logo on Golf Carts that run continuously from the BCEC's main entrance to Hall A. Your graphic will be on the front and sides of each cart giving you exposure through the facility for two days.

\$3,500



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.

\$3,500



Happy Hour in the Hall (8 Available)

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.

\$3,500



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NEW 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 ad front and center 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.

\$3,000



Coat & Bag Check (Exclusive)

Build your brand by being the exclusive sponsor of the Coat & Bag check. Your company logo will be placed on 22" x 28" signs outside the area.

\$3,000



Passport to Prizes (11 Available)

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 \$2,500 for completing the gamecard each day of the expo. Only 12 exhibitors are able to participate in the game, so act quickly.

\$2,000

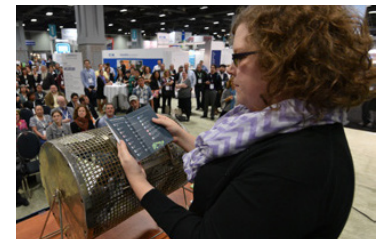


Photo Exhibit

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 two (2) display units.

\$1,500



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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.

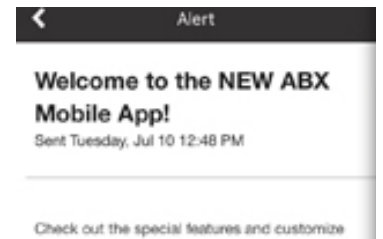
\$1,500



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.

\$1,000



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