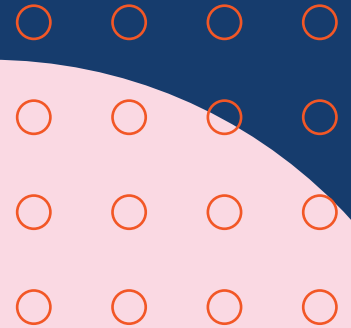




**8,000+**

architects, builders,  
contractors, engineers,  
designers and more  
attend ABX



**70%**

of ABX attendees make or  
influence buying decisions

## Expand Your Customer Base

### EXHIBITOR PROSPECTUS

# EXPLORE. EXHIBIT. ENGAGE.

**Explore** the benefits of exhibiting at ABX 2020 — the leading design and construction industry event in the Northeast — to maximize your reach and expand your customer base.

**Exhibit** your newest, most innovative products and services to set yourself up for success by boosting your visibility, strengthening your brand recognition and increasing your sales.

**Engage** with 8,000+ qualified architects, builders, contractors, engineers, interior designers, landscape architects and other design professionals of all levels.



## ATTENDEE PRODUCT/SERVICE INTEREST BREAKDOWN

- 35%** Windows/Skylights
- 30%** Exterior Finishes
- 30%** Flooring/Floor Systems
- 30%** Lighting/Daylighting/Fans
- 28%** Insulation/House Wrap/Moisture Control
- 28%** Millwork/Casework
- 27%** Masonry/Stone/Tiles
- 27%** Kitchen/Bath/Appliances/Restroom Fixtures
- 27%** Renewable Energy
- 27%** Doors/Accessories
- 26%** Glass Products
- 26%** Lumber/Wood Products
- 25%** Waterproofing/Weatherproofing
- 24%** Acoustical Systems
- 22%** Heating/Ventilation/Air Conditioning
- 22%** Metals
- 21%** Paint/Stains/Coatings
- 20%** Construction Services
- 20%** Decks/Patios
- 20%** Stairs
- 18%** Concrete/Cement
- 18%** Home Automation/Technology
- 18%** Interior Design Services
- 18%** Landscape Products/Services
- 16%** Adhesive/Coatings/Sealants/Fasteners
- 16%** Business/Professional Services
- 16%** Furnishings/Fabrics
- 16%** Fireplaces
- 15%** Building Automation/Controls
- 15%** Outdoor Products/Structures
- 15%** Pre-Engineered Structures
- 13%** Consulting Services
- 13%** Fire Safety/Protection
- 13%** Electrical
- 13%** Engineering Services
- 13%** Plumbing/Water Systems/Treatment
- 13%** Software/Hardware
- 12%** Fencing/Gates
- 12%** Signage
- 11%** Closet Systems
- 10%** Safety Products
- 9%** Associations/Foundations
- 8%** Facility Management Services
- 8%** Real Estate Services
- 7%** Commissioning/Testing
- 7%** Publications/Media
- 3%** Reprographic Supplies

### CONTACT:

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

KELLY GUTERMUTH, Sales Manager  
972.536.6455 | kelly.gutermuth@informa.com

#### ATTENDEE PROFILE

- 50%**  Architecture
- 12%**  Building/Construction
- 10%**  Building Products/Services
- 5%**  Interior Design/Space Planning
- 5%**  Consulting
- 4%**  Engineering
- 4%**  Government/Planning/Urban Design
- 3%**  Real Estate Development
- 2%**  Facilities/Building Management/Owner
- 2%**  Education/Academia
- 1%**  Other

**35**  
ALLIED BUILDING  
INDUSTRY  
ORGANIZATIONS

**95%**  
ATTENDEES FROM  
NEW ENGLAND

**50**  
UNIQUE  
PRODUCT  
CATEGORIES

**300+**  
EXHIBITING  
COMPANIES

**45,000**  
SQ. FT. EXHIBIT FLOOR

#### GENDER

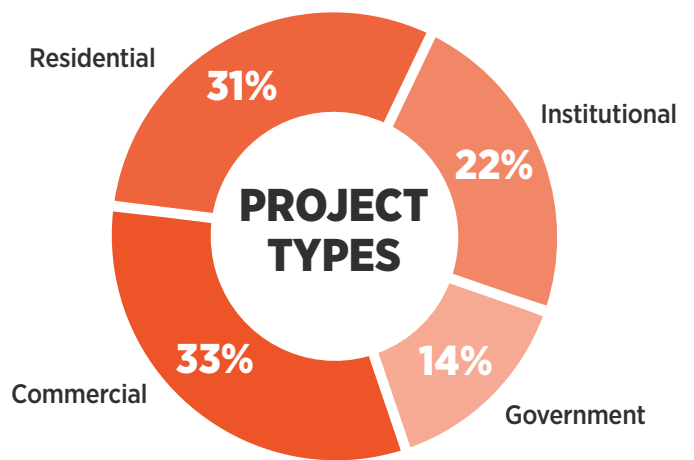
**MALE 65%**  
**FEMALE 35%**



#### PURCHASING AUTHORITY

\$\$\$\$\$\$\$\$\$\$\$\$

**70%** of attendees make or influence buying decisions



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### COMPANY SIZE

1-10 **41%**

11-25 **15%**

26-50 **13%**

51+ **31%**

### AGE RANGE

**2%**

Age 18-21

**8%**

Age 21-25

**17%**

Age 26-34

**18%**

Age 35-44

**20%**

Age 45-54

**35%**

Age 55+

### WHO ATTENDS:

Below is a sampling of companies from New England's architecture, building and design community who attended ABX 2019.

Acentech  
 Albert Righter & Tittmann  
 Ann Beha Architects  
 ARC/Architectural Resources  
 Cambridge  
 Arrowstreet  
 Bannon Custom Builders  
 Bargmann Hendrie + Archetype  
 Beacon Architectural Associates  
 Beals and Thomas, Inc.  
 Bergmeyer  
 Boston Architectural College  
 Bruner/Cott Architects  
 C Squared Design  
 C.E. Floyd Company, Inc.  
 Cambridge Seven Associates  
 Carpenter & MacNeille Architects  
 CBA Landscape Architects  
 CBI Consulting LLC  
 City of Boston Public Facilities Dept  
 Colburn Guyette  
 Commodore Builders  
 Cornell University  
 CUBE3 Studio  
 D. Bruce Greenwald, Architect  
 D.W. Arthur Associates Architecture  
 Davis Square Architects  
 Derby Square Architects  
 Derek Rubinoff, Architect  
 Design Build Boston  
 DHK Architects  
 DiMella Shaffer  
 DiNisco Design  
 Drummey Rosane Anderson  
 DSK Dewing Schmid Kearns  
 Dyer Brown Architects  
 Elkus Manfredi Architects  
 Ellenzweig Associates, Inc.

Elton Hampton Architects  
 Endicott College  
 EYP, Inc  
 Fennick McCredie Architecture  
 Finegold Alexander Architects  
 Flavin Architects  
 Frank Shirley Architects  
 General Dynamics  
 Gensler  
 Goody Clancy  
 Group One Partners Inc  
 Gund Partnership  
 Hacin + Associates  
 HMFH Architects  
 Holly Gagne Interior Design  
 Hutker Architects  
 ICON Architecture  
 Isgenuity LLC  
 Jill Neubauer Architects  
 Johnson Roberts Associates  
 Jones Architecture  
 Kleinfelder  
 Klopfer Martin Design Group  
 LDa Architecture & Interiors  
 Leers Weinzapfel Associates  
 Light Hill Property Management  
 Margulies Perruzzi Architects  
 Massachusetts Institute of Technology  
 Massachusetts Port Authority  
 Massasoit Community College  
 Mauge Architects  
 Miller Dyer Spears  
 Monte French Design Studio  
 Mount Vernon Group Architects  
 Nitsch Engineering  
 North Bennet Street School  
 Northeastern University  
 Odeh Engineers, Inc.

OJB Landscape Architecture  
 Olsen Lewis + Architects  
 O'Sullivan Architects  
 Paul Lukez Architecture  
 Payette  
 PCA | Prellwitz Chilinski Associates  
 Peter Quinn Architects LLC  
 Peter Rose + Partners  
 Platt Anderson Freeman  
 PRM ENGINEERING, LLC  
 R.G. Vanderweil Engineers, LLP  
 Rob Bramhall Architects  
 Rode Architects  
 Saam Architecture  
 Schwartz/ Silver Architects  
 SGA ARCHITECTS  
 Shawmut Design and Construction  
 Shepley Bulfinch  
 Silverman Trykowski Associates  
 SmithGroup  
 SMMA | Symmes Maini & McKee  
 SMRT Architects and Engineers  
 Stantec Architecture  
 Sterling Associates, Inc.  
 Suffolk Construction  
 Tappe Architects  
 The Architectural Team  
 The SLAM Collaborative  
 Torrey Architecture  
 Tsoi/Kobus Design  
 Utile  
 Vanderweil Engineers  
 Weston & Sampson Engineers Inc.  
 William Rawn Associates  
 Wilson Butler Architects  
 Winter Holben Architecture + Design  
 Wolf Architects  
 and hundreds more!

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# EXHIBIT BOOTH RATES

Reserve your booth at the leading architecture, building and design event in the Northeast.

Booth Rate (per sq. ft.)	Through April 16	After April 16
Standard Booth	\$40.00	\$42.00
Corner Booth (per corner)	\$150.00	\$150.00
BPG Online Profile	\$150.00	\$150.00

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:

25% of total balance ..... due by January 16, 2020  
75% of total balance ..... due by April 16, 2020  
100% of total balance ..... due by July 16, 2020



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

### CONTRACT SUBMISSION

Submit your contract online at [abexpo.com](http://abexpo.com). Full payment can be made by credit card online or mailed to:

### ABX 2020

222 W. Las Colinas Blvd., Suite 450E | Irving, TX 75039

### FOR MORE INFORMATION:

617.391.4029 | [bkeefe@architects.org](mailto:bkeefe@architects.org) | [abexpo.com](http://abexpo.com)

### EXHIBITOR BENEFITS:

- Five booth staff badges per 100 sq. ft.
- One free educational workshop per exhibiting registrant
- One free Welcome Party ticket per exhibiting registrant
- One listing on BuildingProductGallery.com
- One listing in the Attendee Brochure
- One listing in the On-Site Event Guide
- 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 2020.

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