

# ABX20

**NOVEMBER 4-5, 2020**  
Boston Convention & Exhibition Center



## SPONSORSHIP & PROMOTIONAL OPPORTUNITIES BROCHURE



ABX will partner with IWBC in 2020, bringing two unique but closely related communities together to offer new products, services and opportunities.



**informa**  
markets

Founder &  
Presenter:

**BSA**

Official  
Publication:

**AB**



# ABX20 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



#### CONTACT:

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abexpo.com



# ABX20 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) .....	\$2,000
Inside Back Cover Ad (Exclusive).....	\$2,000
Inside Front Cover Ad (Exclusive).....	\$2,000

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.....	\$1,500
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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 .....	\$750
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Drive your message home by placing a half-page horizontal or vertical ad in the Attendee Brochure.

2x2 Display Ad .....	\$500
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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) .....	\$2,000
Inside Back Cover Ad (Exclusive).....	\$2,000
Inside Front Cover Ad (Exclusive).....	\$2,000

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 inside back cover.

Full-Page Ad.....	\$1,500
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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 .....	\$750
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Drive your message home by placing a half-page horizontal or vertical ad in the On-Site Event Guide.

2x2 Display Ad .....	\$500
----------------------	-------

Generate more booth traffic by placing a 2"x2" color display ad in the On-Site Event Guide.

Upgraded Profile .....	\$500
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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.

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# ABX20

## SPONSORSHIP OPPORTUNITIES

### Education Lounges

Connect with attendees through a unique classroom experience located on the expo floor. Each lounge will feature sponsor-developed content that will be submitted to AIA and GBCI to be approved for CE credit. Each lounge will host multiple educational sessions during expo hours (scheduled by Show Management).

**\$25,000**



### Welcome Party (Non-Exclusive)

Broaden your company's exposure as the shared sponsor of the Welcome Party where you will be featured on advertising in the Attendee Brochure and On-Site Event Guide, 100 drink tickets to pass out to attendees and a mobile app push notification and signage to drive attendees to the party.

**\$10,000**



### 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**



### 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.

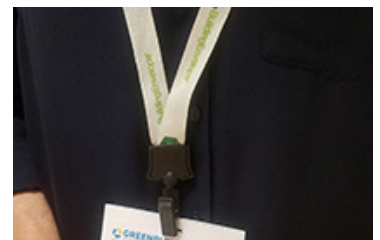
**\$5,000**



### 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**



### 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**



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# ABX20 SPONSORSHIP OPPORTUNITIES

## 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**



## Online Registration (Exclusive)

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

**\$3,500**



## 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.

**\$2,000**



## Coffee Break (10 Available)

Receive incredible brand exposure and provide an energy boost to attendees by sponsoring a coffee break 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**



## Email Blast

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

**\$3,000**



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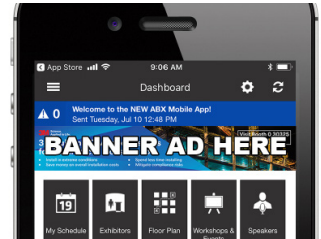


# ABX20 SPONSORSHIP OPPORTUNITIES

## 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**



## 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.

**\$1,500**



## Passport to Prizes

Revamped to bring exhibitors even more value, there are now with two ways to participate in this proven traffic-driving opportunity. Participating attendees will visit 15 booths to get their passport stamped — five (5) required level 1 sponsors + ten (10) additional level 2 sponsors. As the attendees visit your booth you will secure their contact info by scanning their badge before giving them a stamp on their passport.

**\$1,000 - Level 1**

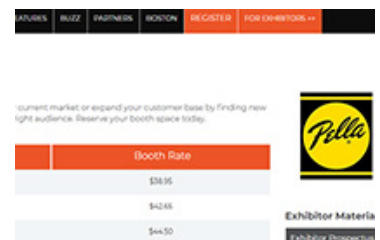
**\$250 - Level 2**



## Web 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.

**\$1,500**



## Welcome Party (non-exclusive)

Broaden your company's exposure as the shared sponsor of the Welcome Party where you will be featured on advertising in the Attendee Brochure and On-Site Event Guide, 100 drink tickets to pass out to attendees and a mobile app push notification and signage to drive attendees to the party.

**\$2,000**



## 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**



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# ABX20 SPONSORSHIP OPPORTUNITIES

## 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.

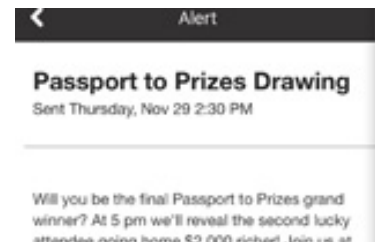
**\$1,200**



## 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**



## 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**



## 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**



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