

Type	Item	Description	Exhibitor Rate	Non-Exhibitor Rate
	Official Show Guide	The Official Show Guide is used on-site by each attendee and serves as a reference tool long after the show ends. Your advertisement in the Official Show Guide is a great way to draw traffic to your booth. Anticipated circulation is 6,500+. Specs: 3.5" x 2", horizontal layout. Acceptable file formats: .pdf, Hi-res (min. 1500 pixels wide), .jpg (CMYK) Ads due February 24, 2017 - no exceptions.	\$300	\$600
Electronic Advertising	Tile Ad	Location! Location! Location! Sell your products and services via a tile ad on the ABC website. Over 35,000 unique visitors. (Multiple opportunities available) Specs: 200 pixels x 200 pixels. Acceptable file formats: .png, .gif, .jpg (no flash)	\$500	\$1,000
	Banner Ad	Location! Location! Location! Sell your products and services via a banner ad on the ABC website. Over 35,000 unique visitors. (Multiple opportunities available) Specs: 400 pixels x 200 pixels. Acceptable file formats: .png, .gif, .jpg (no flash)	\$750	\$1,500
Direct to Attendees	Elevator Clings	Put your name and/or company logo in front of a captive audience with elevator clings - they are unexpected and garner great attention for your message. Specs: TBD.	\$1,500	\$3,000
	Lanyards	Be the first name attendees read by sponsoring badge lanyards distributed in the Registration Area. Your sponsorship is a great value with more than 6,500+ opportunities for eye-level marketing. Exclusive sponsorship opportunity is available where sponsor must provide a minimum of 3,000 lanyards. The buyout rate for an exhibitor is \$1,500; non-exhibitor rate is \$3,000. NJBA members receive a 10% discount on buyout. Sponsor must supply a minimum of 1,000 pieces per each sponsorship secured. (Multiple opportunities available)	\$500	\$1,000
	Show Bag Insert	Put your flyer, brochure or promotional item into the hands of each ABC attendee by sponsoring an ABC Bag Insert. Show Bags with inserts are located in the Registration Area and are available to all attendees. Registration Bag Insert Sponsor is responsible for the production and shipping of insert item. ABC must approve the content of the insert. Minimum number of inserts: 6,000. (Multiple opportunities available)	\$250	\$500
	Rest Room	Grab an attendees' attention as they take a quick break in the rest room. This sponsorship offers you the opportunity to increase and enhance your brand awareness in a high-traffic area via restroom stall door clings, T-frames or free standing banners near the rest rooms in Hall D. Note: Exact location to be determined by Show Management. (Multiple Opportunities available)	\$500	\$1,000
	Seminar Meeting Room	Engaged and educated industry professionals will see your name first as the official sponsor of a seminar session room. Display your banner at the seminar entrance and be sure to stock your Sponsor table with promotional materials for attendees to take home. Your company logo will also be featured in our Seminar Schedule. (Multiple opportunities available).	\$500	\$1,000
	Show Bags	Place your mobile advertisements in the hands of every ABC attendee. Located in the Registration Area, this sponsorship will increase your visibility on the show floor and in thousand of homes throughout the year. Exclusive sponsorship opportunity is available where sponsor must provide a minimum of 3,000 bags. The buyout rate for an exhibitor is \$1,500; non-exhibitor rate is \$3,000. NJBA members receive a 10% discount on buyout. Sponsor must supply a minimum of 1,000 pieces per each sponsorship secured. (Limit 6)	\$500	\$1,000
	Shuttle Service	Help attendees get to where they want to go - ABC! Your brand will be the first thing they see as they get on or off the shuttle so be sure they won't forget who got them there. Sponsor logo will be showcased on Shuttle and Shuttle Schedule. (Limit 2)	\$1,000	\$2,000
Show Floor Opportunities	Aisle Markers	Whatever your location, aisle markers will provide your company with exposure to every ABC attendee continuously throughout their time on the exhibit floor. (Limit 1)	\$2,500	\$5,000
	Badge Recycler	Show your dedication to the building industry and support "green" initiatives at the same time. Your promotional "wrap" signage will cover badge recycling bins placed at the entrance doors. (Limit 1)	\$500	\$1,000
	Bar Sponsor	Join the party and gain valuable exposure among attendees who frequent the bars located on the Exhibit floor. Rest-assured that you have a presence among Industry VIP's as they travel the Exhibit Floor. (Multiple opportunities available)	\$1,000	\$2,000
	Bench Signs	Direct people to your booth! Be named the patron on benches throughout the show floor. Attendees will relish the opportunity to take a peaceful moment's rest, thanks to you. (Multiple opportunities available)	\$500	\$1,000
	Coffee Station	Be there when attendees are talking about the latest session they attended, when they are meeting, when they do business. Sponsor the Coffee Station be a part of the perfect environment for networking and business exchange. (Multiple opportunities available)	\$400	\$800
	Water Station	Place your company name/logo on a water cooler to help keep vendors and attendees refreshed. Sponsoring the water cooler will not only give you exposure but will align your company with the importance of going green. (Multiple opportunities available)	\$350	\$700
	Charging Station	Enable attendees to power up their smart phones, laptops, and other wireless devices without leaving the exhibit hall. Charging kiosks will be placed in high-traffic areas where it will be sure to draw attention and appreciation from attendees as you rescue them from the dreaded "low battery" signal. Sponsor's artwork appears prominently on the station. Additional fees will be incurred for companies wishing to maintain a physical presence by way of a representative. Artwork to be provided by the sponsor. (Limit 3)	\$1,500	\$3,000
	Carpet Decal Directionals	Point attendees in the direction of your booth with carpet decals displaying your company name, logo, tagline and/or booth location. Artwork to be provided by sponsoring company. Specs: 4' x 4' (Multiple opportunities available)	\$300	\$600
	Health & Wellness Zone	In this fast-paced world, even ABC folks need a break. Your sponsorship will provide a comfortable place for attendees to relax and recharge with complimentary chair massages, health screenings, water and access to charging stations. Signage and table displays will let attendees know who to thank for their peace of mind. (Limit 4)	\$300	\$600
	Town Center	Calling all Landscapers and Landscape Designers? With flowers blooming in the Registration Area, your design will attract attention and capture impressions. This sponsorship allows you the opportunity to show off your business, your plants and your eye for design, all while supporting the industry and ABC. (Multiple opportunities available)	\$300	\$600

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	New Product Pavilion	Participate in the New Product Pavilion and give attendees the opportunity to see what's new, what's hot and what's now! Exhibitors display product(s) (in an un-manned but secure area) while attendees visit the area and cast their votes on who has the most innovative product. The winner receives the Attendees Choice Award along with a 3-month Tile Ad placement on the home page of the ABC website. (Multiple opportunities available)	\$50	N/A
	Workshop/How to Clinics	We all know that education is the key to success! This area allows you the opportunity to boost product sales as you showcase your technical expertise and enhance the skill of those who utilize your product(s). (Multiple opportunities available)	\$500	N/A
	You Are Here Map	Two "You Are Here" map stands will placed in the exhibit hall with a floor plan and a list of exhibiting companies to help navigate the floor. As a "You Are Here" sponsor, your company name and/or logo will appear on the map.	\$300	N/A
		<i>Gain valuable exposure and recognition as an Industry supporter at any one of these events. Your company will be recognized via the ABC website, Official Show Guide and on-site signage. (Multiple opportunities available)</i>		
Special Event Opportunities	Club Party	It will be 'heaven' at the Haven Nightclub on Wednesday night! Voted one of the best night clubs in Atlantic City, this unique atmosphere will engage the senses of all attendees and guarantee that YOU will not be forgotten! Sponsor signature drinks, award winning VIP bottle service, entertainment, scotch & cigars and giveaways. Be a part of this unforgettable experience and help us rock the house like it's never been rocked before! Sponsorships starting at \$1,500.		
	Economic Forecast	This highly-anticipated program will include presentations from business leaders and economic experts who will discuss current and emerging economic conditions, demographic and housing trends, and how these and other factors will shape demand for housing - both nationally and in New Jersey. Sponsor provided banner will be displayed in area. Specs: 3' x 6' vinyl	\$500	\$1,000
	ABC Headquarters Hangout	Located right off of the Main Atrium and directly off of the casino floor, Rush Lounge has it all and is the perfect place to network with ABC attendees 24/7. Attendees will congregate in this "hot spot" as they look to relax, enjoy a cocktail, listen to live music, gamble and watch the latest game on flat screen high-definition TV's. Sponsorships available by the hour... and this area will feature your company's logo as attendees un-wind and have a good time! Sponsorships starting at \$1500. Additional fee will be apply for exclusive access plus cost of drink package.	\$1,500	\$3,000
	NJBA President's Party	This Mediterranean themed party won't start until our guest of honor walks in! Join the NJBA as we officially welcome the newly installed President and his slate of Officers. Attendees will enjoy great food, drink, entertainment and company!	\$2,000	\$4,000

All sponsors will be recognized via the ABC website, Official Show Guide and on-site signage.

Custom sponsorships are available. Questions? Contact Diane Nicolo-Pocino at (609) 570-2155 or [diane@njba.org](mailto:diane@njba.org).