

## 2019 ABC SPONSORSHIP AND MARKETING OPPORTUNITIES

Type	Item	Description	Exhibitor Rate	Non-Exhibitor Rate
Special Event Opportunities	NJBA Annual Board of Directors Meeting	Meet face to face with the industry's premier leaders by sponsoring the annual Board Meeting! Network with leaders individually before the meeting and be introduced by the NJBA CEO at the beginning of the meeting! Other benefits include company logo on meeting agenda and digital signage; amenity/promotional material placed at each seat (sponsor must provide amenity/material). (Multiple opportunities available)	\$1,500	\$3,000
	VIP Reception w/ NJBA's President & Officers	Align yourself with some "Very Important People" - the VIPs of the NJBA, our Officers. Celebrate the NJBA President and his slate of Officers poolside in one of the hottest nightclubs in Atlantic City. Guests will enjoy drinks at the open bar, lite apps and some great company courtesy of YOU. Sponsors are encouraged to greet guests at the door, logo will be prominently displayed on-site in our private area. Sponsor will receive a total of 5 event tickets. (Multiple opportunities available)	\$2,500	\$5,000
	Party at "The Pool" w/ NJBA's President & Officers	Wet N' Wild Wednesday at The Pool After Dark is the ultimate place to party it up! ABC attendees will make their way to this event after having spent a very productive day at the Conference and Expo. Be one of the reasons they can have a great time...sponsor will be recognized via signage, signature drink coupons and shout outs. (Multiple opportunities available)	\$2,000	\$4,000
	Opening Ceremony	Kick off the opening of the 70th annual Atlantic Builders Convention with a sponsorship package that is built to increase your brand awareness and drive traffic to your booth during the trade show. This event will keep people talking about YOU - as they network, eat, drink and enjoy live music. Sponsor will have the opportunity to distribute brand named give-aways; and, logo will be prominently featured in Main Stage Area. (Limit 2)	\$5,000	\$10,000
	Closing Ceremony	Leave a long-lasting impression by sponsoring this highly anticipated closing event. The Sponsor will have the opportunity to distribute brand named give-aways; will take part in the presentation of Exhibitor Awards and act as the host of the closing reception. (Limit 2)	\$5,000	\$10,000
Direct to Attendees	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. 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. Show 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	N/A
	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. Sponsor must supply a minimum of 1,000 pieces per each sponsorship secured. (Limit 6)	\$500	\$1,000
	Coat/Bag Check	Your company name/logo will be placed on 22'x28' signs promoting the Coat/Bag Check area located just near the restrooms - a place that everyone needs to visit at one point or another. (Multiple opportunities available)	\$300	\$600
	Information Booth Giveaways	Sponsor provides branded materials (i.e. pads and pens) that will be distributed to attendees as they approach the Information Booth.	\$300	N/A
	Collateral Room Drop	Deliver an amenity and messaging to all delegates via room drop at the official host hotel. Sponsor must provide the amenity and messaging. (Multiple opportunities available)	\$3,000	\$6,000
Show Floor Opportunities	Aisle Markers	Everyone needs a little direction...here's your chance to leave your mark. Each ABC aisle starts and ends with your presence. Sponsor's logo is featured on a 22"x28" sign positioned at each of the expo aisles. (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. Bars will be accessible during show hours but during specific times will be hosted by our Bar Sponsors. 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/Tea Bar	Be there when attendees are talking about the latest session they attended, when they are meeting, when they do business. Sponsor the Coffee Station and be a part of the perfect environment for networking and business exchange. (Multiple opportunities available)	\$500	\$1,000
	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

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	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	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. (Multiple opportunities available)	\$300	N/A
Official Show Guide	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 pizels wide), .jpg (CMYK) Ads due February 22, 2019 - no exceptions.	\$350	\$700
	Mobile App Push Notifications	Increase the size of your audience with a push notification. Alerts can be sent through the Mobile App as push notifications on both iOS and Android devices to promote your booth, new product or service, or even a giveaway. Submission requirements: 580x256 px. (Multiple opportunities available)	\$750	N/A
	Mobile App Banner Ad	Display your logo in a banner. Attract more leads. Banner rotates at the top of the conference mobile app. Submission requirements: 750x280 px. (5 opportunities available)	\$500	N/A

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).

Please check the tool(s) you are interested in and fill out the payment information at the bottom of the page.  
 Questions? Contact Diane Nicolo-Pocino at (609) 570-2155 or [diane@njba.org](mailto:diane@njba.org).

	Item	Exhibitor Price		Non-Exhibitor Price	
<b>Special Event Opportunities</b>	NJBA Annual Board of Directors Meeting	\$1,500	<input type="checkbox"/>	\$3,000	<input type="checkbox"/>
	VIP Reception w/NJBA's President & Officers	\$2,500	<input type="checkbox"/>	\$5,000	<input type="checkbox"/>
	Party at "The Pool" w/ NJBA's President & Officers	\$2,000	<input type="checkbox"/>	\$4,000	<input type="checkbox"/>
	Opening Ceremony	\$5,000	<input type="checkbox"/>	\$10,000	<input type="checkbox"/>
	Closing Ceremony	\$5,000	<input type="checkbox"/>	\$10,000	<input type="checkbox"/>
<b>Direct to Attendees</b>	Lanyards	\$500	<input type="checkbox"/>	\$1,000	<input type="checkbox"/>
	Show Bag Insert	\$250	<input type="checkbox"/>	N/A	<input type="checkbox"/>
	Show Bags	\$500	<input type="checkbox"/>	\$1,000	<input type="checkbox"/>
	Coat/Bag Check	\$300	<input type="checkbox"/>	\$600	<input type="checkbox"/>
	Information Booth Giveaways	\$300	<input type="checkbox"/>	N/A	<input type="checkbox"/>
	Collateral Room Drop	\$3,000	<input type="checkbox"/>	\$6,000	<input type="checkbox"/>
<b>Show Floor Opportunities</b>	Aisle Markers	\$2,500	<input type="checkbox"/>	\$5,000	<input type="checkbox"/>
	Badge Recycler	\$500	<input type="checkbox"/>	\$1,000	<input type="checkbox"/>
	Bar Sponsor	\$1,000	<input type="checkbox"/>	\$2,000	<input type="checkbox"/>
	Bench Signs	\$500	<input type="checkbox"/>	\$1,000	<input type="checkbox"/>
	Coffee/Tea Bar	\$500	<input type="checkbox"/>	\$1,000	<input type="checkbox"/>
	Water Station	\$350	<input type="checkbox"/>	\$700	<input type="checkbox"/>
	Charging Station	\$1,500	<input type="checkbox"/>	\$3,000	<input type="checkbox"/>
	Carpet Decal Directionals	\$300	<input type="checkbox"/>	N/A	<input type="checkbox"/>
	You Are Here Map	\$300	<input type="checkbox"/>	N/A	<input type="checkbox"/>
<b>Electronic Advertising</b>	Official Show Guide	\$350	<input type="checkbox"/>	\$700	<input type="checkbox"/>
	Mobile App Push Notifications	\$750	<input type="checkbox"/>	N/A	<input type="checkbox"/>
	Mobile App Banner Ad	\$500	<input type="checkbox"/>	N/A	<input type="checkbox"/>

Mail or E-mail Completed Agreement Form to:  
**ATLANTIC BUILDERS CONVENTION**  
 One Washington Blvd., Suite 5  
 Robbinsville, NJ 08691  
 P: (609) 587-5577 F: (609) 755-0388  
 E-mail: [diane@njba.org](mailto:diane@njba.org)

Contact name:		Company:			
Phone:	Fax:	E-mail:			
<b>Form of payment:</b> <input type="checkbox"/> Check (payable to Atlantic Builders Convention) <input type="checkbox"/> AMEX <input type="checkbox"/> MasterCard <input type="checkbox"/> Visa <input type="checkbox"/> Discover				Total amount: \$	
Credit card # :			Expiration date:	CVV:	
Billing address:					
Name as it appears on card:			Signature:		