

2020 ABC Sponsorship Registration

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.

	Item*	Exhibitor Price		Non-Exhibitor Price	
Special Event Opportunities	ABC Dance Party	\$1,500	<input type="checkbox"/>	\$3,000	<input type="checkbox"/>
	NJBA Annual Board of Directors Meeting	\$1,500	<input type="checkbox"/>	\$3,000	<input type="checkbox"/>
	President's Cocktail Party	\$2,500	<input type="checkbox"/>	\$5,000	<input type="checkbox"/>
Direct to Attendees	Badge Recycler	\$500	<input type="checkbox"/>	\$1,000	<input type="checkbox"/>
	Charging Station	\$1,500	<input type="checkbox"/>	\$3,000	<input type="checkbox"/>
	Coat/Bag Check	\$300	<input type="checkbox"/>	\$600	<input type="checkbox"/>
	Coffee/Tea/Donut Bar	\$500	<input type="checkbox"/>	\$1,000	<input type="checkbox"/>
	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"/>
	Snack Bar Sponsor	\$1,000	<input type="checkbox"/>	\$2,000	<input type="checkbox"/>
	Water Station	\$350	<input type="checkbox"/>	\$700	<input type="checkbox"/>
Print/ Electronic Advertising	Mobile App Banner Ad	\$500	<input type="checkbox"/>	N/A	<input type="checkbox"/>
	Mobile App Push Notifications	\$750	<input type="checkbox"/>	N/A	<input type="checkbox"/>
	Official Show Guide	\$350	<input type="checkbox"/>	\$700	<input type="checkbox"/>

***Item descriptions on back of form**

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

Contact name:		Company:	
Phone:	Fax:	E-mail:	
Form of payment: <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:	

2020 ABC Sponsorship Opportunities

Type	Item	Description	Exhibitor Rate	Non-Exhibitor Rate
Special Event Opportunities	ABC Dance Party	Oh what a night at the ABC Dance Party! Guests of the ABC will come together in the Eden Lounge for an evening of networking and dancing to live music. No cover; free beer during the first hour and then a cash bar. Sponsors will be recognized via signage and encouraged to act as greeters to distribute branded promotional items that can be enjoyed that evening and beyond. (Multiple opportunities available.)	\$1,500	\$3,000
	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
	President's Cocktail Party	Align yourself with some "Very Important People" - the VIPs of the NJBA, our Officers. Celebrate the newly installed NJBA President and his slate of Officers. 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. Sponsor will receive a total of 5 event tickets. (Multiple opportunities available)	\$2,500	\$5,000
Direct to Attendees	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
	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 1)	\$1,500	\$3,000
	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
	Coffee/Tea/Donut 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
	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 thousands 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
	Snack Bar Sponsor	Join the party and gain valuable exposure among attendees who frequent the snack bars located on the Exhibit floor. Bars will be accessible during show hours. Rest-assured that you have a presence among Industry VIP's as they travel the Exhibit Floor. (Multiple opportunities available)	\$1,000	\$2,000
	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
Print/Electronic Advertising	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
	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
	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 21, 2020 - no exceptions.	\$350	\$700

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 diane@njba.org.