



550 W. Centre Ave.
Portage, MI 49024
P: (269) 492-9310
E: Exhibits@abainternational.org

Advertising & Marketing

Passport Square [Exhibitor Only]

\$470

Attract more visitors to your booth by participating in the Passport Prize Drawing organized by ABAI. Attendees will be motivated to stop by your booth to obtain a signature from you to enter the drawing.

Deadline:
01/08/24

Lead Capture [Exhibitor Only]

\$550

Use your mobile phone to capture badge information from attendees that visit your booth. Simply scan to record then ABAI will send you a list of names and emails after the event is over.

Deadline:
02/02/24

Badge/Luggage Tag Host

\$5,000

Sponsor the badge/luggage tag given to attendees. Your logo will be featured on the back of the badge (the top of the luggage tag) for all attendees at the event.

Deadline:
01/08/24

Directional Signs

\$4,500

Market your organization in high-profile areas of the convention. Several locations available.

Deadline:
01/08/24

CE Signs

\$5,000

Have your organizations logo feature on the CE Sign-In and Sign Out sign for every session of the event. Special thanks via Email marketing.

Deadline:
01/08/24

Lanyards

\$5,000

Sponsor the lanyards given to all attendees and have your logo featured in conjunction with ABAI.

Deadline:
01/08/24

Hotel Keycards

\$3,500

Market your organization by having your logo listed on the keycards issued at the headquarters hotel.

Deadline:
01/08/24

Registration Tote Bags	\$3,000
Co-Host tote bags supplied to attendees with ABAI.	Deadline: 01/08/24
Bookstore Recyclable Bags	\$1,000
Have your logo featured on recyclable plastic bags given to book store customers. Will be reused at future events until gone.	Deadline: 10/02/24
Bookstore Reusable Bags	\$2,000
Have your logo featured on reusable plastic bags given to book store customers. Will be reused at future events until gone.	Deadline: 10/02/24
Mobile Event App – Rotating Banner	\$500
Feature your company with a rotating banner at the top of the mobile app. This banner rotates with ABAI ad's and other approved companies.	Deadline: 02/09/24
Badge/Luggage Tag Host	\$5,000
Sponsor the badge/luggage tag given to attendees. Your logo will be featured on the back of the badge (the top of the luggage tag) for all attendees at the event.	Deadline: 03/18/24
Program Book Ad – Outside Back Cover	\$3,750
Showcase your company by advertising on the program book that provides all the event scheduling and information on-site.	Deadline: 01/08/24
Program Book Ad – Inside Front Cover	\$3,500
Showcase your company by advertising on the program book that provides all the event scheduling and information on-site.	Deadline: 01/08/24
Program Book Ad – Inside Back Cover	\$3,500
Showcase your company by advertising on the program book that provides all the event scheduling and information on-site.	Deadline: 01/08/24
Program Book Ad – Full Page	\$1,350
Showcase your company by advertising on the program book that provides all the event scheduling and information on-site.	Deadline: 01/08/24
Program Book Ad – Half Page	\$825
Showcase your company by advertising on the program book that provides all the event scheduling and information on-site.	Deadline: 01/08/24
Program Book Ad – Business Card Sized	\$275
Showcase your company by advertising on the program book that provides all the event scheduling and information on-site.	Deadline: 01/08/24

Website Banner – Online Schedule

\$399

Have your logo featured on the ABAI website on the event schedule pages.

Deadline:
01/08/24

Website Banner – Career Central

\$199

Have your logo featured on the ABAI Career Central webpage until event end.

Deadline:
01/08/24

ORDER FORM

Opportunity Name	Quantity	Price
Total		

Name _____

Organization _____

Billing Address _____

City _____ State _____

Zip Code _____ Country _____

Email _____

☐ Check (payable to “ABAI” in USD

Charge ☐ MasterCard ☐ Visa ☐ AMX ☐ DISC

Card Number _____

Expiration Date _____ CCV Code _____

Signature _____