

Increase  
Industry  
Awareness  
and  
Enhance  
Corporate  
Identity.

# ABRF 2016 Sponsorship Program

## All sponsors receive the following added benefits:

- Acknowledgement on the ABRF website and ABRF 2016 Mobile APP
- Recognition and acknowledgment on signage through the meeting
- Complimentary logo and internet link on the ABRF virtual Exhibit Hall website
- Complimentary one-time use of the preregistered attendee mailing list
- Sponsors ribbon designation for you and your staff



### Conference Bags

**\$8,000 - Exclusive**

Sponsor's name and logo along with the ABRF logo/meeting information will be imprinted on the bag and distributed to each meeting registrant.



### Lanyards

**\$7,000 - Exclusive**

Attendees must wear a badge at all times within the convention center. Display your company name, product and/or logo on the lanyards. One color logo and/or message will be printed on both sides of lanyard or provide your pre-printed lanyards to us.



### Cyber Café/Lounge

**\$6,000 - Exclusive**

For easy daily access and visibility, a cyber café will be located on the exhibit floor of the center. Sponsors will have continuous recognition with the company logo as the screen saver as a default setting to the sponsor's homepage for maximum viewing. Signage is provided in this area.



### Hotel Key Cards

**\$6,000 - Exclusive**

Hotel room keys are provided to each attendee upon check-in at the official meeting hotel. Be the last name attendees see when go back to their rooms each night. Your company logo and/or message will be printed on the key card for a daily reminder.



### Aisle Signs

**\$ 5,000 - Exclusive**

Aisle signs are located in the exhibit hall where attendees are guaranteed to look at this signage which navigates their path through the hall. Your corporate or product logo and booth number will be placed on these signs.



### Escalator Clings

**\$5,000 - 2 Opportunities**

These decals will give your company logo and booth number prime visibility as they travel through the convention center.



### Charging Stations

**\$4,000 - Exclusive**

These are self-service stations for attendees to recharge their laptops and cell phones. Your corporate logo will be included on signage which includes a literature rack for product advertising.



### Column Wraps

**\$4,000 - 3 Opportunities**

Make a powerful impact with a highly visible column wrap in the exhibit hall entrance. Drive traffic to your booth creating awareness about a new product or promoting your company/service.



### Conference Notepads

**\$4,000 - Exclusive**

Distributed to every attendee, a conference notepad will be imprinted with your name and logo. This item will provide corporate and brand recognition during the meeting and throughout the year.



### Conference Pens

**\$4,000 - Exclusive**

As a sponsor of pens, your company logo will be visible to all attendees. These are a great take-away item for attendees which are provided to each attendee when they register.



### Spinning Kiosk

**2 Panels - \$2,500 4 Panels - \$4,000**

Attendees cannot miss these units! Your company logo will be visible on all 4 sides or 2 sides of the spinning kiosks. These are located in a prominent area during the meeting.



### Directional Floor Stickers

**\$2,000 - Exclusive**

Attendees will see your logo or message each and every time they make their way from the convention center lobby to your booth in the exhibit hall.



### Print Collateral in Meeting Bag

**\$1,500**

Gain exposure, invite attendees to your booth, and announce your latest products with a collateral piece inserted into each attendee meeting bag. Size not to exceed 8 1/2 inches x 11 inches; sponsor responsible for production, printing and shipping/handling charges to show site.

Maximize your presence at ABRF 2016 with your support of our sponsorship opportunities.



### Floor Locator Sign

**\$3,000 - Exclusive**

Attendees reference the floor locator sign frequently while on the show floor. Be the exclusive sponsor of this signage and we will highlight your company name and booth number.



### Hanging Banner

**\$3,000 - 3 Opportunities**

Leave a lasting impression with attendees with your name/logo on 5' high x 10' wide banners hanging from the 2nd floor overhang. Attendees will see these banners as they enter the convention center and before they enter the exhibit hall.



### ABRF 2016 Mobile APP

**\$250 - \$2,500 - Various Options**

Complete Package - 1 Opportunity  
Multimedia Package - 3 Opportunities  
Banner Ads - 3 Opportunities  
Push Alerts - (Limit 2 per vendor;  
Maximum 5 Alerts/Day)

Our ABRF 2016 Mobile App will put all meeting details of ABRF 2016 right at the user's finger tips on their iPhone, iPad and Android devices. Drive traffic to your booth with a mobile alert, banner ad, splash screen, Multimedia video message and/or direct link to your website. Please contact [exhibits@my.abrf.org](mailto:exhibits@my.abrf.org) or 301 634-7011 to discuss details of packages available.