

PROGRAM BOOK ADDENDUM

Ad Placements

interior pages	regular rate	nonprofit rate	width × height
<input type="checkbox"/> Full page	\$2,500	\$2,000	7" x 9.25"
<input type="checkbox"/> 1/2 page horizontal	\$1,000	\$800	7" x 4.625"
<input type="checkbox"/> 1/2 page vertical	\$1,000	\$800	3.5" x 9.25"
<input type="checkbox"/> 1/4 page	\$850	\$680	3.5" x 4.625"

The **program addendum** is a separate, supplemental publication that accompanies ABCT's online program content. Received by all convention attendees, the addendum lists exhibitors, sponsors, program changes, SIG meetings, schedule-at-a-glance, maps, and highlights invited speakers and the presidential address.

- Trim size: 8 1/2" x 11", perfect bound
- All color artwork should be submitted as CMYK
- High-resolution (300 dpi) PDFs preferred
- TIFFs also accepted
- no bleeds

Reserve your space: August 15 | Materials due: Sept. 9

ADVERTISING TOTAL _____

SPONSORSHIP OPPORTUNITIES

Show your commitment to ABCT

- Lanyards \$7,500
- Hotel key cards \$6,500
- Pens \$5,500
- Mobile app (4) at \$5,000 each
- Charging station \$5,000
- Photo booth \$2,400
- Mobile app banner ad \$600
- Column wrap \$3,000

Exhibit Hall Refreshment Break/Popcorn Break

- Friday \$7,000 (Refreshment & Snacks)
- Saturday \$7,000 (Refreshment & Snacks)
- Sunday \$7,000 (Refreshment & Snacks)
- Friday \$2,500 (Popcorn)
- Saturday \$2,500 (Popcorn)
- Sunday \$2,500 (Popcorn)

SPONSORSHIP TOTAL _____

CONVENTION ATTENDEES MAILING LIST

Please check which format you would prefer. List will include attendee name and address only. Let the ABCT attendees know in advance that you are attending the ABCT 56th Annual Convention and where they can find you.

RENT A BOOTH OR USE A HANDOUT AND YOU QUALIFY FOR A 25% discount on a CONVENTION ATTENDEES MAILING LIST.

List will include attendee name and address only. You will receive the mailing list approximately 4 to 6 weeks before the Convention. To qualify for this discount, mailing lists must be prepaid. One-time use only.

LIST VIA

- eMail regular \$260 25% off — \$195
- Disk regular \$285 25% off — \$215
- Labels regular \$300 25% off — \$225

MAIL LIST TOTAL _____

PAYMENT TOTAL _____

ABCT Use Only

Date received
Amount received
Check #
Booth #

Visa | MasterCard | American Express | Check

Account Number _____ CVV _____ Expiration Date _____

Cardholder Name (please print) _____

Signature _____

"I authorize you to charge the payment"