

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 7 | Materials due: Sept. 8

ADVERTISING TOTAL _____

→ Advertising Contact:

Stephanie Schwartz,
Managing Editor
sschwartz@abct.org

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 _____

EXHIBITOR LEAD RETRIEVAL

Maximize Your Exhibit Investment With Lead Capture Services. The RCS ExpoSmart App turns any Apple or Android* smartphone or tablet into a sales capture & qualifying tool. Scan an attendee badge to capture their information, add qualifiers and notes creating more qualified leads for your sales team to win more business. Contact Registration Control Systems (RCS) to order: exhibitorserv@rcsreg.com

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"