

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"

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

→ Advertising Contact:

Stephanie Schwartz,
Managing Editor
sschwartz@abct.org

ADVERTISING TOTAL _____

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

SPONSORSHIP OPPORTUNITIES

Show your commitment to ABCT

- Lanyards \$7,500
- Hotel key cards \$6,500 or (2) available at \$3,200 each
- Pens \$5,500
- Mobile app \$10,000 or (4) available at \$2,500 each
- Charging station \$5,000 or (5) available at \$1,000 each
- Mobile app banner ad \$600 each
- Column wrap \$3,000 or (3) available at \$1,000 each
- Wellness room \$5,000 or (5) available at \$1,000 each
- Coffee/Water Tumbler \$10,000 or (4) available at \$2,500 each

Exhibit Hall Refreshment Break/Popcorn Break

- Friday \$7,000 (Refreshment & Snacks) or (4) at \$1,750 each
- Saturday \$7,000 (Refreshment & Snacks) or (4) at \$1,750 each
- Sunday \$7,000 (Refreshment & Snacks) or (4) at \$1,750 each
- Friday \$2,500 (Popcorn) or (2) at \$1,250 each
- Saturday \$2,500 (Popcorn) or (2) at \$1,250 each
- Sunday \$2,500 (Popcorn) or (2) at \$1,250 each

SPONSORSHIP TOTAL _____

Each sponsor will be listed in the final program flipbook, on the convention itinerary planner and mobile app, and on signage on the exhibit hall entrance unit.

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**

Contact Information

Company/Organization: _____

email: _____

Website: _____

Visa | MasterCard | American Express | Check

Account Number _____ CVV _____ Exp. _____

Cardholder Name (please print) _____

Signature _____

"I authorize you to charge the payment"