

Associated Builders  
and Contractors

# 2018 SPONSORSHIP OPPORTUNITIES

**REACH YOUR KEY TARGET AUDIENCES  
AT ABC CONVENTION 2018 AND BEYOND!**

The ABC prospectus is designed to help your company achieve its business objectives. Whether your company is looking for sponsorship opportunities at ABC's national events or year-long visibility, our team can customize a package to meet your marketing and branding goals.





# ABC CONVENTION 2018 ABC'S PREMIER ANNUAL MEETING



ABC  
CONVENTION  
MARCH 18-22  
2018

Looking to increase your visibility or gain unprecedented access to ABC members? ABC Convention 2018 can help your company increase brand recognition and quality face time with top leaders in the construction industry, against a backdrop of compelling education. Participants will enjoy a full schedule of networking opportunities, informative roundtable discussions and inspiring speakers with a generous splash of entertainment so all attendees can celebrate, collaborate and connect.

The dynamic program consists of several significant “events within the event.”

## EVENTS WITHIN THE ABC CONVENTION

**ABC's National Board of Directors Meeting** brings together more than 170 volunteer leaders and decision makers and 70 chapter presidents. This is the most exclusive gathering in the merit shop construction industry.

**Education sessions for members and chapter staff** at the ABC Convention have been retooled with shorter bursts of content with peer discussions. Your brand can be integrated within the new learning format.

**The Excellence in Construction Awards® Black-Tie Gala** brings together more than 500 contractors and project owners to celebrate the nation's most innovative and high-quality construction projects, safety and diversity programs. The Contractor of the Year will be announced at the gala. Align your brand with the industry's best!

**The National Craft Championships** brings craft trainees and apprentices from chapter and member firm training programs across the country to compete for medals in 12 crafts during an intense hands-on competition.

**The Construction Management Competition** brings together students in teams that represent colleges and universities nationwide to compete on a project testing their project management, estimating, safety, and quality-control and presentation skills.


**The Careers in Construction Awards** celebrates the future of the construction industry, recognizing the National Craft Championships competitors, the Construction Management Competition student teams, and the top craft professional, craft instructor and young professional of the year.

**The Association Excellence Awards Luncheon** celebrates chapter achievements in innovative management, membership growth, workforce development, communications, political advocacy and safety and honors our longest-tenured staff.

## ABC HAS RETOOLED ITS SPONSORSHIP PROGRAM TO OFFER A NEW SUITE OF EXCITING, HIGH-IMPACT SPONSORSHIP OPPORTUNITIES:

### PLATINUM SPONSORSHIP: \$50,000

Your sponsorship includes exclusive presenting rights for one of the following events:

- ☐ Opening General Session
- ☐ Opening Night Celebration 
- ☐ Career in Construction Awards
- ☐ Closing Night Celebration

At the platinum level, sponsors receive exclusive benefits throughout the convention, including:

- Opportunity to be a thought leader/subject matter expert on an ABC-hosted webinar leading up to the event
- Opportunity for a company leader to address the audience
- A video featured at the sponsored event
- Recognition on all video screens during the event
- Platinum-level listing on all signage and marketing materials
- VIP seating for six (6) at the sponsored event
- Six (6) complimentary convention registrations
- Post-event attendee list, including email addresses
- Prominent exposure on rotating banners on the ABC Events app
- Three (3) push notifications on the ABC Events App

### GOLD SPONSORSHIP: \$25,000

*(each opportunity may have up to two sponsors)*

Gold level sponsorship includes one of the following events:

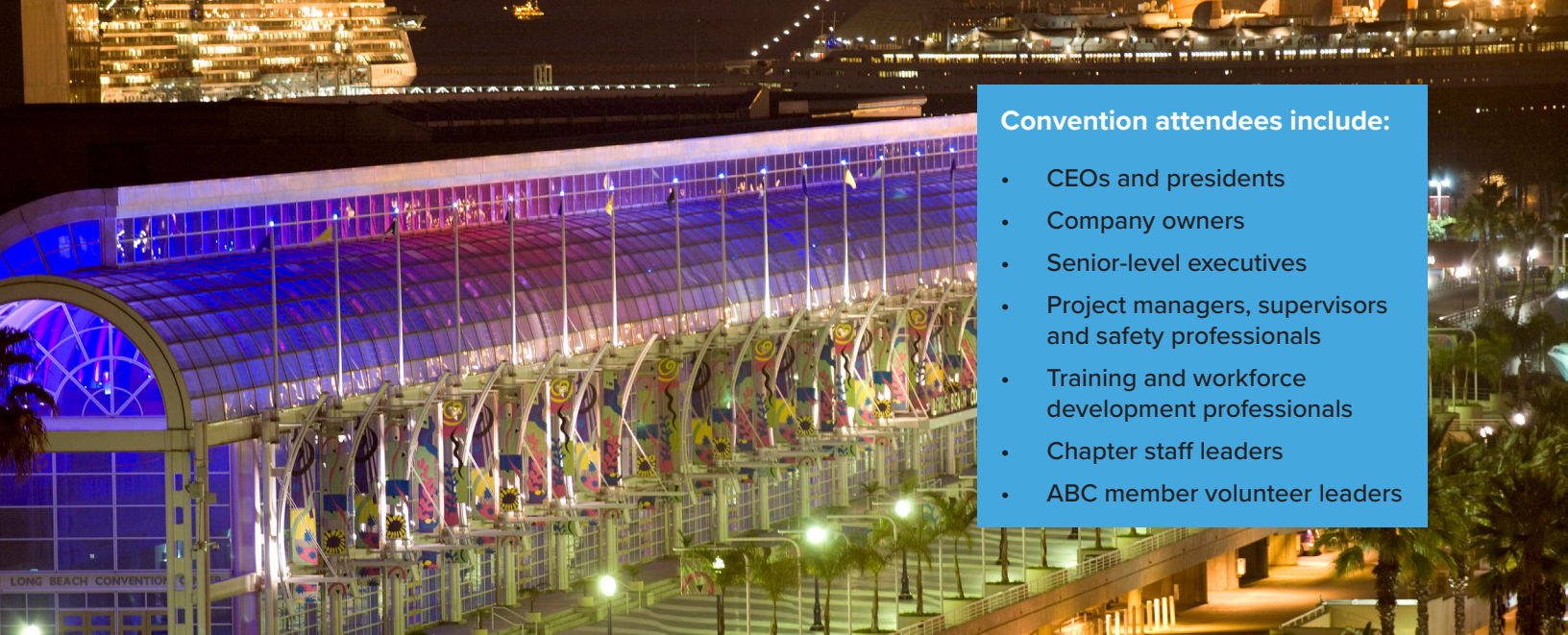
- ☐ Association Excellence Awards luncheon
- ☐ Construction Management Competition
- ☐ National Craft Championships Judge and Competitor Luncheon AND Competitor Welcome and Breakfast

Gold sponsors receive the following benefits throughout the convention, including:

- A video featured at the sponsored event
- Opportunity to introduce a speaker
- Opportunity to provide a raffle item
- Gold-level listing on signage and marketing materials
- Four (4) reserved seats at the sponsored event
- Four (4) complimentary convention registrations
- Post-event attendee list including email addresses
- Prominent exposure on rotating banners on the ABC Events app
- One (1) push notification on the ABC Events app

Contact Bethany Murphy at (571) 814-3424 or [bmurphy@abc.org](mailto:bmurphy@abc.org) for more information.





#### Convention attendees include:

- CEOs and presidents
- Company owners
- Senior-level executives
- Project managers, supervisors and safety professionals
- Training and workforce development professionals
- Chapter staff leaders
- ABC member volunteer leaders

## SPONSORSHIP ENHANCEMENT

National Craft Championships sponsors, and ABC Convention 2018 sponsors at the \$10,000 level are eligible for booth space in the Exhibit Hall.

Please note that the Exhibit Hall is open Wednesday, March 21 from 8:00 a.m.– 3:00 p.m. during the National Craft Championships. The hall will have the most traffic from noon – 3:00 p.m. during lunch and viewing of the craft competition. The hall will also feature safety demonstrations, an interactive Tech Toy Chest exhibit where attendees can explore the latest construction technology, and a number of equipment and tool displays. Note: This is not a selling show. It is appropriate for companies that would like to have exposure and brand awareness with a national audience of ABC education staff/training sponsors and ABC contractor members.

## STAND-ALONE EVENT BRANDING OPPORTUNITIES: \$10,000 EACH

*(subject to availability)*

National Craft  
Championships  
Judge and  
Competitor Lunch

Opening Night  
or Closing Night  
Celebration  
Photo Booth

Excellence In  
Construction®  
Awards Gala  
Pre-event Reception

Excellence In  
Construction®  
Awards Gala  
Post-event Reception

Excellence In  
Construction®  
Awards Gala  
Photo Booth

National Craft  
Championships  
Competitor Welcome  
and Breakfast

National Craft  
Championships  
Competitor Lunch

Networking  
Coffee Breaks –  
each sponsorship  
includes two breaks  
(multiple available)

## GENERAL CONVENTION BRANDING OPPORTUNITIES:

**\$7,500 EACH**

*(subject to availability)*

Pillar wrap  
in headquarters  
hotel lobby

Elevator wrap at  
headquarters hotel

Sidewalk clings  
from headquarters  
hotel to convention  
center

Hotel escalator

Convention center  
window decal

Headquarters hotel  
window wrap on  
mezzanine windows

Convention center  
column clings

Education session  
sponsor with  
ability to introduce  
the speaker

## ALL CONVENTION SPONSORSHIPS INCLUDE THE FOLLOWING BENEFITS:

- Company logo on all signage and marketing materials
- Company logo included in promotional PowerPoints that rotate during general sessions and breaks
- Recognition on the ABC Convention 2018 website
- Promotion on the ABC Events app
- Sponsorship listing and 50-word description on the ABC Events app

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# INTERESTED IN NATIONAL SPONSORSHIP OPPORTUNITIES?

In addition to the convention, ABC hosts two additional meetings that offer an array of sponsorship opportunities



## ABC LEGISLATIVE WEEK

**Legislative Week** is held each June in Washington, D.C., and attracts ABC members from across the country who want to participate in the legislative process and make their voices heard with regulators and legislators. Legislative Week events include: ABC national's board of directors meeting, Legislative Day Breakfast and evening happy hour, Capitol Hill visits, as well as receptions for the ABC PAC and the Free Enterprise Alliance. The **Young Professionals' Symposium**, **Legal Conference** and **Diversity & Inclusion Summit** also take place during Legislative Week. Visit [legweek.abc.org](http://legweek.abc.org) to learn more about sponsorship opportunities.



## ABC LEADERSHIP WEEK

**Leadership Week** takes place in November and features training and professional development for current and incoming ABC chapter leaders and a national board of directors meeting. Visit [leadership.abc.org](http://leadership.abc.org) to learn more about sponsorship opportunities.



# GAIN STRATEGIC PROMOTION

**NEW!**

**ABC's Annual Program Sponsorships range from \$25,000 to \$150,000.**

ABC offers a limited number of exclusive program sponsorships that provide year-round exposure to the contractor and chapter communities. For the first time ever, your company can be the presenting sponsor for one of ABC's signature programs, including:

- **National Craft Championships:** Craft trainees and apprentices from chapter and member programs compete for the gold in 15 competitions, representing 12 crafts.
- **Excellence in Construction® Awards Program:** Recognizes the most innovative and high-quality construction projects and safety and diversity programs.



- **Accredited Quality Contractor Program:** Recognizes construction firms that demonstrate a commitment to quality, safety, training, employee benefits and community relations.
- **Construction Management Competition:** Top teams from colleges and universities compete to test their knowledge on project management, estimating, safety, quality-control and presentation skills.
- **Young Professionals:** Provides opportunities for young leaders to build relationships, expand their skills and advance their careers while continuing to promote open competition and the merit shop philosophy. Sponsorship includes the Young Professional of the Year award.
- **Diversity Program:** Further ABC members' commitment to achieving a fully inclusive and culturally competent workforce that is welcoming to all people, where employees and suppliers are limited only by their potential. The Diversity & Inclusion Summit and Diversity Resource Groups (DRGs) are key components of ABC's Diversity Program.

From program launch through execution, program sponsors receive customized exposure in year-round communications to a variety of audiences, which may include:

- 70 ABC chapter presidents and membership and/or education directors
- ABC contractor members
- Approximately 500 ABC volunteer leaders, including national and chapter board members
- Nearly 400 construction professionals who participate in the Young Professionals program
- Construction trainees and apprentices competing in the National Craft Championships and their sponsors
- Students enrolled in Construction Management programs at leading colleges and universities and those registered to compete in ABC's Construction Management Competition

**Benefits are customized for each program and will be mutually agreed upon by the sponsor and ABC.** The sponsor is mentioned in every communication about the program, which may include:

- *Newsline*, ABC's weekly newsletter to all members
- *Leadership Update*, a monthly newsletter to ABC's leadership – more than 400 national and local board members and national committee members
- Updates and announcements
- *Construction Executive* magazine
- Program or event website
- Social media promotions
- Promotional video at awards ceremony
- Promotion on the ABC Events app
- Company logo on post-program survey

Interested in having us develop a customized annual sponsorship plan that includes ABC's national events as well as print and electronic communications channels? Contact **Bethany Murphy** at **(571) 814-3424** or **bmurphy@abc.org** for more details.

## ABC CONVENTION

2018 Long Beach, Calif.  
March 18-22

2019 Long Beach, Calif.  
March 24-28

## ABC LEGISLATIVE WEEK

2018 Washington, D.C.  
June 24-29

2019 Washington, D.C.  
June 23-28

## ABC LEADERSHIP WEEK

2017 Orlando  
Nov. 5-9

2018 Las Vegas  
Nov. 11-15

## ABC DIVERSITY & INCLUSION SUMMIT

2018 Washington, D.C.  
June 25

## ABC LEGAL CONFERENCE

2018 Washington, D.C.  
June 27-28



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