



# BIGGEST EVENT OF THE YEAR

## Sponsorship Opportunities

### Celebrate San Antonio at ABC Convention 2022, March 15-17.

San Antonio, the city that turns every occasion into a celebration, is home to ABC Convention 2022. Known for its rich heritage and confluence of cultures, this festive Texas city is the perfect backdrop for the largest annual gathering of merit shop contractors.

### Why sponsor ABC Convention?

With more than 21,000 members, ABC is the preeminent trade association in the United States for commercial and industrial construction. By sponsoring ABC's largest event, you will maximize your company's marketing and business development dollars and raise your visibility with merit shop contractors from across the country. Position your company as a thought leader, gain brand exposure and meet with current and potential customers – all in one place.

[abccconvention.abc.org](http://abccconvention.abc.org)





## Meet the 2,000 Convention Attendees

Contractor members interested in gathering industry and business intelligence and seeking tools to improve their business and bottom line.

Nearly **600** construction leaders attending the **Excellence in Construction® Awards black-tie gala**, honoring more than 100 of the best construction projects from around the country. This event sells out every year!

**210** apprentices and craft trainees competing in the National Craft Championships.

More than **25** colleges and universities competed in the Construction Management Competition.

## Who attends ABC Convention

Company owners and chief executives

Senior Construction Leaders

Chapter Presidents and volunteer board leaders from 69 geographically diverse ABC chapters

210 apprentices and craft trainees competing in the National Craft Championships

College students competing in a national construction management competition from more than 25 colleges and universities

## ABC Convention Events include:

**Opening and Closing Night Celebrations:** The premier social and networking events of the convention with high-profile marketing and networking opportunities.

**Opening General Session:** The kickoff introduces the 2022 ABC National Chair of the Board, Construction Workforce Award winners, Craft Professional, Craft Instruction, and Young Professional of the year, and features a top-notch keynote speaker.

**Engaging Keynote Speakers:** Mandy Rennehan, proudly dubbed the Blue-Collar CEO™ and founder of Freshco, a maintenance and construction firm, and Anirban Basu, ABC's chief economist will be keynote speakers in 2022. Sarah Thomas, the first woman to referee the Super Bowl; John Sileo, cybersecurity expert; and Kevin Brown, the author and motivational speaker, are past headliners.

**Excellence in Construction® Awards:** Contractors and project owners celebrate the nation's most innovative and high quality construction projects, safety programs and diversity programs at a "must-attend" event gala.

**The National Craft Championships:** Craft trainees and apprentices compete for the gold in an annual skills competition.

**Construction Management Competition:** Student teams compete for top honors in project management, estimating, safety, quality control and presentation skills.

**Careers in Construction Awards:** Recognize the National Craft Championships competitors, the Construction Management Competition student teams during the closing ceremony of ABC Convention 2022.



For more information contact:  
Bethany Murphy | Bmurphy@abc.org | (732) 804-7166

## All ABC Convention 2022 Sponsorships include

Company logo on event signage and marketing materials, and podium recognition

Company logo in promotional PowerPoint slides that rotate during general sessions and breaks

Recognition on the ABC Convention 2022 website

Sponsorship listing and 50-word description on the ABC Events app

[abcconvention.abc.org](http://abcconvention.abc.org)

## Presenting Sponsorships

### **National Craft Championships Presenting Sponsorship** \$175,000

Align your company with the National Craft Championships as the presenting sponsor of this prestigious national event highlighting the achievements of the many men and women who represent the future of the construction industry. Craft trainees and apprentices from across the country compete for top honors in their chosen craft. The National Craft Championships allows competitors to demonstrate their superior skills, training and safe work practices. This sponsorship will be customized based on the program and sponsorship goals of the competition and the sponsor.

## Platinum Sponsorships

### **Exclusive Naming Rights for the ~~Opening Night Celebration~~ <sup>SOLD</sup> or Closing Night Celebration** **Tuesday, March 15 or Thursday, March 17** \$50,000

*One opportunity or sponsorship can be shared by up to four companies*

#### **Sponsorship includes:**

- Company leader offers remarks at the end of the Opening General Session as attendees prepare to leave for the celebration
- VIP hospitality area at the sponsored celebration (sponsor can provide giveaways, plan activities and offer additional food and beverage at additional expense)
- Platinum-level listing on all signage and marketing materials
- Podium recognition during the general session on Association Excellence Awards (Tuesday) and Careers in Construction Awards (Thursday)
- Five complimentary convention social registrations
- Post-event attendee list, including email addresses
- Personalized rotating banner on the ABC Events app
- One push notification on the ABC Events app to promote sponsored celebration
- Custom company branding at the event, to be determined by ABC, sponsor and the venue (koozies, beverage tubs, food stations, bars, etc.)
- Branded pop-up photo opportunity that highlights the event (additional charge if using professional photo booth)
- Opportunity to have a complimentary booth in the exhibit hall
- Logo included on convention center escalator clings



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## Gold Sponsorships

### Top Performers Hospitality Lounge Wednesday, March 15 – Thursday, March 16 \$25,000

VIP lounge exclusively for ABC's Top Performers hosted by sponsor. Invitation only. The lounge will be open throughout the Convention and sponsor can host Top Performers as guests.

For more information on ABC's Top Performers visit:  
[abc.org/membership/Top-Performers](http://abc.org/membership/Top-Performers)

#### Sponsorship includes:

- Logo branding on evite sent to all ABC Top Performers inviting them to the lounge throughout the week
- Opportunity to welcome the attendees at lounge
- Gold-level listing on all ABC Convention signage and marketing materials
- Three (3) complimentary social registrations
- Post-event attendee list, including email addresses
- Personalized rotating banner on the ABC Events app
- One (1) push notification on the ABC Events app or targeted email to promote event to Top Performers
- Company branding on napkins and koozies or other branded items for lounge
  - Must be approved by ABC by Feb. 1, 2022
- Opportunity to provide giveaway or raffle item in lounge

### Keynote Sponsor— Opening General Session Keynote or Closing Keynote and Lunch **SOLD** \$25,000

#### Sponsorship includes:

- Opportunity for company leader to introduce the speaker
- VIP meet-and-greet with the speaker and 10 invited guests
- Opportunity to record a pre-event video
- Gold-level listing on signage and marketing materials
- Three reserved seats at the Keynote Session
- Three complimentary social registrations
- Post-event attendee list, including email addresses
- Personalized rotating banner on the ABC Events app
- Opportunity for sponsor to provide giveaway to all session attendees
- One push notification on the ABC Events app to promote Keynote Session
- Opportunity to have a complimentary booth in the exhibit hall

### Opening Kick-Off Reception Tuesday, March 15 \$25,000

*This event is similar to the competitor reception we had in 2019, however, we are creating more of a celebration flow in Tuesday, March 15, following the opening general session, so in 2022, this will have exposure to the entire audience, rather than just the competitors, board and exhibitors.*

#### Sponsorship includes:

- Logo/branding on Opening Kick Off Reception promotion
- Opportunity to welcome the attendees at the reception
- Gold-level listing on signage and marketing materials
- Three (3) complimentary social registrations
- Personalized rotating banner on the ABC Events app
- One push notification on the ABC Events app or targeted email to promote event
- Option for company branding on napkins and koozies at the reception
- Opportunity to provide giveaway or raffle item at the reception
- Opportunity to have a complimentary booth in the exhibit hall

### Association Excellence Awards Tuesday, March 15 \$25,000

*Held in conjunction with the ABC National Board of Directors meeting.*

#### Sponsorship includes:

- Opportunity to welcome the attendees at the awards
- Gold-level listing on signage and marketing materials
- Three complimentary social registrations
- Post-event attendee list, including email addresses
- Personalized rotating banner on the ABC Events app
- One push notification on the ABC Events app or targeted email to promote event
- Opportunity to provide giveaway or raffle item at the reception
- Opportunity to have a complimentary booth in the exhibit hall
- Visibility with ABC National 180 board leaders and chapter presidents



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## Gold Sponsorships (cont.)

### ~~Careers in Construction Awards Ceremony~~ ~~Thursday, March 17~~ \$25,000

#### Sponsorship includes:

- Prominent recognition at the Careers in Construction Awards Ceremony where the National Craft Championship and Construction Management Competition competitors are awarded at the conclusion of the week
- Opportunity to welcome attendees from the stage at the sponsored event
- Logo branded on CIC awards printed program
- Gold-level listing on signage and marketing materials
- Three (3) reserved seats at the sponsored event
- Three (3) complimentary social registrations
- Personalized rotating banner on the ABC Events app
- Post-event attendee list, including email addresses
- Opportunity for sponsor to provide giveaway to all CIC award attendees (at cost of sponsor)
- Opportunity to have a complimentary 10x10 booth in the exhibit hall



### Health and Wellness \$25,000

- Sponsor company recognized in all keynote session scripts
- Opportunity to record a pre-event video that is played during Opening General Session
- Opportunity for company leader to introduce one (1) keynote or concurrent session speaker
- Gold-level listing on signage and marketing materials
- Two (2) complimentary full registrations
- Company logo on branded hand sanitizer stations placed throughout convention center
- Ability to provide attendees with branded personal hand sanitizers at the cost of sponsor
- Sponsor to coordinate ordering and purchasing of such items, and ABC requests approval of design before purchase
- Post-event attendee list, including email addresses
- Personalized rotating banner on the ABC Events app
- Opportunity for sponsor to provide giveaway to attendees at cost of sponsor
- ABC requests approval of item and design by Feb 1, 2022
- One push notification on the ABC Events app to promote sponsorship

### Professional Headshot Photo Booth, Tuesday, March 15 -Thursday, March 17 \$25,000

- Exclusive sponsorship opportunity of the professional headshot photo booth at ABC Convention 2022
- Gold-level listing on signage and marketing materials
- Two (2) complimentary full registrations or (3) social registrations
- Company logo on branded in close proximity to photo booth, as well as on post-photo emails to attendees
- Post-event attendee list, including email addresses
- Personalized rotating banner on the ABC Events app
- Opportunity for sponsor to provide giveaway to attendees at cost of sponsor
- ABC requests approval of item and design by Feb 1, 2022
- One push notification on the ABC Events app to promote sponsorship



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## Gold Sponsorships (cont.)

### ~~Careers in Construction Awards Ceremony~~

~~Thursday, March 17~~ \$25,000

#### Sponsorship includes:

- Prominent recognition at the Careers in Construction Awards Ceremony where the National Craft Championship and Construction Management Competition competitors are awarded at the conclusion of the week
- Opportunity to welcome attendees from the stage at the sponsored event
- Logo branded on CIC awards printed program
- Gold-level listing on signage and marketing materials
- Three (3) reserved seats at the sponsored event
- Three (3) complimentary social registrations
- Personalized rotating banner on the ABC Events app
- Post-event attendee list, including email addresses
- Opportunity for sponsor to provide giveaway to all CIC award attendees (at cost of sponsor)
- Opportunity to have a complimentary 10x10 booth in the exhibit hall

**SOLD**

## Silver Sponsorships

### Excellence in Construction® Awards Gala Sponsor

Wednesday, March 16 \$10,000

*Sponsor the after party for the Excellence in Construction Awards Black-tie Gala celebrating the award winners and their accomplishments.*

#### Sponsorship includes:

- Two complimentary tickets to the Excellence in Construction Awards Gala
- Reserved seating at the Gala
- Silver-level listing on event signage and marketing materials
- Recognition on the Excellence in Construction Awards website
- Branded napkins at the gala after party
- Personalized rotating banner on the ABC Events app
- One push notification on the ABC Events app or targeted email to promote event
- Mailing list of gala attendees



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## Silver Sponsorships (cont.)

### **First-Time Attendee Orientation** **Tuesday, March 15 4-5 p.m.** \$10,000

#### **Sponsorship includes:**

- Logo branding on orientation evite sent to all first time attendees
- Opportunity to welcome the attendees at the reception
- Gold-level listing on signage and marketing materials
- Three complimentary social registrations
- Post-event attendee list, including email addresses
- Personalized rotating banner on the ABC Events app
- One push notification on the ABC Events app or targeted email to promote event
- Company branding on napkins and koozies at the reception
- Opportunity to provide giveaway or raffle item at the reception
- Opportunity to have a complimentary booth in the exhibit hall

### **Key Cards at the Convention Hotels** **(Exclusive Sponsorship)** \$10,000

*The one promotional item guaranteed to connect with every registrant staying at the top convention hotels.*

#### **Sponsorship includes:**

- Exclusive sponsorship branding on hotel key cards
- Silver-level listing on event signage and marketing materials
- Two complimentary social registrations
- Exposure on rotating banners on the ABC Events app

### **Wi-Fi** \$10,000

*Choose a specially branded code attendees will use all week.*

#### **Sponsorship includes:**

- Recognition in the Know Before You Go email
- Silver-level listing on event signage and marketing materials
- Two complimentary social registrations
- Exposure on rotating banners on the ABC Events app
- Branded signage

### **Construction Management Competition or National Craft Championships Meals (Multiple Available)** \$10,000

*Don't miss the opportunity to connect with the competitors!*

#### **Sponsorship includes:**

- Silver-level listing on event signage and marketing materials
- Two complimentary social registrations
- Opportunity to provide a raffle item to National Craft Championships competitors
- Opportunity to meet both awards competition participants
- Dedicated signage at meal location(s)
- Exposure on rotating banners on ABC Events App

### **Room Drop** \$10,000

*Welcome convention attendees to their hotel rooms with a special sponsor-provided and branded gift (as determined by sponsor and ABC). Note that the sponsorship item is available at one of the convention headquarter hotel(s).*

#### **Sponsorship includes:**

- Two complimentary social registrations
- Branded message to attendees included with the room drop
- Exposure on rotating banners on the ABC Events app

### **Concurrent Education Session Keynote** \$10,000

**5 sessions still available.**

#### **Sponsorship includes:**

- Opportunity for company leader to introduce speaker
- Silver-level listing on signage and marketing materials
- Two complimentary social registrations
- Exposure on rotating banners on the ABC Events app



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## Silver Sponsorships (cont.)

### **Water Bottle and Hydration Station** \$10,000

*Put your company logo front and center and help convention attendees stay hydrated throughout the week by giving away sponsor-provided branded water bottles and seeing your logo on hydration stations throughout the event.*

#### **Sponsorship includes:**

- Ability to greet convention attendees and distribute water bottles at welcome booth near registration
- Silver-level listing on signage and marketing materials
- Two complimentary social registrations
- Dedicated signage at water station location(s)
- Exposure on rotating banners on ABC Events App

### **Branded Escalator Clings**

#### **(Limited Availability, Nonexclusive)** \$10,000

*Who can miss your logo on the convention center escalators as attendees move from one event to another?*

#### **Sponsorship includes:**

- Company logo branded on escalator clings around the Convention Center
- Silver-level listing on signage and marketing materials
- Two complimentary social registrations
- Exposure on rotating banners on the ABC Events app

*Two More Available*

## Bronze Sponsorships

### **Games/Entertainment Branding**

\$5,000

#### **Sponsorship includes:**

- Bronze-level listing on signage and marketing materials
- One (1) complimentary social registration
- Company branding on dedicated signage near game location(s)
- Exposure on rotating banners on ABC Events App

### **National Craft Championships Committee Project Manager Dinner**

**DATE TBD** \$5,000

#### **Sponsorship includes:**

- Meet and network with the awards committee
- Bronze-level listing on signage and marketing materials
- Sponsor recognition by National Craft Championships chair during dinner
- One ticket to the Project Manager Dinner
- One complimentary social registration
- Opportunity to provide raffle item to competitors

### **National Craft Championships Supporter**

**March 15-17** \$5,000

#### **Sponsorship includes:**

- Bronze-level listing on signage and marketing materials
- One social convention registration
- Opportunity to provide a raffle item for National Craft Championships Roundup
- Recognition on all video screens during the event
- On-screen introduction during the Careers in Construction Awards ceremony

### **Conference Coffee Breaks**

**(One Sponsor Per Day, Available Wednesday and Thursday)** \$5,000

*ABC provides your company branded napkins and coffee sleeves for attendees to take away from breaks.*

#### **Sponsorship includes:**

- Bronze-level listing on signage and marketing materials
- One (1) complimentary social registration

*One More Available*





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## Booth Sponsorships

### **Exhibit Booth, Plus a Special Kick-Off Reception for CMC and NCC Awards Competition Participants and ABC National Board of Directors \$3,000**

We are currently on a waitlist for 10x10 booths. If you wish to be added to the waitlist, please reach out to **Bethany Murphy**, [bmurphy@abc.org](mailto:bmurphy@abc.org)

- 10x10 booth space in the exhibit hall
- Opportunity to meet both Construction Management Competition and National Craft Championships competitors during a reception on Tuesday, March 15
- One complimentary social registration
- Exposure on rotating banners on the ABC Events app
- Featured listing in the special exhibit hall preview email sent to all attendees

## Friends of ABC Champions

### **Minimum Contribution of \$1,000**

Show your commitment to workforce development by becoming a Friend of ABC Champions.

- Logo featured on the National Craft Championships website
- Logo prominently displayed on banner in the exhibit hall
- Podium recognition at the Careers in Construction Awards
- Friends of ABC Champions plaque for the company or chapter office

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