



CONVENTION 2023

*Gaylord Palms*

KISSIMMEE, FLORIDA

March 15-17

**SPONSORSHIP OPPORTUNITIES**

## **Celebrate at ABC Convention 2023, March 15-17 Kissimmee, Florida**

ABC is bringing ABC Convention 2023 to the No. 1 convention destination in America: the greater Orlando area. Located a short drive from each of Florida's coasts, Kissimmee is a great place for attendees to mix business and pleasure and escape the winter blues. The location and convention events will draw record crowds, making it a great investment for your marketing and branding dollars.

### **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. Maximize your company's marketing and business development dollars and raise your visibility with merit shop contractors from across the country as a sponsor of ABC's largest event. Position your company as a thought leader, gain brand exposure and meet with current and potential customers—all in one place.

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





## Meet the 2,000 Convention Attendees

Contractor members 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!

# 200

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

More than **two dozen colleges and universities** competing in the **Construction Management Competition**.

## Who attends ABC Convention

Company owners and chief executives

Project managers and supervisors

Chapter presidents and volunteer board leaders from 68 geographically diverse ABC chapters

## ABC Convention Events include

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

**Opening General Session:** The kickoff introduces the 2023 ABC National Chair of the Board, Construction Workforce Award winners and features a top-notch keynote speaker.

**Engaging Keynote Speakers, including** magician and storyteller Jon Dorenbos; former Disney executive and innovator Duncan Wardle; and Stephen M.R. Covey, leadership and culture expert.

**Keynote Session:** Covey explores why sweeping changes in the world are forcing leaders to move from the traditional “command and control” leadership style to a “trust and inspire” solution focused on releasing—rather than containing—the potential in each of us. Based on the new book, *Trust and Inspire: How Truly Great Leaders Unleash Greatness in Others*, Covey will explore five beliefs that transform how leaders think and behave.

**Closing Keynote Luncheon:** Wardle shares insights from his time as head of innovation & creativity at Disney, providing a unique set of innovation tools and techniques that everyone can use to think differently.

**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 2023.

**Association Excellence Awards Luncheon:** Recognizes chapter achievement in membership growth and retention, STEP participation and more. Audience includes ABC National Board of Directors and chapter leaders.

Contact Madeleine Dashiell for more information at [dashiell@abc.org](mailto:dashiell@abc.org) or (202) 595-1775 | [abc.org/convention](http://abc.org/convention)



## All ABC Convention 2023 Sponsorships include

Company logo on event signage and marketing materials

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

Recognition on the ABC Convention 2023 website

Sponsorship listing and 65-word description on the ABC Events app

## 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 or Closing Night Celebration— Wednesday, March 15 or Friday, March 17: \$50,000**

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

#### **Full convention, social and opening night celebration ticket holders only**

*Join us on the Cocina Lawn for a carnival-themed opening night celebration. Compete with other attendees for bragging rights while enjoying good old-fashioned food and fun!*

#### **Full convention, social and closing night celebration ticket holders only**

*Kick off your shoes, get footloose and travel back in time for an epic 80s-themed party. Come dressed for the part! Whether you are sporting ripped jeans, neon, legwarmers or big hair and a pretty-in-pink dress and scrunchie, this closing night celebration will be totally rad and a night to remember.*

#### **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 at Association Excellence Awards, Opening General Session, Closing Luncheon, and Careers in Construction Awards
- Six complimentary convention social registrations or three full 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 10x10 in the exhibit hall
- Logo included on convention center escalator clings

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## Gold Sponsorships

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

#### Separate ticketed event\*

The Association Excellence Awards luncheon recognizes and celebrates chapter achievement in membership growth and retention, STEP participation and other major accomplishments for 2022.

#### Sponsorship includes:

- Opportunity to welcome the attendees at the awards
- Gold-level listing on signage and marketing materials
- Two full registrations or four 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 have a complimentary booth 10x10 in the exhibit hall

### Careers In Construction Awards Ceremony - \$35,000

### Keynote Sponsorship - General Session Keynote of the Day - Closing Keynote and Lunch: \$25,000

Stephen M.R. Covey Keynote Sponsor  
Build Trust and Inspire Your Team:  
\$35,000

Covey explores why sweeping changes in the world are forcing leaders to move from the traditional “command and control” leadership style to a “trust and inspire” solution focused on releasing—rather than containing—the potential in each of us. Based on the new book, *Trust and Inspire: How Truly Great Leaders Unleash Greatness in Others*, Covey will explore five beliefs that transform how leaders think and behave.

### Member Engagement Lounge on Trade Show Floor—Wednesday March 16- Thursday March 17: \$25,000

This multipurpose space is THE place to meet with first-time attendees and EIC attendees and/or your target audience. A series of push notifications will be sent to target audiences directing them to the lounge area to meet with your team and register to win a Yeti cooler.

#### Sponsorship includes:

- Logo branding on Evite sent to first-timer and EIC winners
- Gold-level listing on signage and marketing materials
- Push notifications to target audiences to invite them to the lounge
- Three complimentary social registrations
- Post-event attendee list, including email addresses
- Personalized rotating banner on the ABC Events app
- Opportunity to offer special food item or snack station for attendees
- Opportunity to provide giveaway
- Opportunity to provide giveaway or raffle item at the reception

### Invitation-Only Top Performers Breakfast— Friday March 17: \$30,000

Associate your brand with the elite contractors who earned a spot on the Top Performers list at an invite-only breakfast.

#### Sponsorship includes:

- Logo branding on evite sent to all ABC Top Performers
- Opportunity to welcome the attendees at the breakfast
- Gold-level listing on signage and marketing materials
- Three tickets to breakfast (for convention registrants)
- 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 to Top Performers
- Opportunity to have a complimentary 10x10 booth in the exhibit hall

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## Silver Sponsorships

### **The Excellence in Construction® Awards Ceremony Pre or Post-Reception Sponsor— Wednesday, March 16 March 15-17: \$15,000**

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

#### **Separate ticketed event\***

*The 33rd Annual National Excellence in Construction Awards ceremony celebrates the best in merit shop construction, honoring the most outstanding construction projects and contractors of 2022 for their remarkable achievements in leadership, safety, innovation and inclusion, diversity and equity.*

#### **Sponsorship includes:**

- Two complimentary tickets to the Excellence in Construction® Awards ceremony
- 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
- Ability to host photo booth

### **Hotel Key Cards at the Convention Hotels (Exclusive Sponsorship): \$12,500**

*The one promotional item guaranteed to connect with every registrant staying at the Gaylord Palms. A great way for exhibitors to invite attendees to visit your booth!*

#### **Sponsorship includes:**

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

### **Wi-Fi: \$15,000**

*Choose a specially branded code attendees will use all week with a link to a specially designed landing page.*

#### **Sponsorship includes:**

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

### **Branded Escalator Clings: Exclusive \$15,000 Non-exclusive \$7,500**

*Who can miss your logo on the convention center escalators as attendees move from one event to another? Join in with other sponsors to brand the escalators leading to convention events or have exclusive company branding for \$15,000.*

#### **Sponsorship includes:**

- Company logo branded on escalator clings around the convention center
- Silver-level listing on signage and marketing materials
- One full registration or two complimentary social registrations for exclusive sponsorship and one social registration for nonexclusive sponsors
- Exposure on rotating banners on the 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).*

#### **Sponsorship includes:**

- One full registration or two complimentary social registrations
- Branded message to attendees included with the room drop
- Exposure on rotating banners on the ABC Events app

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## Silver Sponsorships (cont.)

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

*Don't miss the opportunity to connect with the competitors—the future generation of construction leaders!*

#### **Sponsorship includes:**

- Silver-level listing on signage and marketing materials
- One full registration or two complimentary social registrations
- Opportunity to provide a raffle item to National Craft Championships competitors
- Opportunity to meet both competitions' participants

### **Industry Insights Concurrent Session Sponsor— Eight Sponsorships Available** \$7,500

#### **Sponsorship includes:**

- Opportunity for company leader to introduce session
- Silver-level recognition throughout the week at all convention events
- One full registration or two 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 Opening General Session

### **Sustainability Sponsor : \$7,500**

*Put your company logo front and center and help convention attendees stay hydrated throughout the week by giving away your 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)

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## Bronze Sponsorships

### **Opening Celebration Games/Entertainment Sponsor: \$5,000**

*This carnival-themed celebration provides a variety of opportunities to be creative and on brand.*

#### **Sponsorship includes:**

- Bronze-level listing on signage and marketing materials
- One (1) complimentary social registration
- Opportunity to provide a raffle item to National Craft Championships competitors
- Dedicated branding signage at the break location(s)

### **Puppy Play Area—Wednesday, March 16: \$5,000**

*Who doesn't love a puppy? Staff from a local Kissimmee dog shelter will be on hand during the opening reception with loveable pets for attendees to enjoy. Host the play area to become the most popular sponsor at the convention.*

### **National Craft Championships Committee Project Managers Dinner: \$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 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)—Thursday, March 16-Friday, March 17: \$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 complimentary social registration
- Dedicated branding signage at the break location(s)

### **Friends of the National Craft Championships—March 15-17: \$5,000**

#### **Sponsorship includes:**

- Recognition on a large banner placed in one competition area
- Podium recognition at the Careers in Construction Awards ceremony
- One complimentary social registration
- Inclusion in rotating banner on the ABC Events app
- Opportunity to provide giveaway or raffle item at the competitor roundup

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## Booth Sponsors

**Booth Sponsorship:** \$3,250

*Full convention, social and opening night celebration ticket holders only*

*The Exhibit Hall will connect attendees and more than 50 exhibitors with networking opportunities including multiple giveaways and games. A welcome reception with food and fun, as well as a puppy play pen area is sure to draw in the crowds. New this year: lead retrieval included with booth packages—capture attendees' information with a quick scan of their badge!*

- 10x10 booth space in the exhibit hall
- 90-minute welcome reception in the hall on Wednesday, March 15, and exhibit hours from 8 a.m.-3 p.m. on Thursday, March 16
- Lead retrieval service provided **NEW!**
- Ability to participate in bingo game designed to stimulate traffic at booth
- Includes two tickets to opening general session and celebration and lunch in the hall on Wednesday, March 16
- Featured listing in the special exhibit hall preview email sent to all attendees

*Please inquire about the availability of larger booths.*

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