



ABC Convention 2025

February 25-27 | Las Vegas



SPONSORSHIP PROSPECTUS

Feb. 25-27 | Las Vegas | abcconvention.abc.org

Associated Builders and Contractors
440 First St. NW, Suite 200, Washington, DC 20001
(202) 595-1505 | abc.org

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



	Platinum	Gold	Silver	Bronze
VIP Hospitality Area	●			
Remarks from a Company Leader	●	●	●*	
Podium Recognition	●	●	●	●
Logo on signage, marketing materials and promo decks	●	●	●	●
Complimentary Tickets	Six Social OR Three Full	Four Social OR Two Full	Two Social OR One Full	One Social
Post-event attendee list	●	●	●*	
Push Notifications	●	●	●*	●*
Sponsor branded items	●	●	●*	●*
Social Media Mentions (150k+ followers)	●	●	●	●
Complimentary 10×10 Booth	●	●		
Sponsor listing in ABC Events App	●	●	●	●

*Additional deliverables may be included depending on sponsorship item.

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Our Biggest Convention Yet! Celebrate ABC's 75th Anniversary

Benefits of Sponsoring ABC Convention 2025

Get your company in front of thousands of ABC members looking for the services and products you provide by sponsoring ABC Convention 2025. Build your business through recognition on convention event marketing including the event website, email promotion, event app, signage and more!

Who Attends ABC Convention?

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

More than **700** 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.

Sponsorship Tiers



Put your company front and center as a Convention Sponsor. There are options to fit every budget and goal!

Presenting Sponsors
\$50,000+

Platinum
\$30,000-49,999

Gold
\$17,000-29,999

Silver
\$7,000-16,999

Bronze
\$1,000-6,999

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Presenting Sponsorships

National Craft Championships Presenting Sponsorship

\$50,000 Exclusive Sponsorship



Align your company with the National Craft Championships as the presenting sponsor of this prestigious event highlighting the achievements of those who represent the future of the construction industry. Craft trainees and apprentices from across the country compete for top honors in their chosen crafts. The National Craft Championships allow competitors to demonstrate their superior skills, training and safe work practices and is a highlight for convention attendees.

This sponsorship will be customized based on the program and sponsorship goals of the competition and the sponsor.

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NEW in 2025!

Convention Tote Bags

\$12,500 Exclusive Sponsorship

Expose your brand to all of convention and beyond with your logo on our reusable tote bags. Each attendee will have the opportunity to snag one!



Screen-printed T-shirts

\$20,000 Sponsorship

Make a statement with your brand and give attendees an ABC 75th souvenir. Your logo will be featured in our anniversary design and your staff gets to network with attendees as they get their custom swag!

ABC Construction Kids' Corner

\$15,000 Sponsorship

Support the future workforce by sponsoring the ABC Construction Kids' Corner where children of ABC attendees can build and play in the expo hall on Wednesday.



Pop-up Shops

\$7,500 Sponsorship

Learn about opportunities to bring well-known brands straight to the show floor. Attendees will get to shop and support a good cause.

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Convention Receptions/Social Events

Opening or Closing Celebration Sponsor



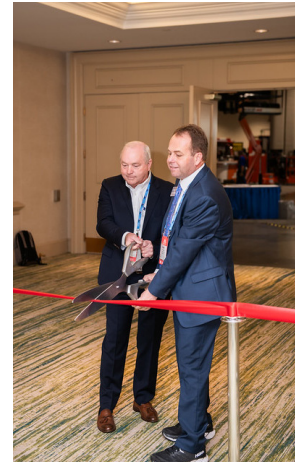
Set the tone of ABC Convention 2025 and sponsor the opening night celebration or leave attendees wanting more of convention and your company with the closing night celebration. At either party, create a memorable experience for attendees while boosting your brand's visibility as well as ensure that your company is the VIP of the party. Whether it's old school Vegas glam or showing support for your favorite sports team, both nights will be ones to remember.

 **Two exclusive opportunities at \$35,000 each**
Platinum-level deliverables

Individual sponsorships available (Bars, cigar rollers, entertainment, etc.) Contact for details!

Exhibit Hall Grand Opening Reception

Unveil the Exhibit Hall on Tuesday Night with the grand opening reception. Engage with attendees, exhibitors and competitors during this 90-minute reception and showcase that your company is a key player in the industry.



 **\$25,000 Exclusive Sponsorship**
Gold level deliverables

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Entertainment Sponsor- Opening General Session, Opening Celebration

Keep attendees entertained by being our entertainment sponsor. Entertainment at past conventions included bands, Dj's and games.

- **Two opportunities at \$5,000**
Bronze-level deliverables



Meals and More

Snack Break Sponsor

Make a lasting impression on attendees by sponsoring snack breaks on Thursday or Friday. Includes dedicated signage and one push notification on the ABC Events app.

- **\$7,500 Exclusive Sponsorship**
(or 2 sponsors at \$5,000 each) Silver level

Conference Coffee Breaks

Wednesday, Feb. 26-Thursday, Feb. 27

Provide attendees with an afternoon espresso with our coffee break sponsorship. ABC provides your company branded with napkins and coffee sleeves for attendees to take away from breaks

- **One sponsor per day at \$5,000**
Bronze level

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Lunch in the Exhibit Hall

Wednesday, Feb. 26

Nourish connections and appetites by supporting Thursday's grab-and-go lunches. The sponsor's logo will be featured on utensils, napkins, and food containers.



\$15,000 Exclusive Sponsorship
Silver level

Headshot Sponsor

Wednesday, Feb. 26

Support attendees in their professional growth, enhance their personal brand and leave a lasting impact with sponsoring headshots in the hall on Wednesday.



\$7,500 Exclusive Sponsorship
Silver level

Convention Supporter

Show your support for the largest merit shop celebration of the year by being a general convention supporter.



Five available at \$5,000 each
Bronze level

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Award Sponsorships

Association Excellence Awards

Tuesday, Feb. 25—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 2025.

 **\$25,000 Exclusive Sponsorship**
Gold level



Careers in Construction Awards Ceremony

Thursday, Feb. 27

Watch dreams come true at the Careers in Construction Awards ceremony, where the winners of the Construction Management Competition and National Craft Championships take center stage for a celebration you won't soon forget. Honor the best in merit shop construction during this patriotic-themed event.

 **\$35,000 Exclusive Sponsorship**
Platinum level



National Excellence in Construction® Awards

Separate ticketed event

The Excellence in Construction Awards program celebrates the best in merit shop construction, honoring the most outstanding construction projects and contractors of 2024 for their remarkable achievements in leadership, safety, innovation and quality. EIC award recipients, as well as recipients of the National Safety Excellence Awards, Inclusion, Diversity and Merit Excellence Awards and Contractor of the Year Award are recognized at the 35th Annual National Excellence in Construction Awards gala.

 **Presenting Sponsor—\$50,000**
Exclusive



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Education Sponsorships



Keynote Sponsor—Opening General Session

Opening Featuring Erik Wahl



Erik Wahl is an internationally recognized artist, TED speaker and No. 1 bestselling author. On stage, Wahl’s keynote experience creates a dynamic multidimensional metaphor for how to systematically embrace innovation and risk. His message: disruption is the new normal and businesses must embrace creativity in a wholesale fashion or risk being left behind. Business growth and art will converge into a fascinating performance.

Keynote Sponsor - Closing Morning Keynote

Closing Keynote Breakfast Featuring Justin Wren



After battling depression, thoughts of suicide and drug addiction, Justin “The Big Pygmy” Wren experienced a life-changing journey living with the Mbuti Pygmy people of the Congo Basin Rainforest. Wren is a 10-time state champion, five-time All-American, two-time national champion wrestler, Ultimate Fighting Championship veteran and has been inducted into the Black Belt Magazine Hall of Fame. He is a best-selling book author, humanitarian and founder and CEO of the nonprofit Fight for the Forgotten.



Two opportunities at \$25,000
Gold level

ABC’s State of the Economy With ABC Chief Economist Anirban Basu

In today’s ever-changing economic landscape, Anirban’s State of the Economy is a must-attend session that offers attendees valuable insights. Sponsoring this session demonstrates your brand’s commitment to staying ahead of the curve and navigating economic challenges within our industry.



One sponsorship available at \$10,000
Silver level with added post-event attendee list



Anirban Basu is chairman and CEO of Sage Policy Group Inc., an economic and policy consulting firm in Baltimore. He is chief economist for Associated Builders and Contractors. The Baltimore Business Journal named him one of the region’s 20 most powerful business leaders in 2010. His radio show can be heard weekdays on WYPR, 88.1 FM Baltimore. He teaches History of Economic Thought at Goucher College as their Distinguished Economist in Residence.



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Industry Insights Concurrent Session Sponsor

Sponsoring an Industry Insights Concurrent Session is a powerful way to demonstrate your brand's commitment to professional development, empower attendees with valuable insights and position your brand as a thought leader within the industry. Choose the topic that speaks to your brand's mission and get the opportunity to introduce the speaker.



Ten sponsorships available at \$8,000 Silver level with added post-event attendee list



High-Visibility Sponsorships

Escalator-Landing Sponsors



\$12,500 Exclusive Sponsorship Silver level

Place your company logo on the highly traveled convention center escalators and be front and center as attendees move from one event to another.



Hotel Key Cards at the Mandalay Bay Resort & Casino

guarantee to connect with every registrant staying at the Mandalay Bay, and a great way for exhibitors to invite attendees to visit your booth!

Sponsorship includes 1,300 key cards handed out starting on Monday until key cards are gone.



Exclusive Sponsorship - Contact for Pricing Silver level

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Directional Signage Sponsor

Help guide attendees through the Mandalay Bay Resort & Casino meeting space and ABC Convention activities with branded directional signage and floor stickers. Directional items to be displayed in the atrium, convention hall bridge and convention level.



\$7,500 Exclusive Sponsorship
Silver level

App Sponsor

Elevate your brand's presence at this year's convention by sponsoring the official ABC Events app! Your company logo will be prominently displayed throughout the app, ensuring that your brand remains top-of-mind for every attendee.



\$15,000 Exclusive Sponsorship
Silver level

NCC and CMC Sponsorships

Construction Management Competition Sponsorships

The ABC Construction Management Competition is a hallmark competition that promotes careers in construction management. The competition is designed to challenge construction knowledge, organization, time management and presentation skills. This competition gives the nation's top construction management students a glimpse into the real world of construction, as well as an opportunity to showcase their talents.

CMC Sponsor



Two opportunities at \$20,000 Each
Gold-level CMC deliverables

- Spot on the judging panel for the Construction Management Competition
- Access points from sponsor delivered to students to feature for step two of the competition
- Opportunity to welcome or address students (timing and length will depend on activity selected)
- Recognition on CMC website
- Opportunity to host an educational webinar for CMC students during the school year
- Opportunity to promote CMC-branded items for competitors
- Logo on CMC T-shirts
- Logo on signage and branding throughout the convention
- Email addresses of students and faculty advisers
- Logo on banner provided to schools participating in competition, if approved by school

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CMC Reception Sponsor

● **Three opportunities at \$10,000 each**
Silver-level CMC deliverables

- Opportunity to welcome or address students throughout convention
- Silver-level branding
- Recognition on CMC website
- Logo on CMC T-shirts
- Logo on signage and branding
- Email addresses of students (and faculty advisers)
- Logo on banner provided to schools participating in competition, if approved by school

National Craft Championships Sponsorships

ABC presents the National Craft Championships annually to highlight the achievements of the men and women who represent the future of the construction industry. Craft trainees and apprentices travel from across the country to demonstrate their superior skills, training and safe work practices and compete for top honors in their chosen craft. For the training sponsors, employers and ABC chapters, the NCC demonstrates a staunch commitment to the career paths the construction industry offers.



NCC T-Shirt Sponsor

● **Exclusive at \$10,000**
Silver NCC deliverables

Demonstrate your company's commitment to supporting the crafts and empowering talented individuals to showcase their skills at the national level.

- Silver-level listing on signage and marketing materials
- Two social convention registrations
- Opportunity to address students and
- Provide a raffle item for the National Craft Championships roundup
- Recognition on all video screens during the event
- On-screen introduction during the Careers in Construction Awards ceremony
- Logo on competitors T-shirts worn throughout the week



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NCC Supporter



**Five opportunities at \$5,000 each
Bronze NCC deliverables**



Sponsorship includes:

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

Construction Management Competition or National Craft Championships Competitor Meal Sponsor

Don't miss the opportunity to connect with and feed the competitors—the future generation of construction leaders and craft pros! Sponsorship includes branded utensils, napkins and food containers, as well as visible branding around competitor eating area plus more!



**Four opportunities available at \$10,000 each
Silver level**

To sign up as an
ABC Convention 2024 Sponsor,
please contact:

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