

ABC CONVENTION 2026

SALT LAKE CITY

March 18-20

SPONSOR PROSPECTUS

Connect With Over 2500 Construction Industry Professionals at ABC's Premier Merit Shop Celebration of the Year.



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

abconvention.abc.org | Contact: Charlie Asmar | asmar@abc.org | (301) 653-8168

Why Sponsor ABC Convention 2026?

Get your company in front of thousands of construction industry leaders by sponsoring ABC Convention 2026! ABC members—top-performing contractors, suppliers and associates from across the nation—return to the annual convention each year to connect, celebrate and advance their businesses with the latest industry, political and technological insights. This electric event also features the National Craft Championships, the Construction Management Competition, the National Excellence in Construction® Awards, the Construction Workforce Awards and an energetic Expo Hall.

This gala event is a can't-miss opportunity to connect with your target audience. Build your business through recognition on convention event marketing, including web, email, event app, signage, on-screen presentations and more!

Get noticed at ABC Convention 2026!

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 gala**, honoring innovative and high-quality construction projects and world-class health and safety programs. 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.

Guaranteed



Visibility

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



Convention Sponsorships

ABC CONVENTION 2026
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Exclusive Opening Night Celebration Sponsor



Party Theme

Saddle up for our Western Winter Soiree—Salt Lake City style! Kick off convention week with cozy lodge vibes, twinkle lights and toe-tappin' tunes. Sip craft cocktails, local whiskeys and dirty sodas, and sample Utah-inspired bites and flavorful jerky while you craft your own s'more. Ride the mechanical bull and brush up on your line dancing skills! Dress smart-western and mingle with industry trailblazers. Warm up the night as we celebrate, create fresh connections and enjoy a little frontier fun.

We will collaborate with you to customize an experience at this dazzling welcome to ABC Convention 2026 to showcase your company, boost your brand's visibility and create a memorable experience for attendees.

This night will be one to remember, and you will be the VIP of the party with a special opportunity to directly address celebration attendees before the party kicks off!

Your Exclusive Opening Night Celebration Includes:

- Six complimentary full registrations
- Logo on event signage, emails and website
- On-screen recognition throughout the convention
- 50-word bio, logo and sponsor profile in the ABC Events app
- One 10x10 exhibitor booth
- Registration list two weeks prior plus a post-event attendee list with contact information
- Opportunity to speak during the event

Let us customize this sponsorship for you! Contact Charlie Asmar at asmar@abc.org or (301) 653-8168 to discuss options and pricing.



Convention Sponsorships

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Platinum Sponsor

Be recognized as a top-level sponsor throughout the entire convention! Your brand will be showcased where it matters most—before, during and after ABC Convention—placing you in front of thousands of industry decision-makers as they celebrate, connect and engage.

Visibility spans high-impact moments across the week with prominent exposure across event communications and on-site touchpoints. Your sponsorship positions your company as a leader in the merit shop construction community and a champion of workforce excellence.

Platinum Sponsor Opportunities:

- Closing Night Celebration Sponsor
- Hotel Key Card Sponsor
- Exhibit Hall Grand Opening Sponsor
- Keynote Speaker Sponsor



Your Platinum Sponsorship Includes:

- Four complimentary full registrations
- Logo on event signage, emails and website
- On-screen recognition throughout the convention
- 50-word bio, logo and sponsor profile in the ABC Events app
- One 10x10 exhibitor booth
- Registration list two weeks prior plus a post-event attendee list with contact information
- Opportunity to introduce speaker or address the audience

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Platinum Sponsor Opportunities

Closing Night Celebration Sponsor

Cap off the week at our Life Elevated Closing Night Celebration of the Rocky Mountains—soaring peaks perfect for hiking, biking, rock-climbing and skiing. Sample a brew from the rolling craft beer truck, try fly-tying and strike a pose in the camper photo booth. Dance bands will power the vibes as we celebrate Salt Lake memories and preview adventures in Denver at ABC Convention 2027.

Create a lasting impression on ABC Convention 2026 attendees as the sponsor of the closing night celebration. Create a memorable experience for attendees while boosting your brand's visibility with your company as the VIP of the party. This night will be one to remember!

 **\$35,000**



Keynote Speaker Sponsor

Choose to sponsor the **Opening General Session Keynote** or the **Closing Morning Keynote**. Both draw the full convention crowd, ensuring that your brand is in front of a maximum audience. In addition to your Platinum Sponsor benefits, this sponsorship includes the opportunity to speak on stage during the session (two to three minutes, either in person or via video).

 **\$25,000 each (Opening or Closing Keynotes)**

Convention Sponsorships

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Platinum Sponsor Opportunities

Exhibit Hall Grand Opening Sponsor

Own the moment the expo show floor comes to life! As the Exhibit Hall Grand Opening Sponsor, your brand takes center stage at Wednesday night's 90-minute reception, where attendees, exhibitors and competitors gather for the first look. Enjoy premium visibility, podium recognition and branded touchpoints, plus featured coverage on ABC's social media during the unveiling. You'll also have the opportunity to address registrants before the ribbon-cutting to spark conversations and drive booth traffic from the very first minutes the hall opens.

 **\$25,000**



Hotel Key Card Sponsor

Put your brand in every attendee's hand—literally! As the exclusive Hotel Key Card Sponsor, your logo and booth call-to-action are carried by every registrant staying at the event hotels, creating multiple daily touchpoints from check-in to check-out. It's a high-visibility, high-frequency placement that puts eyes on your logo and reinforces your message every time doors open. Perfect for featuring a show special, QR code or invite to your booth.

 **\$20,000 each**

Convention Sponsorships

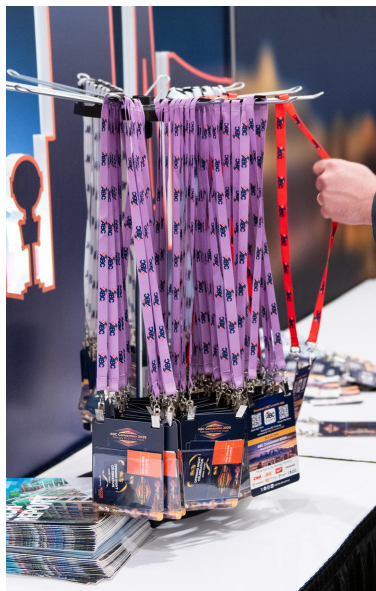
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Gold Sponsor

Stand out as a premier sponsor from first announcement to final send-off. Your brand will be integrated across ABC convention touchpoints—pre-event promotions, on-site moments and post-show follow-ups—keeping you in front of thousands of influential industry professionals as they learn, network and celebrate. Throughout the week, you'll be featured in high-visibility communications and prominent on-site placements that amplify awareness and drive engagement. Gold Sponsorship signals your company's leadership in the merit shop community and your commitment to advancing workforce excellence.

Gold Sponsor Opportunities:

- Door Hangers Sponsor
- Lanyard Sponsor
- Convention Tote Bag Sponsor
- Events App Sponsor—Exclusive!
- Expo Hall Lunch Sponsor
- Charging Station Sponsor
- Escalator Landing Sponsor—Exclusive!



Your Gold Sponsorship Includes:

- Two complimentary full registrations
- Logo on event signage, emails and website
- On-screen recognition throughout the event
- 50 word bio, logo and sponsor profile in the ABC Events app
- One 10x10 exhibitor booth
- Registration list two weeks prior plus a post-event attendee list with contact information

Convention Sponsorships

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Gold Sponsor Opportunities

Door Hanger Sponsor

Turn every check-in and checkout into a brand touchpoint as the Door Hanger Sponsor! Your company logo and messaging appear on hotel room door hangers at the host hotels, putting your brand in front of attendees first thing in the morning and last thing at night. Each hanger features a QR code that links to your dedicated sponsor webpage for measurable engagement, along with your exhibit booth number to make the next step clear. It is high-frequency visibility that drives awareness and converts hotel traffic into booth traffic.

 **\$15,000**

Convention Tote Bags Sponsor

Carry your brand everywhere the convention goes and long after it ends. As the Convention Tote Bag Sponsor, your logo appears alongside the conference logo on reusable tote bags available to all attendees, turning every schedule check, swag pick-up and session change into a moving billboard. With premium visibility at the registration desk, your branding is among the first seen and most frequently photographed. Because the bags are durable and reusable, your message travels from the expo floor to offices for lasting impressions beyond the event. Each attendee has the chance to snag one, ensuring broad reach and daily visibility.

 **\$15,000**



Lanyard Sponsor **SOLD**

Be the brand everyone wears! As the Lanyard Sponsor, your logo appears on every attendee lanyard, delivering all-day, every-day visibility across key moments, from badge pickup and registration to general sessions, the expo floor and networking events. With premium presence at the registration desk, your brand is among the first seen and most frequently noticed, captured in photos, introductions and hallway conversations. It's a simple, high-impact placement that builds recognition and keeps your company front and center throughout the convention.

 **\$15,000**

Escalator Landing Sponsor—*Exclusive!*

Own the flow of foot traffic as the Escalator Landing Sponsor! Place your company logo on the highly traveled convention center escalators so your brand greets attendees as they move between sessions, the expo and special events. Your company-branded banner runs up and down the escalators for repeated, high-impact impressions, with your exhibit booth number clearly posted to guide visitors straight to you. It is front-and-center visibility that turns movement into momentum for your brand.

 **\$12,500**

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Gold Sponsor Opportunities

Events App Sponsor—*Exclusive!*

Put your brand at the center of every convention touchpoint by sponsoring the official ABC Events app! Your logo appears throughout the experience, including a front-and-center splash screen every time attendees log in keeping your company visible as they check schedules, maps and updates. You'll also deliver a push notification to all attendees during the event, perfect for a timely call-to-action, booth invite or showcase announcement. It's high-frequency, high-utility visibility that drives awareness and real-time engagement.



 **\$15,000**



EXPO Hall Lunch Sponsor

Feed the floor and fuel conversations as the Expo Hall Lunch Sponsor! Your brand will be everywhere attendees are, featured on utensils, napkins and grab-and-go containers, with additional signage throughout the lunch area to reinforce visibility. Extend the impression at the beverage stations with branded bar napkins, and use custom plates printed with your exhibit booth number to turn every bite into a call to visit. It's a practical, high-traffic placement that drives awareness and mid-day booth traffic.

 **\$15,000**

Charging Station Sponsor—*Five Opportunities Available!*

Power up attendee engagement as a Charging Station Sponsor! Your branding turns our secure phone-charging lockers into must-visit waypoints, creating high-dwell, high-visibility moments throughout the day. With your logo on the locker wraps and screens—and space for a QR code or booth call to action—you'll reach attendees precisely when they're taking a much-needed recharge. It's practical utility that earns repeat impressions and drives traffic back to your exhibit.

 **\$10,000**

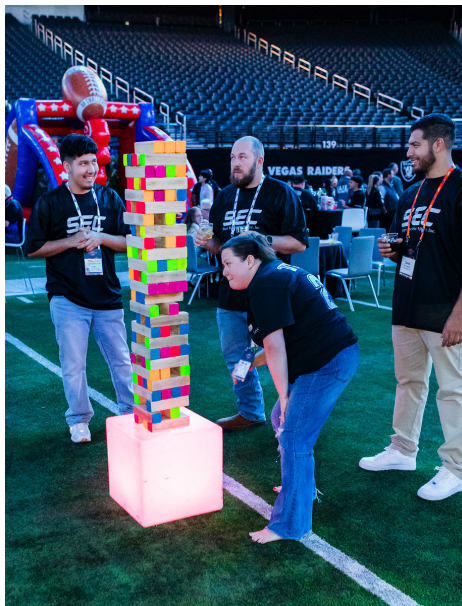


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Silver Sponsor

Shine as a leading partner from the first teaser to the closing recap. Silver Sponsorship weaves your brand into the full ABC convention journey, including advance promotions, on-site experiences and post-event touchpoints, keeping you in front of thousands of engaged industry pros as they learn, connect and celebrate. Expect consistent visibility in high-impact communications and well-placed, on-site branding that builds recognition and sparks interaction. It's a clear statement of your company's influence in the merit shop community and your dedication to elevating America's construction workforce.



Silver Sponsor Opportunities:

- Closing Night Celebration Food Sponsor
- Closing Night Celebration Bar Sponsor
- Closing Night Mocktail Bar Sponsor
- Professional Headshots Sponsor
- Directional Signage Sponsor
- ABC's State of the Economy With ABC Chief Economist Anirban Basu Industry Insight Session Sponsor
- Industry Insights Concurrent Session Sponsor—10 Available!
- Wi-Fi Sponsor

Your Silver Sponsorship Includes:

- Two complimentary full registrations
- Logo on event signage, emails and website
- On-screen recognition throughout the event
- 50-word bio, logo and sponsor profile in the ABC Events app



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Silver Sponsor Opportunities

Closing Night Celebration Food Sponsor

Leave a final, flavorful impression as the Closing Night Celebration Food Sponsor! Your brand will be highlighted on signage throughout the food areas and featured on event menus, keeping your logo front-and-center as attendees mingle, toast and savor the evening. It's a tasteful way to cap the week and reinforce your presence at the moment everyone remembers.

 **\$10,000**



Closing Night Celebration Bar Sponsor

Raise the bar on brand visibility as the Closing Night Celebration Bar Sponsor! Name your signature cocktail, feature your logo on bar napkins and command attention with prominent signage in the bar area. This is a spirited, high-traffic placement that keeps your brand in hand and in every toast through the final celebration.

 **\$10,000**

Closing Night Mocktail Bar Sponsor

Make a splash without the spirits as the Closing Night Mocktail Bar Sponsor! Name your signature mocktail, feature your logo on bar napkins at the dedicated Mocktail Bar in the hall and stand out with prominent signage in the bar area. This is a refreshing, high-traffic placement that keeps your brand in hand and top of mind throughout the final celebration.

 **\$10,000**



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Silver Sponsor Opportunities

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

Position your brand at the center of insight by sponsoring the State of the Economy session with ABC Chief Economist Anirban Basu! In today's fast-moving landscape, this briefing draws a high-value audience seeking clear analysis and practical takeaways for the construction industry. Your sponsorship signals a commitment to foresight, resilience and helping the merit shop community navigate economic headwinds. Following the session, you also receive a post-event attendee list to power targeted follow-up and deeper engagement.



 **\$10,000**

Industry Insights Concurrent Session Sponsor—Ten Available!

Champion learning and elevate your authority as the Industry Insights Concurrent Session Sponsor! Align with a topic that reflects your mission, then take the mic to introduce the speaker and frame the conversation. This sponsorship showcases your commitment to professional development, equips attendees with practical takeaways and positions your company as a trusted thought leader in the merit shop community. It is a smart, high-credibility platform for meaningful engagement and brand recognition.

 **\$8,000**



Wi-Fi Sponsor

Keep everyone connected as the official ABC Convention Wi-Fi Sponsor! Your logo appears on Wi-Fi tent cards and printed on the back of conference badges for constant visibility. Incorporate your company name into the Wi-Fi password and turn every login into a brand impression. It's high-utility exposure that attendees rely on all week.

 **\$7,500**

Directional Signage Sponsor

Point attendees in the right direction and keep your brand in constant view as the Directional Signage Sponsor! Your logo and messaging appear on wayfinding signs throughout the Salt Palace Convention Center hallways, guiding guests to ABC convention sessions, expo activities and special events. It is helpful, high-frequency visibility that reinforces your presence at every turn.

 **\$7,500**

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Bronze Sponsor

Shine as a leading sponsor from the first teaser to the closing recap. Silver Sponsorship weaves your brand into the full ABC Convention journey, including advance promotions, on-site experiences and post-event touchpoints, keeping you in front of thousands of engaged industry pros as they learn, connect and celebrate. Expect consistent visibility in high-impact communications and well-placed, on-site branding that builds recognition and sparks interaction. It's a clear statement of your company's influence in the merit shop community and your dedication to elevating America's construction workforce.



Bronze Sponsor Opportunities:

- Coffee Break Area Sponsor—*Daily (Two Available) or Two-Day Exclusive*
- Snack Bar Sponsor—*Daily (Two Available) or Two-Day Exclusive*
- Hydration Station Sponsor
- Convention Supporter—Five Available!



Your Bronze Sponsorship Includes:

- One complimentary full registration
- On-screen recognition throughout the event
- Logo on event signage, emails and website
- 50-word bio, logo and sponsor profile in the ABC Events app

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Bronze Sponsor Opportunities

Coffee Break Area—*Daily (Two Available) or Two-Day Exclusive*

Perk up engagement as the Coffee Break Area Sponsor! Treat attendees to an afternoon espresso while your branding travels on napkins and takeaway coffee sleeves provided by ABC. It is a warm, high traffic touchpoint that fuels conversations.

● **\$5,000 (1 Day); \$10,000 (Two-Day Exclusive)**



Snack Bar Sponsor—*Daily (Two Available) or Two-Day Exclusive*

Satisfy cravings and spark conversations as the Snack Bar Sponsor! Choose Thursday or Friday to host branded snack breaks with dedicated signage that keeps your logo front and center while traffic flows through the area. You'll also send one push notification through the ABC Events app to drive timely awareness and turn snack time into engagement time.

● **\$5,000 (1 Day); \$10,000 (Two-Day Exclusive)**



Hydration Station Sponsor

Keep the crowd refreshed and your brand in view as the Hydration Station Sponsor! Your signage welcomes attendees outside the break area, while branded water bubblers provide a steady stream of repeat impressions throughout the day. It is a practical, eco-minded placement that draws foot traffic, keeps conversations flowing and keeps your logo top of mind between sessions.

● **\$5,000**

Convention Supporter—*Five Available!*

Show your pride in the merit shop community as a Convention Supporter Sponsor! Your contribution helps power the largest celebration of the year and the programs that bring our industry together. Gain recognition across select convention communications and on-site acknowledgments while demonstrating your commitment to the people and progress that move construction forward. It is a simple, meaningful way to be part of the event's success.

● **\$5,000**