



CONVENTION 2024

Kissimmee, Florida

March 13-15

SPONSORSHIP PROSPECTUS

abc.org/convention

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 | abcconvention.abc.org



Benefits of Sponsoring ABC Convention 2024

Get your company in front of thousands of ABC members looking for the services and products you provide by sponsoring ABC Convention 2024. Build your business through recognition on convention event marketing including the event website, email promotion, event app, signage and more!

Lock in your sponsorship for 2025 where we will kick off the celebration of ABC's 75th Anniversary. First right of refusal and 2024 pricing will be given to 2024 ABC Convention Sponsors.

Who Attends ABC Convention?

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

Nearly

600

construction leaders attend 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
\$100,000+

Platinum
\$50,000-
\$99,999

Gold
\$25,000-
\$49,999

Silver
\$7,500-
\$24,999

Bronze
\$3,000-
\$7,499

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	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)	8	6	4	2
Complimentary 10×10 Booth	●	●		
Sponsor Listing in ABC Events App	●	●	●	●

*Additional deliverables may be included depending on sponsorship item.

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Thank You to Our 2023 Sponsors

Strategic Partners



Gold Sponsors



Silver Sponsors



Bronze Sponsors



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Thank You to our
2023 Excellence in Construction® Sponsors



Thank You to our
2023 National Craft Championships Sponsors



Thank You to our
2023 Construction Management Competition Sponsors



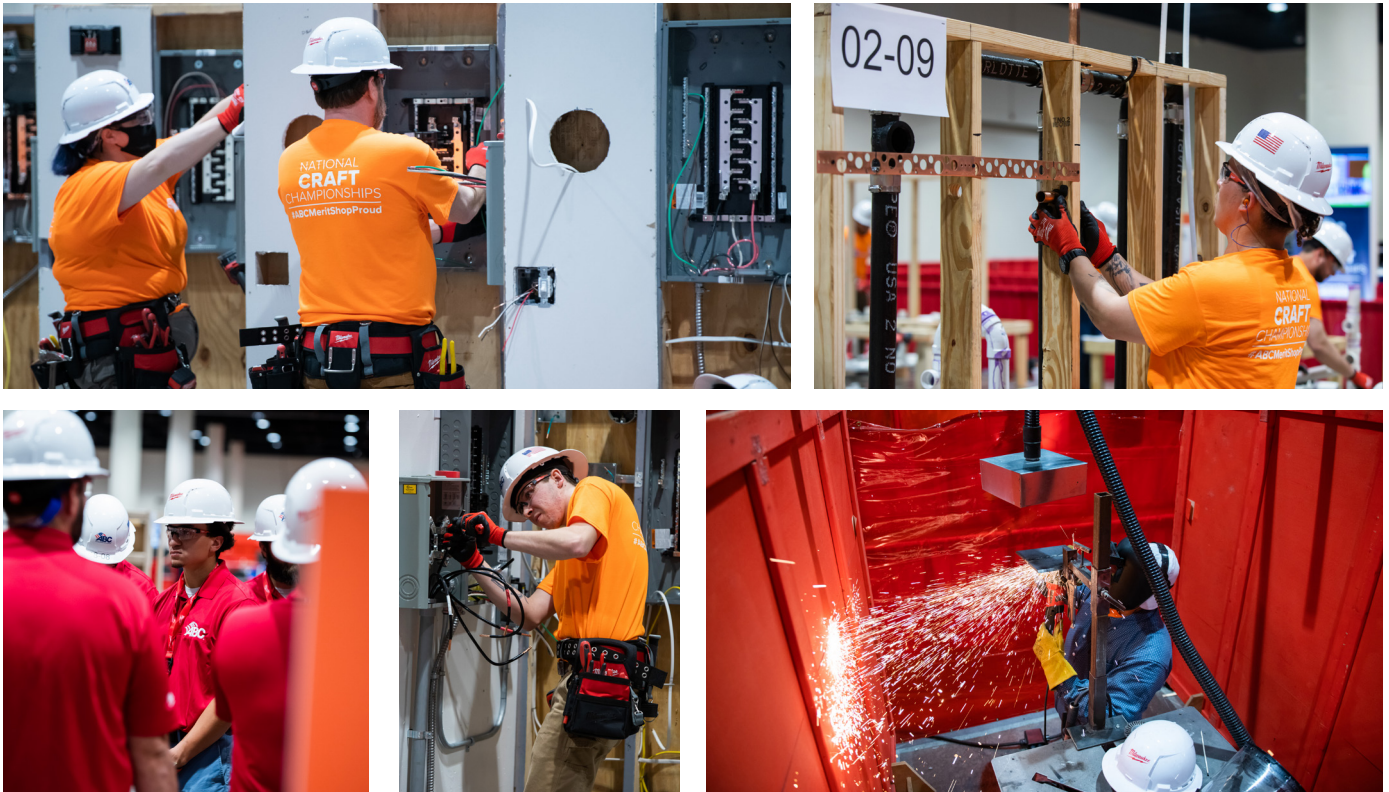
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Presenting Sponsorships

National Craft Championships Presenting Sponsorship

\$100,000 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 allows over 200 competitors in 15 different crafts 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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Convention Receptions/Social Events

Naming Rights for the Opening or Closing Night Celebration



Set the tone of ABC Convention 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.

Two opportunities at \$50,000 each
Platinum-level deliverables

Share the sponsorship! Have a company with whom you'd like to partner? Split the cost and make your mark on our biggest celebrations at ABC Convention.

Exhibit Hall Kick Off Reception

Unveil the Exhibit Hall on Wednesday afternoon 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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Food and Beverage Sponsor— Opening or Closing Night Celebration

Forge a connection between your brand and attendee's taste buds by sponsoring the food and bars at our celebrations. Your company will be everyone's favorite sponsor with your logo on drink tickets and buffet lines.

- **Two opportunities for \$10,000**
Silver-level deliverables



Entertainment Sponsor—Opening or Closing Celebration

Keep attendees entertained by being our entertainment sponsor. Entertainment has included bands, DJs and games.

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

Rescue Puppy Play Area Exclusive Sponsorship

One more day of puppies added in 2024! That's double the value.

Be the most popular sponsor in the Exhibit Hall by sponsoring our furry friends! The play area will be sponsored by your company and includes dog leashes, water, and tennis balls. The puppy play area will be available during the kick off reception 3:30-5 p.m. on Wednesday and 11 a.m.-3 p.m. on Thursday.

- **\$7,500**
Silver-level deliverables



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Meals and More

Snack Break Sponsor

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

 **\$7,500 Exclusive Sponsorship**
Silver-level deliverables



Conference Coffee Breaks

Thursday, March 14-Friday, March 15

Espressos in the Hall

Sponsor an elevated espresso bar in the Hall on Thursday and Friday and provide attendees with much-needed caffeine!

 **Three Opportunities at \$5,000**
Bronze-level deliverables

Thirst for Knowledge

Gain visibility with attendees by sponsoring our coffee stations outside of the education sessions, available Thursday and Friday morning.

Lunch in the Exhibit Hall

Thursday, March 14

Nourish connections and appetites by supporting Thursday's grab-and-go lunches.

 **\$15,000 Exclusive Sponsorship**
Silver-level deliverables

Headshot Sponsor

Thursday, March 14

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

 **\$7,500 Exclusive Sponsorship**
Silver-level deliverables

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 deliverables

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Award Sponsorships

Association Excellence Awards

Wednesday, March 13—Separate

SOLD

The Association Excellence Awards luncheon recognizes and celebrates chapter achievement in membership growth and retention, STEP participation and other major accomplishments for 2023.

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

Careers in Construction Awards

Friday, March 15

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 high-energy celebration.

-  **\$35,000 Exclusive Sponsorship**
Gold-level deliverables



The Excellence in Construction® Awards

Separate ticketed event

The 34th Annual National Excellence in Construction Awards ceremony celebrates the best in merit shop construction, honoring the most outstanding construction projects and contractors of 2023 for their remarkable achievements in leadership, safety, innovation and inclusion, diversity and equity.

-  **Presenting Sponsor—\$50,000**
Exclusive platinum-level
-  **Pre- or Post-Reception Sponsor—Two opportunities at \$10,000 each**
Silver-level
-  **Program Sponsor—\$10,000**
Silver-level
-  **Photography Sponsor—\$7,500**
Exclusive silver-level

SOLD

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Education Sponsorships

Keynote Sponsor—Opening General Session

Featuring Ryan Leak



Over the past decade, Ryan Leak, CEO of the Ryan Leak Group, has become a sought-after speaker, coach and consultant with deep domain expertise in empowering leaders to reclaim a new self-awareness that enables them to connect with their people more effectively. Author of *Chasing Failure: How Falling Short Sets You Up for Success*, he has been hired by Fortune 500 companies and professional sports franchises to work internally with specialized teams, add value for leaders and their customers and create new initiatives for the businesses to better connect with the broader world.

Keynote Session—Closing Morning General Session

Featuring Kevin Brown



Motivational speaker and author Kevin Brown is passionate about helping people and organizations embrace a simple philosophy that separates world-class organizations and high-performance people from everybody else—he calls it The HERO Effect®. Through his books and presentations, Brown entertains, inspires and challenges people to show up every day and make a positive difference at work and in life.



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, Basu'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 \$15,000
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 Insight 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.

 Twelve sponsorships available at **\$7,500 Silver level with added post-event attendee list**



High-Visibility Sponsorships

Branded Escalator Clings

 **Exclusive: \$15,000 Non-Exclusive: \$7,500 Silver-level deliverables**

Place your company logo on the highly traveled convention center escalators and be front and center as attendees move from one event to another. Join in with other sponsors to brand the escalators leading to convention events or receive exclusive company branding for \$15,000.



Hotel Key Cards at the Gaylord Palms

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

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

 **Exclusive Sponsorship at \$12,500 Silver-level deliverables**

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“Wear Your Flair” Station Sponsor

Get attendees engaged with the popular Wear Your Flair station—loaded with nine different buttons that attendees can attach to their lanyard and wear proudly. Even add your company logo to a button to further your reach!

Button station is displayed both Wednesday and Thursday.

 **\$8,000 Exclusive Sponsorship**
Silver-level deliverables



Directional Signage Sponsor

Help guide attendees through the Gaylord Palms 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 deliverables

Member Engagement Lounge

Wednesday, March 13-Thursday, March 14

This multipurpose space is THE place to meet and network with members 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. The member engagement lounge hosts the flair station, headshots and the exhibitor passport game.

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

Water Bottles/Branded Water Stations Sponsor

Make a meaningful impact at ABC Convention by sponsoring reusable water bottles and water stations, keeping attendees hydrated while spreading your brand’s message. Reusable bottles are handed out to all attendees at registration to use during the week.

Sponsor is responsible for purchase of water bottles. ABC must approve design.

 **\$15,000 Exclusive Sponsorship**
Gold-level deliverables



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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.

 **\$20,000 Exclusive Sponsorship**
Gold-level deliverables

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



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

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

NCC and CMC Sponsorships

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-level NCC deliverables**

SOLD

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-level 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 ceremony

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!

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

To sign up as an
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