



## ABA 2019 BUSINESS EXPO SPONSORSHIP PACKAGES

### Presenting Sponsor

### Package Pricing

- Double booth in Premier location
- Company name/logo displayed on ALL marketing material
- Company name/logo displayed on event signage and advertising
- Social Media Exposure leading up to event
- Hyperlink from Expo website to your homepage
- Recognition in all pre-show ABA events
- One full page ad in event guide
- 150-word exhibitor description and logo in event guide
- Recognition on Entry Hall Banner
- Recognition on banners in Expo hall
- Collateral distribution at the Expo welcome area
- On-site recognition at After Hours and Expo opening
- “Come see us at the Expo” video testimonial – posted to ABA Expo website and social media

ALPHARETTA CONVENTION  
& VISITORS BUREAU

APPEN MEDIA

### Platinum Sponsor (One Per Industry)

**\$2,500**

- Booth in Premier location
- Company name/logo displayed on ALL marketing material
- Company name/logo displayed on event signage and advertising
- Social Media Exposure leading up to event
- Hyperlink from Expo website to your homepage
- Recognition in all pre-show ABA events
- One full page ad in event guide
- 150-word exhibitor description and logo in event guide
- Recognition on Entry Hall Banner
- Recognition on banners in Expo hall
- Collateral distribution at the Expo welcome area
- On-site recognition at After Hours and Expo opening
- “Come see us at the Expo” video testimonial

**Gold Sponsor (One Per Industry)****\$1500**

- Booth in Premier location
- Company name/logo displayed on some marketing material
- Company name/logo displayed on event signage and advertising
- Social Media Exposure leading up to event
- Hyperlink from Expo website to your homepage
- Ad in event guide
- Collateral distribution at the Expo welcome area
- On-site recognition at Expo opening



FAMILY LIFE PUBLICATIONS

**Silver Sponsor (One Per Industry)****\$750**

- Booth in Premier location
- Company name/logo displayed on some marketing material
- Company name/logo displayed on event signage and advertising
- Social Media Exposure leading up to event
- Hyperlink from Expo website to your homepage
- Ad in event guide
- Collateral distribution at the Expo welcome area
- On-site recognition at Expo opening

**Tech Showcase Sponsor (One Per Industry)****\$750**

- Booth in Premier location
- Company name/logo displayed on some marketing material
- Company name/logo displayed on event signage and advertising
- Social Media Exposure leading up to event
- Hyperlink from Expo website to your homepage
- Ad in event guide
- Collateral distribution at the Expo welcome area
- On-site recognition at Expo opening

## **Print Media Sponsorship**

- Booth in Premier location
- Company name/logo displayed on marketing material
- Company name/logo displayed on event signage and advertising
- Social Media Exposure leading up to event
- Hyperlink from Expo website to your homepage
- 50-word exhibitor description and logo in event guide
- Recognition on banner in Expo hall
- Collateral distribution at the Expo welcome area
- On-site recognition at Expo opening
- Full page ad on back of Expo Program
- Ability to include a coupon for services

## **Transportation Sponsorship**

- Booth in Premier location
- Company name/logo displayed on some marketing material
- Company name/logo displayed on event signage and advertising
- Social Media Exposure leading up to event
- Collateral distribution at the Expo welcome area
- Ad in event guide
- On-site recognition at Expo opening