



**abaa2024** building  
enclosure  
conference  
**RESTON, VIRGINIA** MAY 7-8, 2024

# SPONSORSHIP & EXHIBITOR PROSPECTUS

# Join Us

Join an expected 500 consultants, architects, engineers, design professionals and other experts who specialize in air barriers and the building envelope to exchange knowledge, expertise and the latest advancements in air barrier technology, at the ONLY conference in the world that focuses on air barriers and building airtightness.

## Target Audience

- Architects
- Specifiers
- Engineers
- Building Owners
- General Contractors & Construction Managers
- Building Consultants
- Sub contractors



# Event Dates

To view the full agenda, please visit [www.abaaconference.com](http://www.abaaconference.com)

Day One

**Tuesday May 7, 2024**

Day Two

**Wednesday May 8, 2024**

# Event Venue



**Hyatt Regency Reston  
1800 Presidents Street  
Reston, Virginia 20190  
United States**

# Accommodation



**Reserve at the Hyatt Regency Reston hotel room  
by April 12, 2024** 

# Exhibitor Opportunities

Reserve Your Booth 

**Member - \$2500**

**Non-member - \$3250**

**Additional Booth Reps  
- \$450**

- Two (2) complimentary registrations for full conference
- One (1) Company/Booth related questions on the Conference App game to drive attendees to your booth
- One 10'x10' draped booth (exhibit hall), OR 8'x10' booth (foyer)
- 6' draped table, two chairs and a wastebasket
- Listing with logo on ABAA's Conference Website
- Listing in Conference App
- Marketing assets to promote your booth at the conference

Discover the unparalleled opportunity that awaits you at the ABAA's Building Enclosure Conference – a dynamic two-day event brimming with a wealth of knowledge-packed learning tracks for design professionals, general contractors, air barrier contractors, consultants, and testing labs.

The exhibitor's hall, strategically situated in and around the main ballroom, offers an unbeatable chance to connect with a captive audience. Your booth will thrive in a high-traffic zone, strategically positioned near keynote speakers, meal venues, and training rooms.

## Exhibitor Checklist



**Send in logo to [conference@airbarrier.org](mailto:conference@airbarrier.org) ASAP**

Logo should be either as an .eps or .png with translucent background, no bigger than 5MB



**Register representative(s) using complimentary pass online **



**Reserve hotel room before April 12, 2024 **

Questions? Contact us at [conference@airbarrier.org](mailto:conference@airbarrier.org) or call 866.956.5888

# 2023 Exhibitors



**HUNTSMAN**  
BUILDING SOLUTIONS

**R  
MAX**

**TRUFAST**  
WALLS



**HIGHTOWERLABS**

**TREMCO**  
Construction Products Group

**PROSOCO**

**RAiNA**  
RAINSREEN ASSOCIATION  
IN NORTH AMERICA

**CT** | **ATP**  
an ATP group company | ADHESIVE SYSTEMS

**JM** **Johns Manville**  
A Berkshire Hathaway Company

**VAPRO SHIELD**  
Breathable Membrane Systems for Roofs & Walls

**siplast** WALLcontrol

**Terracon**  
Explore with us



**Master Wall Inc.**

QUALITY | SERVICE | INTEGRITY  
**W. R. MEADOWS**  
A Family Company Since 1926

**retrotec**

**DOWSIL**  
technologies by **Dow**

air barrier  
**abaa**  
association of  
america

**3M**

**GP**  
Georgia-Pacific  
**KARNAK**  
THE SEAL OF QUALITY

**BASF**  
We create chemistry

**wti**  
**canam**  
BUILDING ENVELOPE SPECIALISTS

**SOPREMA**

**Henry**  
A CARLISLE COMPANY

**Protecto Wrap**

Premium Building Products  
That Protect®

**DÖRKEN**  
**DELTA**  
HIGH PERFORMANCE AIR & MOISTURE BARRIERS

**DUPONT**

**intertek**  
Total Quality. Assured.

**T.E.C**  
THE ENERGY CONSERVATORY

**YORKE**  
Flashings

**RIB** formerly BSD

**HB** HOHMANN & BARNARD, INC.

**element**

# Sponsorship Opportunities

Become a Sponsor 

All Sponsors will receive the following as well as the deliverables indicated in the below table:

- Company Logo, website and profile
  - In Conference App, in the Sponsor Section
  - On-screen acknowledgement at the conference
  - In acknowledgement in ABAA Quarterly Newsletters
  - On conference website
  - In conference showbook
  - In conference promotional e-blasts to an estimated 40,000 contacts
- One (1) social media post by sponsorship level
- One (1) Company/Booth related questions on the Conference App game

## Platinum Sponsorship - \$5000 SOLD

Elevate your brand with this premium sponsorship. Enjoy unparalleled visibility, exclusive privileges, and extensive promotion at the conference. Secure your place at the forefront of this premier event with the following benefits:

- Two (2) complimentary registrations for full conference
- Two (2) minutes to address the audience at the conference introduction
- Three (3) dedicated social media posts from ABAA highlighting your company as a sponsor
- One (1) 38"W x 87"H metered board sign placed on stage of the main event
- Premium website banner on ABAA conference website
- One (1) dedicated email blast to conference attendees
- Speaker Power Point Presentation will include logo, separate slide

## Board Meet & Greet Sponsorship - \$3500 SOLD

The board meet & greet is prime time for networking and schmoozing - keep your brand/company front of mind all night long with the below benefits:

- One (1) complimentary registration for full conference
- One (1) 24"W x 36"H foam board dedicated to your company that will be placed near the buffet line at the sponsored event
- Two (2) dedicated social media posts from ABAA highlighting your company as a sponsor
- Website banner on conference website front page, starting from 2 weeks before the conference
- One (1) dedicated email blast to conference attendees

# Sponsorship Opportunities

## Rise & Shine Breakfast Sponsorship - \$3500 SOLD

The night owls had their networking, now it's time for the early birds to shine! This morning networking experience is the perfect opportunity for your brand/company to set the tone for the day with the below benefits:

- One (1) complimentary registration for full conference
- One (1) 24"W x 36"H foam board dedicated to your company that will be placed near the buffet line at the sponsored event
- Two (2) dedicated social media posts from ABAA highlighting your company as a sponsor
- Website banner on conference website front page, starting from 2 weeks before the conference

## Lunch Sponsorship - \$3500 SOLD

Learning is hungry work! Give the attendees the fuel they need to keep learning by sponsoring one of both of the lunch breaks during the conference, with the following benefits:

- One (1) complimentary registration for full conference
- One (1) 24"W x 36"H foam board dedicated to your company that will be placed near the buffet line at the sponsored event
- Two (2) dedicated social media posts from ABAA highlighting your company as a sponsor
- Website banner on conference website front page, starting from 2 weeks before the conference
- **Please choose one of the days below to sponsor:**
  - ~~May 7 (Day 1)~~
  - ~~May 8 (Day 2)~~

## Training Courses Sponsorship - \$3000 Two (2) Available, One (1) Sold

Jump-start the relationship with this unique opportunity to personally introduce your brand/company to your next customers. Don't miss this out on this opportunity:

- Two (2) complimentary attendees for a training course
- Welcome and address a class of your choosing for two (2) minutes (average class sizes range between 10-30)
- One (1) 24"W x 36"H foam board sign placed at the entrance of the room
- **Courses available to choose from:**
  - ~~Self-Adhered & Fluid Applied~~
  - Sprayed Polyurethane Foam
  - Field Auditor

**Become a Sponsor** 

## Sponsorship Opportunities

### **Morning Break Sponsorship - \$2500** One (1) Available, One (1) SOLD

Help keep up the energy by sponsoring one or both of the morning breaks during the conference, with the below benefits:

- One (1) complimentary registration for full conference
- One (1) 24"W x 36"H foam board sign placed near the coffee station at the sponsored event
- **Please choose one of the days below to sponsor:**
  - ~~May 7 (Day 1)~~
  - May 8 (Day 2)

### **Afternoon Break Sponsorship - \$2500** One (1) Available, One (1) SOLD

Help keep up the energy by sponsoring one or both of the afternoon breaks during the conference, with the below benefits:

- One (1) complimentary registration for full conference
- One (1) 24"W x 36"H foam board sign placed near the coffee station at the sponsored event
- **Please choose one of the days below to sponsor:**
  - ~~May 7 (Day 1)~~
  - May 8 (Day 2)

### **Lanyard Sponsorship - \$2500** **SOLD**

Not only will your company logo be seen everywhere throughout the event, you will also receive the following benefits:

- One (1) complimentary registration for full conference
- Company logo on attendee lanyards

### **Conference App Sponsorship - \$2000** One (1) Available

The conference app is the perfect companion for this two-day event, allowing attendees to plan their day, connect with each other, ask questions during sessions and take notes. Your company will receive the below benefits:

- One (1) complimentary registration for full conference

**Become a Sponsor** 



## Sponsorship Opportunities

### Education Tracks Sponsorship - \$2000 Two (2) Available

Align your brand/company with lifelong learning and education with this opportunity to be top of mind of industry experts and leaders throughout the day with the following benefits:

- One (1) complimentary registration for full conference
- One (1) 24"W x36"H foam board sign placed at the entrance of the sponsored event

### Conference Showbook Sponsorship - Two (2) Available, One (1) Sold

The showbook brings the conference to life and ties everything together. With three locations available, your ad will be seen by everyone during and after the conference:

- Ad spots available:
  - **Inside Front Cover - \$1500**
  - **Inside Back Cover - \$1500**
  - **Outside Back Cover - \$2000**
- One (1) complimentary registration for full conference
- Full page ad (11"W x 8.5"H) company ad in conference showbook.

**Become a Sponsor** 

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Logo should be either as an .eps or .png with translucent background, no bigger than 5MB



**If applicable, submit artwork by April 1, 2024**



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conference  
[www.abaaconference.com](http://www.abaaconference.com)

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**abaa**  
association of  
america