

2020 Sponsorship Information



a virtual event

September 17 – September 18, 2020

Please direct all questions to Jennifer Bonney · Office (850) 222-2332 · Jennifer_Bonney@fabaworld.org

COVID-19 Response

FABA continues to monitor the rapidly changing situation related to the spread of COVID-19. We understand that concerns for health, safety, and the impact on meeting attendance, among other issues, are affecting our members. After much discussion with the FABA Board and thousands of FABA members, the 2020 annual conference will be held online.

The key word this year is **FLEXIBILITY**. We are asking each Sponsor and Exhibitor to remain FLEXIBLE with us as we navigate these unusual times. Below is a quick snapshot of the changes planned to allow for the extenuating circumstances in light of this year's unique challenges:

- The conference will run from Wednesday evening, September 16, through Friday, September 18, 2020 in a single-track format.
- The first 800 attendees to register will receive in the mail our fun "FABA in a Box", which will include a printed program, note pad, and goodies from our sponsors.
- While we prefer a "live" audience (participants will be able to interact with most of the presenters), attendees can view sessions and accrue CEUs up until midnight October 15, 2020.

Platinum Package Sponsorships

Each Platinum Sponsor Package is designed to provide maximum exposure to online conference attendees. All Platinum Packages come with a digital ad presented to online participants, a 3-minute introduction video, and participation in the virtual Exposition Hall with raffle for attendees. In addition, each Platinum Package includes one specific add-on bonus item at no additional charge. A summary of Packages is listed below:

Platinum Sponsor Package "A" = Program Outside Back Cover Page Ad (in color) AND **FABA 2020 Welcome Reception Sponsor** \$5,500

FABA 2020 will kick off with a fun Welcome Reception and trivia competition hosted by a professional game show emcee on Wednesday, September 16, 2020. This sponsor will receive prominent ad space during the virtual event and five trivia questions during the competition.

"B" = Program Front Inside Cover (in color) AND **Thursday Night Social** \$5,500

As a fun mental break on Thursday evening FABA will host a virtual social happy hour. This sponsor will receive prominent ad space during the event and a shout-out from the emcee.

"C" = Program full page B/W Ad AND **Goody Box Sponsor** \$3,500

The first 800 attendees to register to attend the virtual event will receive in the mail a fun "FABA in a BOX". This adorable gift will include a printed program, note pad, and goodies from our sponsors. The Goody Box Sponsor will have a 3"x 5" label of their design prominently displayed on the outside of the packaging.

"D" = Program full page B/W Ad AND **Door Hanger Sponsor** \$3,500

Also included in the goody box will be a custom printed door hanger, with the saying, "SHHHHH.... I'm attending FABA 2020!" The sponsor of this fun item will help design the door hanger with their logo and some text.

(Additional Platinum Package Sponsorships available on the next page.)

"E" = Program full page B/W Ad AND **Thursday** (2:45pm) **Snack Break Sponsor** \$3,500

"F" = Program full page B/W Ad AND **Friday** (3:15pm) **Snack Break Sponsor** \$3,500

Who says we can't get together virtually and enjoy a sweet & salty treat together?! Attendees of FABA 2020 will collectively enjoy a snack break during the conference. The sponsor of this treat will have a custom printed label on the outside of the snack. (FABA will purchase 800 snacks.) In addition, the sponsor can have a short video or rolling PowerPoint presentation playing on a loop during this 15 minute time slot.

"G" = Program full Page B/W Ad AND **FABA 2020 Note Pad Sponsor** \$3,500

Note pads are distributed to the first 800 registered attendees in the fun "FABA in a Box". The sponsored notepads will have the FABA 2020 logo on the top of the page and your logo/name/address on the bottom. FABA intends to print 800 notepads.

Standard Sponsorships

In addition to Platinum Package sponsorships, FABA is also offering Standard Sponsorships where corporations can pick and choose the ways in which they would like to interact with our attendees.

Program Ads – The first 800 attendees to register will receive a printed program mailed to them. The program will also be available digitally.

Full Page Program Ad · \$175

Full Page Ad in the printed copy of the 2020 Conference Program. A full-page ad is 4.50" wide x 7.5" tall. All ads are in grayscale. Trim size of the program is 5.5" wide x 8.5" tall. Ads DO NOT Bleed. Acceptable digital artwork formats are: Hi-Resolution JPG (300 DPI or higher) or PDF with all fonts embedded.

Half Page Program Ad · \$120

Half Page Ad in the printed copy of the 2020 Conference Program. A half page ad is 4.50" wide x 3.75" tall. All ads are in grayscale. Trim size of the program is 5.5" wide x 8.5" tall. Ads DO NOT Bleed. Acceptable digital artwork formats are: Hi-Resolution JPG (300 DPI or higher) or PDF with all fonts embedded.

Additional Sponsorship Opportunities

Digital Ad on FABAWorld.org · \$200

Static rotating logo ad displayed on the home page of FABAWorld.org. A high resolution .jpeg or .png of your company logo (no MS Word files, please). When you click on the ad, the user will be redirected to your website. Please give us the destination URL to redirect users to when they click on your digital ad. Sponsors get their logo on every page of the FABA site in a special "sponsors" section that shows on the right side of the page on a computer, or at the bottom of the page when viewed on a mobile device. This sponsorship is valid for 6 months: August, September, October, November, December and January. In February, the sponsor logos will be removed and updated to include CoFABA 2021 sponsors. If you would like your digital ad to remain up year-round, an additional sponsorship of \$200 is required (\$400 for the year).

(More sponsorship opportunities continued on the next page.)

Photo Ad within the virtual conference platform · \$200

This type of ad is one image (either a photo or graphic art). It will be shown during one of the 5 minutes transitions in between speakers for a minimum of 2 minutes (the length of time your ad is shown can be between 2-5 minutes).

Video Ad within the virtual conference platform · \$350

Exhibitor Video Advertisements will play during one of the 10 or 15minute breaks (2 available, 1 on Thurs, 1 on Fri).

Quiz Questions during Conference · \$200

Quizzes are quick and fun and can be customized to meet the needs of your company. FABA will post quick quizzes of no more than 3 questions during intermissions or breaks. One question in each of these fun quizzes can be used to highlight your product or service. Our Virtual Quizzes create a new way for Exhibitors to connect with their ideal customers.

Virtual Exposition Hall with Raffle for Attendees · \$450

Throughout the conference and up until midnight on October 15, 2020, attendees can visit the virtual Exposition Hall where our Sponsors will each have their own page. These pages can be customized with company information including static images, PDF docs, short videos, and/or links to websites. Once an attendee has visited the Sponsor page, they will be prompted to answer No More Than three short and easy questions regarding the Sponsor. If answered correctly, attendees will receive one raffle ticket for a chance to win one registration to the 2021 Annual Conference. *valued at \$320

2020 Goody Box Inserts · \$250

Put your company's message in the hands of up to 800 conference attendees by providing a literature piece (brochure, invitation or flyer) or one promotional item of your choice to be inserted into the Official FABA Goody Box. Popular promotional pieces in the past include hand sanitizer, breath mints, snacks, water bottles, etc. Your product must be provided in full (800 units) NO LATER THAN August 27, 2020. Please mail items to:

FABA - 2020 Conference Inserts
ATTN: Leigh Stehlik
3125 Briarwood Drive
Tallahassee, FL 32308

Note: if more than 800 units are received, we will continue to distribute the excess items. Please do not request that we hold/return left over items. Volunteers stuff goody boxes for us in a highly chaotic environment; we are unable to keep track of & return left over materials. Thanks for understanding!

Printed Observer Ad

Advertisement in three issues of the FABA printed newsletter, The FABA Observer.

- 1/4 Page Ad (3.5" wide x 4.75" tall) in 3 issues (1 year) · **\$150**
- 1/2 Page Ad (7" wide x 4.75" tall) in 3 issues · **\$250**

***Note: 3 issue rates are based on the same ad. Any changed to the ad will be subject to a new fee.

sponsorship invitation dates

2019 Platinum Sponsors

As a 'Thank you for being a loyal sponsor', 2019 Platinum Sponsors will be invited to sponsor the 2020 Annual Conference first. Invitations will be emailed from Jennifer_Bonney@fabaworld.org on or before July 23, 2020. Registration will only occur at the Map-Dynamics site; payment is expected at the time of registration.

2019 Sponsors are invited to register to sponsor from July 27 – 30, 2020.

All other **NEW** sponsors and/or exhibitors are invited to register beginning July 31, 2020.

In the event that FABA cancels the conference, sponsorship and exhibitor fees paid to FABA will be refunded. However, FABA is not responsible for other fees incurred such as for printed material and/or promotional items, etc.

art requirements & due dates

Please find below a detailed description of the art needed for each sponsorship opportunity and the requested due dates. Everything can be emailed to Jennifer at Jennifer_Bonney@fabaworld.org.

Printed Program Ads – August 1:

All ads are in grayscale except for the 2 inside cover ads which will be in full color. Trim size of the program is 8.5" tall x 5.5" wide. Ads DO NOT Bleed. Acceptable digital artwork formats are: High-Resolution JPG (300 DPI or higher) or PDF with all fonts embedded.

Full page: No Bleeds. 7.5" tall x 4.5" wide

Half page (horizontal): No Bleeds. 3.75" tall x 4.5" wide

Exposition Hall profile – August 15:

Email Jennifer_Bonney@fabaworld.org the information needed for your sponsor profile page in the virtual exposition hall. Each participating sponsor can include up to three questions of their design for attendees to answer. Once attendees answer the questions correctly, they will be entered to win a 2021 Registration ticket valued at \$320.

All Digital Ads, Photos, Quiz Questions, and/or Videos – August 15:

Photo Ads

This type of ad is one image (either a photo or graphic art). It will be shown during one of the 5 minutes transitions in between speakers for a minimum of 2 minutes (the length of time your ad is shown can be between 2-5 minutes). This ad requires a high resolution .jpeg, or .png with the following requirements:

- Image aspect ratio: 9:16 to 16:9
- Resolution: Highest possible, but at least 1,080 x 1,080 pixels
- Text: 125 characters or less. Images that consist of more than 20% text may experience reduced delivery

Video Ads

Exhibitor Video Advertisements will play during one of the 10 or 15minute breaks (2 available, 1 on Thurs, 1 on Fri). This ad requires a high-resolution video file up to 4GB max with the following specs:

- File type: Please submit a .mov or .mp4. H.264 compression, square pixels, fixed frame rate, progressive scan, and stereo AAC audio compression at 128kbps+ is recommend.

- Video aspect ratio: 9:16 to 16:9
- Length: Between 30 seconds and 13 minutes max
- Text: 125 characters or less in the thumbnail. May have other text throughout the video.

Conference Goody Box Inserts - August 27:

Put your company's message in the hands of all conference attendees by providing a literature piece (brochure, invitation or flyer) or one promotional item of your choice to be inserted into the Official FABA Goody Box. Great examples of promotional items donated in the past include pens, pencils, face masks, note pads, tshirts, bottle openers, stickers, etc. Your product must be provided in full (800 units) **NO LATER THAN August 27, 2020**. Due to shipping size and weight restrictions, FABA cannot accommodate very large items, liquids, anything fragile, or heavy items such as a full bottle of water. Please limit promotional item to no more than 6oz and 5"x5" in size.

Please mail items to FABA - 2020 Conference Inserts, ATTN: Leigh Stehlik, 3125 Briarwood Drive, Tallahassee, FL 32308. Note: if more than 800 units are received, we will continue to distribute the excess items. Please do not request that we hold/return left over items. Volunteers stuff tote bags for us in a highly chaotic environment; we are unable to keep track of & return left over materials. Thanks for understanding!

the fine print

Advertisements must be approved by the FABA Advertising Committee. FABA reserves the right to reject any advertisement deemed unsuitable. Advertisements must reflect ethical and effective practice standards.

EXHIBIT SPACE

FABA offers exhibit space to both commercial and nonprofit agencies and has contracted with MemberClicks to host the virtual exposition hall.

- Corporate logo 690 x 300 pixel image
- Short description of up to 8 words
- Long description where sponsors can provide hiring information, web links, a short presentation video, etc.
- Your company listed in the **2020 FABA Annual Convention** program book.

Liability

Insurance and liability are the full and sole responsibility of the exhibitor. Neither the **Florida Association for Behavior Analysis**; nor any of its officers, employees, or representatives; nor the owners, employees, or representatives of the official decorator shall be responsible for injury, loss, or damage that may occur to the exhibitor's property prior to, during, or subsequent to the exhibition period, provided such injury, loss, or damage is not caused by the negligence or willful act of one or more of the aforementioned parties. Exhibitors, by accepting space and making application for space, acknowledge the above

terms and expressly release the above-named association, individuals, and firms from any and all claims for such loss, damage, or injury.

Exhibitors must be approved by the **FABA Exhibitor/Advertising Committee**. FABA reserves the right to reject any exhibit deemed unsuitable. Exhibits must reflect ethical and effective practice standards. If an exhibit is not approved, the payment will be returned to origination source. Exhibitor registration is not the same as conference registration. Persons with exhibitor registrations will not be allowed to attend sessions. Exhibitors who also want to attend sessions must register for the conference

