



ABPM Annual Sponsor Opportunities

Dear ABPM Solution Partners:

ABPM sponsorships are annual investments with comprehensive benefits and exposure throughout the year in almost every member activity that ABPM offers. This year sees a continuation of the evolution and expansion of the sponsor benefits on pages 2 and 3. For example, this year we are prioritizing sponsor placement on both the main ABPM.com Solution Partner page and all Solution Partner categories.

We're happy to jump on a call with you if you have any questions about the information on the following pages. A comprehensive list of benefits begins on page 2 of this document. Each Sponsor will own an element at a 2024 Conference (options listed on page 4 and 5). As always, assignments to specific elements will be accepted on a first-come, first-served basis, and the previous year's owner has right of first refusal. The sooner you submit your commitment form on page 6, the more choices you have. We can accept sponsorship commitments at any time leading up to the 2024 Spring Conference, but the **deadline** for recognizing your company as a sponsor in the preliminary conference agenda for Spring 2024, which will be e-mailed in early January 2024, is **Friday, December 1, 2023**. Companies who notify us of their wish to be an ABPM Sponsor after that date will still be acknowledged on updated agendas, the ABPM.com and MyABPM app sponsor pages, final conference materials, and signage at all conferences — but will not be included in the initial launch of the Spring Conference marketing push and initial agenda.

Briefly Blog submission is available at \$295 per article (some sponsorship levels include regular blog submissions). Submitted blogs must be informational and not sales-focused.

As always, we look forward to working collaboratively with you to make this coming year a successful one for your company and for our briefing program members. Please do not hesitate to email info@abpm.com with questions.

Very best,
Elizabeth and Kristie



Benefit	Platinum \$20,000	Gold \$15,000	Silver \$10,000	Bronze \$7,500	Conference¹ \$5,000
<i>Memberships</i>	1 Solution Partner Unlimited Associates Value: Priceless!	1 Solution Partner 3 Associates Value: \$3,785	1 Solution Partner Value: \$2,000	—	—
<i>Complimentary Conference Attendance²</i>	4 registrations Value: \$5,780	3 registrations Value: \$4,335	2 registrations Value: \$2,890	1 registration Value: \$1,445	1 registration Value: \$1,445
<i>Conference Attendance Maximum³</i>	+3 Above Solution Partner limit	+2 Above Solution Partner limit	+1 Above Solution Partner limit	—	—
<i>Spring, Europe & Fall Conferences: Conference agendas⁴</i>	Large logo	Medium logo	Small logo	Large Company listing	Company listing for sponsored conference
<i>Spring Conference: Secured & preferred placement in Solution Showcase/Section</i>	Guaranteed space and best traffic exposure/visibility	Guaranteed space and 2 nd best traffic exposure/visibility	Guaranteed space and 3 rd best traffic exposure/visibility	Guaranteed space & 4 th best traffic exposure/visibility	Guaranteed space and 5 th best traffic exposure/visibility
<i>Badge ribbons, all conferences</i>	“Platinum Sponsor” ribbon on badge	“Gold Sponsor” ribbon on badge	“Silver Sponsor” ribbon on badge	“Bronze Sponsor” ribbon on badge	“Conference Sponsor” ribbon on badge for sponsored conference
<i>ABPM Website Conference Pages</i>	Link to your webpage under Platinum Level Sponsor header	Link to your webpage under Gold Level Sponsor header	Link to your webpage under Silver Level Sponsor header	Link to your webpage under Bronze Level Sponsor header	Link to your webpage under Conference Level Sponsor header
<i>Ownership of one Conference Element</i>	See Pg 4 Platinum Level	See Pg 4 Gold Level	See Pg 4 Silver Level	See Pg 4 Bronze Level	See Pg 4 Conf. Level
<i>ABPM.com Solution Partner page and Category Pages</i>	Logo & link to Solution Partner profile page at the top of the page	Logo & link to Solution Partner profile just below Platinum Sponsor logos	Logo & link to Solution Partner profile page just below Gold Sponsor logos	Logo & link to Solution Partner profile page just below Silver Sponsor logos	—

¹ Choose one conference – Spring Conference, European Conference or Fall Workshop Series

² May be combined to cover Spring, Fall, and/or European conferences

³ Non-Sponsor Maximum Attendees per Solution Partner Company for Spring Conference = 4, European Conference = 2, Fall Workshop Series = 3

⁴ Emailed to 2700+ prospective conference participants



Benefit	Platinum \$20,000	Gold \$15,000	Silver \$10,000	Bronze \$7,500	Conference \$5,000
<i>Ability to offer 1 Year complimentary first-time Membership to your Briefing Program clients</i>	2 Primary memberships or 5 Associate memberships Value: \$2,590	1 Primary membership or 3 Associate memberships Value: \$1,485	2 Associate memberships Value: \$990	1 Associate membership Value: \$495	—
<i>Ability to offer Complimentary Virtual Workshop registration(s) to your Briefing Program Clients</i>	3 registrations Value: \$1,635	2 registrations Value: \$1,090	1 registration Value: \$545	—	—
<i>Briefly Blog submissions</i>	Three submissions posted in both ABPM.com Briefly Blog and MyABPM app Community	Two submissions posted in both ABPM.com Briefly Blog and MyABPM app Community	One submission posted in both ABPM.com Briefly Blog and MyABPM app Community	—	—
<i>Logo featured in Rotating Sponsor Logo section of ABPM.com Home Page</i>	Rotating logo featured in Sponsor section on ABPM.com home page	Rotating logo featured in Sponsor section on ABPM.com home page	Rotating logo featured in Sponsor section on ABPM.com home page	Rotating logo featured in Sponsor section on ABPM.com home page	—
<i>Link from Sponsor Section on ABPM.com home page</i>	Logo in Platinum Sponsor section with link to your web site	Logo in Gold Sponsor section with link to your web site	Logo in Silver Sponsor section with link to your web site	Text listing in Bronze Sponsor section w/link to your web site	—
<i>Event listing on ABPM.com⁵</i>	If your company hosts a meeting that would be beneficial to ABPM's membership, we'll list the meeting in the ABPM event section of ABPM.com.	If your company hosts a meeting that would be beneficial to ABPM's membership, we'll list the meeting in the ABPM event section of ABPM.com.	If your company hosts a meeting that would be beneficial to ABPM's membership, we'll list the meeting in the ABPM event section of ABPM.com.	—	—

⁵ The ABPM team must vet content prior to listing and content cannot be sales-focused or a demo. One listing per company per quarter.



Choose One Sponsored Element That Your Company will Receive Credit for Sponsoring

(Acknowledgement is included in event brochures next to sponsored elements and on signage at events)

Platinum	Gold	Silver	Bronze	Conference
<p>Name Badges All Conferences: Above the name badge insert is a place for your company logo — in the exact place attendees will look to learn each other's names.</p> <p>Spring Conference Opening General Session: Your team will create an opening anthem for the conference with direction from the ABPM team and introduce the ABPM leadership at the conference.</p> <p>Spring Conference: World Class Awards Ceremony: Produce the highly anticipated ABPM award ceremony. In 2021, work with ABPM to create a memorable ceremony that honors the briefing profession.</p> <p>Spring Conference: Gala Dinner: Welcome your guests to this special evening event that is the climax of the annual ABPM Spring conference!</p> <p>Fall Workshop Series: Final Dinner: Welcome your guests to this special evening event that is the climax of the annual ABPM Fall Workshop Series!</p> <p><i>Continued on next page...</i></p>	<p>LCD Projectors & Support Spring & Fall (In-Kind): A great opportunity to showcase your projection solutions, while enjoying high visibility at the conference.</p> <p>Breakout Session Day Lunch Spring Conference: You'll have exclusive rights to place a promotional item at attendees' seats and to welcome your guests.</p> <p>Hotel Room Key Cards Spring Conference: Attendees will see your logo several times a day when entering their rooms. Design must tie to conference graphic.</p> <p>Fall Workshop Series Opening Reception: Play a key role in the Fall Conference opening evening reception.</p> <p>Solution Showcase Spring Conference: Play a key role in the Spring Conference opening evening reception where we'll honor the ABPM's Solution Partner community.</p> <p>Spring Conference Internet: Offer free WiFi services to In-Person conference participants courtesy of your company.</p> <p><i>Continued on next page...</i></p>	<p>Conference Notebooks All Conferences: Your logo placed prominently on the recyclable paper notebooks available at the Spring and Fall ABPM conferences.</p> <p>Spring Conference Tour Day Bus Transportation: Be creative with this opportunity to host a "captive" ABPM audience in a memorable way!</p> <p>Spring Conference Breakout Session Day Breakfast: Start their day the right way with a great breakfast, courtesy of your company!</p> <p>European Conference Opening Reception: Play a key role in the European Conference opening evening reception.</p> <p>Course Day Lunch Fall Workshop Series (2 available): You'll have exclusive rights to place a promotional item at attendees' seats and to welcome your guests.</p> <p>Fall Workshop Series Internet: Offer free WiFi services to In-Person conference participants courtesy of your company.</p>	<p>Spring Conference Advisory Board Dinner: Welcome and dine with your guests, the strategic thought leaders of the briefing profession. Logo placement on dinner menu.</p> <p>Spring Conference Tour Day Grab 'n Go Breakfast: Get creative with this opportunity to start their tour day with a smile.</p> <p>Spring Conference Gala Dinner Bus Transportation: This is your chance to make a final lasting impression when they're feeling festive and ready to have a great evening.</p> <p>Course Day Breakfast Fall Workshop Series (2 available): You'll have exclusive rights to place a promotional item at attendees' seats and to welcome your guests.</p> <p>Fall Workshop Series Tour Day Bus Transportation: Be creative with this opportunity to host a "captive" ABPM audience in a memorable way!</p> <p><i>Continued on next page...</i></p>	<p>Spring Conference Advisory Board Lunch: Welcome and dine with the thought leaders of the briefing profession right before conference kick-off.</p> <p>Spring Conference General Session Break: It's their first break and networking opportunity! Make it a creative and memorable one.</p> <p>Spring Conference Breakout Session Day Breaks (2 available): This is a long day of best practice sharing. Your break service can insert some fun elements that'll have 'em talking.</p> <p>Leadership Day, Spring Conference: Host the day with ABPM leaders and attendees of this popular new Tour Day option.</p> <p>European Conference Tour Day Bus Transportation: Be creative with this opportunity to host a "captive" ABPM audience in a memorable way!</p>



Platinum	Gold	Silver	Bronze	Conference
<p>European Conference: Final Dinner: Welcome your guests to this special evening event that is the climax of the annual ABPM European conference!</p>	<p>All Conferences Newcomer's Orientation: Make a great first impression and help our first-timers feel welcome at this annual orientation.</p>	<p>Hotel Room Key Cards Fall Workshop Series: Attendees will see your logo several times a day when entering their rooms. Design must tie to conference graphic.</p>	<p>Fall Workshops Tour Day Grab 'n Go Breakfast: Get creative with this opportunity to start their tour day with a smile.</p>	<p>Fall Workshop Series Advisory Board Dinner: Welcome and dine with your guests, the strategic thought leaders of the briefing profession. Logo placement on dinner menu.</p> <p>Fall Workshop Series Afternoon Break (2 available): This is a long day of best practice sharing and working through ideas together. Your break service can insert some fun elements that'll have 'em talking.</p>



ABPM Investment Commitment Form

Company Name: _____ Contact: _____

Title: _____ Phone Number: _____

Address: _____

Email Address: _____

Specific Investment(s) (Platinum, Gold, Silver Sponsor Level, etc.) _____

First Choice Sponsored Element (pg 4 & 5) : _____ Second Choice: _____

Amount of Investment: \$ _____ Date: _____

Authorized Signature: _____

☐ Please invoice me on (date) _____. ☐ Charge my Visa/Mastercard/American Express:

Account number: _____ Expiration date: _____ Security code: _____

Name on the Card: _____ Signature: _____

ABPM is pleased to offer investment opportunities to Solution Partners and will, in exchange, promote sponsor companies as described on the previous pages of this document. **To take advantage of one of ABPM's investment opportunities, please fax the completed form to +1 972-362-1072 or email it to info@abpm.com by Friday, December 1, 2023.** Questions? Please feel free to email info@abpm.com.