



41st ANNUAL  
FABA Conference

September 29–October 2  
**JW Marriott Turnberry**  
Miami, Florida

# FABA Sponsor and Exhibitor Options for 2021

**Registration**  
[www.fabaworld.org](http://www.fabaworld.org)



# FABA Sponsor and Exhibitor Options for 2021

## Printed Ads

All ads are in black and white except for the 1 inside cover ads which will be printed in full color.

### Full Page Program Ad – \$175

**Full Page Ad** in the printed copy of the 2021 Conference Program. A full-page ad is 7.5" wide x 10" tall. All ads are in grayscale. Trim size of the program is 8.5" wide x 11" 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 2021 Conference Program. A half page ad is 7.5" wide x 5.5" tall. All ads are in grayscale. Trim size of the program is 8.5" wide x 11" tall. Ads DO NOT Bleed. Acceptable digital artwork formats are: Hi-Resolution JPG (300 DPI or higher) or PDF with all fonts embedded.

### Printed Observer Ad – \$250

Advertisement in three issues of the FABA printed newsletter, The FABA Observer.  
• 1/2 Page Ad (7" wide x 4.75" tall) in 3 issues

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

## In-Person Exhibit Booths – \$1,350

FABA offers exhibit space to both commercial and nonprofit agencies. A single exhibit booth includes:

- 8-ft high background drape and 3-ft high side drape
- One-line identification sign plus booth number
- One draped 6-ft table with two side chairs
- One wastebasket
- Your company listed in the 2021 FABA Annual Convention program book.
- 2 Exhibitor Registrations

GEMS is the official service provider for the FABA Conference. A private login will be sent to all confirmed exhibitors to order ancillary items for the booth space such as carpeting, furniture rental and material handling. The GEMS online ordering site will also include material handling and shipping information as well as a hard copy of the manual if you prefer. Additional equipment and/or services are the responsibility of the exhibiting organization. Please contact Cathy Gilbert at [cathy@gemsevents.com](mailto:cathy@gemsevents.com) or 407 438-5002 x 113 if you do not receive your login.

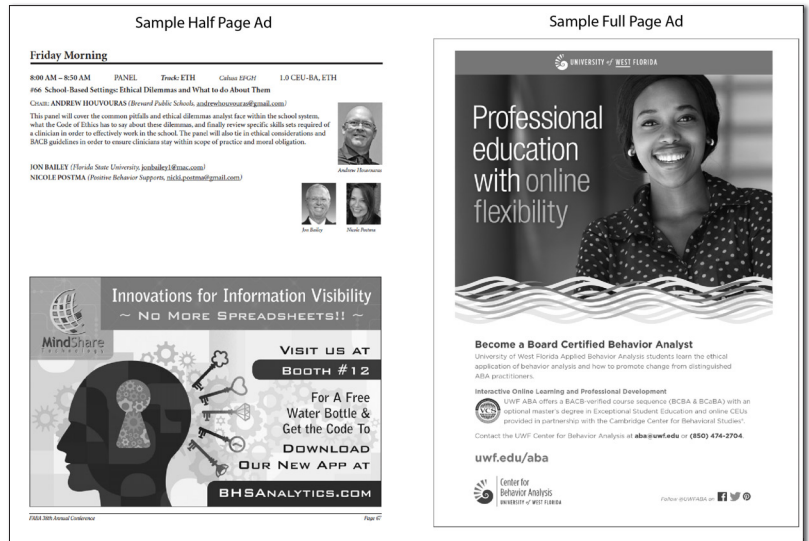
### Space Assignment

Space will be assigned on a first-come, first-served basis. Space assignments are based on the order in which reservations are received. Due to location restraints and COVID protocols, exhibitors will not be able to select their location this year. However, all exhibit booths will be located in the main thoroughfares and foyers and none will be located in an exhibit hall or other room.

### Set-Up/Check-In

Exhibitors may check in on Wednesday, September 29 between the hours of 12:00-5:00. All exhibits should be set up no later than 7:00 pm on Wednesday, September 29. Any exhibit space not occupied by 7:00 pm on Wednesday, September 29 is subject to reassignment or resale by the association without refund, unless prior approval is obtained in writing from FABA.

*continued on next page*



# FABA Sponsor and Exhibitor Options for 2021

## In-Person Exhibits *continued*

### Dismantling

All exhibit booths are not required to remain set up for the entire duration of the conference. All exhibits must be removed from the expo area prior to 1:00 pm on Saturday, October 2. Exhibitors are free to break down at any time they see fit.

### Security

FABA will provide limited roaming security throughout the event. Do not leave items of value unattended. Exhibitors will be responsible for the security of booth materials and personal items at all times. Neither the JW Marriott Turnberry Miami Resort nor FABA and its co-sponsors will be liable for any loss or property damage.

### 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 or the JW Marriott Turnberry Miami Resort 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. Exhibitors must request permission to sell any products on-site; permission will be denied for any product that competes with items in the FABA Store. Exhibits must reflect ethical and effective practice standards. If an exhibit is not approved, the check will be returned by mail to origination source. Exhibitor registration is not the same as conference registration. Persons with exhibitor name tags will not be allowed to attend sessions. Exhibitors who also want to attend sessions must register for the conference.

### Booth Representatives

Each exhibitor will receive two (2) exhibitor registrations with the booth fee. Additional exhibitor registrations can be purchased for \$25/person. Exhibitor registration will allow for entry into the exhibitor area and social events. However, people who are solely registered as exhibitors will not be allowed to enter and attend sessions. If your booth representative(s) would like to attend the conference, an additional conference registration is required. Specific names for nametags must be received by FABA staff no later than August 31, 2021.

### Exhibitor Schedule

- Wednesday, September 29
- Check-in and Set up – 12:00pm – 5:00pm
- Thursday, September 30
- Exhibitor Area Open – 7:00am – 5:00pm
- Friday, October 1
- Exhibit Area Open – 7:00am – 5:00pm
- Saturday, October 2
- Exhibit – 8:00am – 12:00pm
- Exhibit breakdown is from 10:00-12:00.
- The area must be cleared by 1:00 pm.

**\* Please note: the exhibitor area does not officially open and close, it is open to the public at all times. The times listed above represent peak traffic times for the exhibitor area. Exhibitors are free to come and go as they please, as long as their booth remains set up. Please do not leave anything valuable at an unoccupied booth. Neither the JW Marriott nor FABA will be held liable for any loss or property damage.**



# FABA Sponsor and Exhibitor Options for 2021

## Virtual Exhibit Booths – \$350

This year FABA is offering a virtual Exhibitor Hall. Attendees will browse your virtual booth exactly as they would at an in-person event.

Virtual exhibitors can set up their own profile by creating an account at BehaviorLive.com. It is the exhibitor's responsibility to set up their own profile. It is recommended that profiles are complete the week prior to the event.

BehaviorLive's virtual conference platform has a very robust exhibitor booth capability. Your exhibit pages can be customized with company information including static images, PDF docs, short videos, and/or links to websites. This allows exhibitors to connect with attendees as they would during an in-person event. Attendees can "visit" your booth to learn more about your company, access to screen sharing to demo

your product download documents that you provide, chat and/or video conference with an exhibitor and a log to track everyone who visits your virtual booth.

Documentation for exhibit booths can be found here:

<https://support.behaviorlive.com/hc/en-us/sections/360009589233-Exhibits-Sponsorships>

In the past virtual exhibitors have left the BehaviorLive platform open on their computer while going about their regular work day. When an attendee is visiting your booth, you will be notified so that you can engage with them, however, engagement is not mandatory. If an exhibitor is away from their virtual booth, attendees can still play videos, download documents, and check in.

Exhibit BehaviorLive

**BehaviorLIVE**  
The Behavior Analysis CEU Marketplace

Buy CEUs OR Author Content

**FEATURES**

- Author video content and sell it on our platform
- Purchase and watch video content on our platform and earn CEUs
- Internal Learning Management System. Offer CEUs to your employees
- Vast assortment of Ethics, Supervision and Standard CEUs
- Attend live events and conferences streamed online
- CEU Dashboard shows all earned CEUs. Download certificate anytime

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Tech Support

Check-in Website Downloads

Join Video

hello

test

test

John Smith  
This is a cool product

John Smith  
hello

Type a message...



# FABA Sponsor and Exhibitor Options for 2021

## In Person Sponsor Opportunities

### Official FABA 2021 Tote Bag - \$1,500

Include your logo on the official conference bag provided to attendees at registration, our website, and mobile app. There is no better way to showcase your company than by prominently displaying your logo on a useful souvenir they will hold on to. Your logo will be printed on one side of the bag, the 2021 FABA logo on the other.

### Hospitality Suite - \$750

Entertain FABA guests at the Wednesday Night Hospitality Suite. This sponsorship is for the room only. Food & beverages must be purchased separately from the hotel. The Hospitality Suite is a great way to network and get to know members. From 7:00 - 10:00 pm.

### Wi-Fi Sponsorship - \$700

Keep the attendees connected! As the official and exclusive Wi-Fi provider in all conference session rooms, your company will be able to choose a customized network password (up to 10 characters) for everyone to use when logging into the Wi-Fi. Several ads will run in the FABA program with your logo and the instructions for the Wi-Fi. Attendees will also be given a handout with your company name and instructions for logging into the network.

### Morning Coffee Sponsor - \$750/per day

Get our conference attendees off to a great start -and get them thinking about your company- first thing in the morning. Wednesday, Thursday, Friday and Saturday mornings coffee will be offered to attendees from 7:30 am-9:30 am.

Sponsorship includes signs at the coffee stations recognizing your company as the sponsor and your logo will be in the program as the sponsor. You may also include a promotional item for distribution at the breakfast; ideas are paper coffee cups, imprinted napkins and company brochures. When ordering supplies, please estimate 350 cups/day.

### Refreshment Break - \$500/per break

Treat attendees to afternoon refreshments. Sponsorship includes signs at the stations recognizing your company as the Refreshment Break sponsor and your logo will be in the program as the sponsor.

### Note Pads - \$650

Note pads are distributed to all attendees in the registration packets. The sponsored notepads will have the FABA 2021 logo on the top of the page and your logo/name/address on the bottom.

### Ignite Happy Hour Sponsor - \$500

Cap off a long day of education by sponsoring an engaging evening happy hour featuring a host of fun presenters and fabulous topics in rapid-fire five-minute sessions. Your company logo to be featured on signage next to the stage.

### Hotel Room Key Cards - \$2,000

Your organization's logo will be placed on the keycard to all attendee's hotel rooms. This is a great opportunity for your organization's name and logo to be in the hands of each attendee! Make an impression every time attendees enter and exit their rooms.

Room Key Front



Room Key Back



### Photo Booth Sponsor - \$300

Put your mark on conference memories by sponsoring the Thursday Night Social photo booth. Your company logo to be featured on signage at the photo booth location. Your logo will also be included in the program and on the FABA website as a sponsor of this event. If exhibitor props are to be used, exhibitors are responsible for bringing the props and delivering them to the photo booth personal.

### Charging Station Sponsor - \$300 per station

With almost all attendees using their phones, tablets and mobile devices throughout the event, a custom-branded charging station is a must have. your company will be clearly identified as the sponsor of the charging area.



# FABA Sponsor and Exhibitor Options for 2021

## Virtual Sponsor Opportunities

The following advertising spots will only appear in the Behavior Live platform. They will be visible to those watching presentations virtually, either during the live event or when viewing recordings at a later date.

### Off Air Screen. \$500

This Behavior Live Feature puts your company's 2D ad in front of all attendees for an Invited Address prior to it starting. While users wait for an event to start, we show an "off air" screen. This can be an image or video advertisement. This can be great exposure, as most attendees will join an event about 10-15 mins before the event starts.

Sample Off Air Screen



Sample Off Air Screen



### Video Ad Within the Virtual Conference Platform \$2,500 – Artwork Due September 20, 2021

Submit your organization's commercial video to be played to all virtual attendees when users navigate the system. Video ads will randomly rotate so the same ad is not played every time a user loads a page.

Videos must be created by the sponsor and can be up to 2 minutes in length. To send in your video, you can upload it to YouTube, dropbox or google drive and share a link. All videos are subject to FABA's approval.

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 2 minutes max  
Text: 125 characters or less in the thumbnail. May have other text throughout the video.

### Bug \$500

Animated Bug is a Behavior Live Feature that plays animated logo or sequence during an event. This is a spinning logo that will appear on the bottom of the presentation screen ever 30 seconds. Bugs need to be at least 200px high and may be 0-400px long.

### Banner Ad Within the Virtual Conference Platform \$750 – Artwork Due September 20, 2021

1000px x 300px; This is an ad that will appear at the top of each page in the Behavior Live system. Banners will randomly rotate so the same ad will not be displayed every time a user loads a page. Submit your organization's Banner to be prominently displayed on top of each landing page for the conference website through Behavior Live.(Registration page, Schedule Page, Speaker page, Exhibit Page, Poster Page, Home Page).

Sample Banner Ad



# FABA Sponsor and Exhibitor Options for 2021

## FABA 2021 Conference Totes and Virtual Survival Kits • \$250

Put your company's message in the hands of conference attendees by providing a literature piece (brochure, invitation or flyer) and one promotional item of your choice to be inserted into both the Official FABA 2021 Conference Tote (for in-person attendees) AND the Official FABA 2021 Survival Kit (shipped to virtual attendees). Popular promotional pieces in the past include hand sanitizer, breath mints, snacks, water bottles, etc. Your product must be provided in full (1,000 units) NO LATER THAN Friday, August 27, 2021. Please mail items to:

**FABA - 2021 Conference Inserts**  
**ATTN: Leigh Stehlik**  
**3125 Briarwood Drive**  
**Tallahassee, FL 32308**

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 8"x8" in size.

*Note: if more than 1,000 units are received, we will continue to distribute the excess items. We cannot hold/return left over items. Conference totes and Survival Kits will be assembled in Tallahassee. Any remaining items will be brought to Miami for distribution during the in-person event.*



### **Personalize your message**

When creating materials for FABA 2021, consider personalizing your message to address this unique time we are experiencing. Adding in a sense of community into your exhibitor page copy or even in your video presentations, such as charitable causes your company is involved with or contributions made to help combat healthcare issues that have arisen from the COVID-19 pandemic, may help provide an enhanced sense of viewer engagement. Adding any type of personable information will help bridge those connections missing from face-to-face events and in-person interactions.

### **Color Logos**

All exhibitors and sponsors need to submit a color logo. FABA will publish sponsor logos in the event program and on our website. For best quality, please use the preferred method of vector format: Adobe Illustrator (ai or vector EPS). If providing non-vector format, you must provide two separate versions, one in RGB and one in CMYK. Both non-vector versions must be high-resolution, 300 dpi, JPG or PNG extensions, 335w x 180h pixels.

If you would like to include a printed item in the Tote Bags & Survival Kits, you can save on shipping costs! Just contact The Printery in Tallahassee, FL to print your items for you. Once complete, The Printery will deliver items to FABA on your behalf.

Email requests to [orders@printeryfamily.com](mailto:orders@printeryfamily.com)

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