ABOUT THE ABA

The American Burn Association (ABA) and its members promote and support burn-related research, education, care, rehabilitation and prevention.

Who We Are
The ABA’s 2,000 members include physicians, nurses, occupational and physical therapists, researchers, firefighters, and hospitals with burn centers across the United States, Canada, Europe, Asia and Latin America.

By creating a multidisciplinary community of professionals who improve the quality of burn care — from acute care to rehabilitation, the ABA facilitates partnerships with organizations that share its vision and achieves common goals unlike any it its field.

As an ABA partner, you will have access to a diverse community of influencers and decision makers who are seeking new information about the latest advances in practice, technology, burn care products and future trends. You’ll be in good company.

What We Do
The ABA’s primary activities include:

- Stimulating burn injury treatment research
- Educating physicians, burn care professionals, and first-responder personnel
- Fostering burn prevention efforts
- Advocating for disaster preparedness and burn patient care

Partner with the ABA
To learn more or secure your partnership today, please contact Scott Narug at 312.673.5974 or email narug@ameriburn.org.
PARTNERSHIP OPPORTUNITIES

Solutions Expo
The ABA Solutions Expo is our answer to the virtual exhibit hall. Our virtual expo space will allow you to build a page for your company. You can drive traffic to your page, promote overall company information and new products and services. Chat with attendees and schedule meetings!

Sponsorship Opportunities
In addition to the Solutions Expo, we have many opportunities to connect with attendees and drive traffic to your virtual booth. See page 5-6 for a full list, but a few of the key opportunities include:

Product Highlights
This new highlight of the conference not only promotes products and services your company sells, but drives traffic to your page in the Solutions Expo.

Partner Sessions
Built within the ABA educational program, these sessions are reserved for you to teach ABA attendees about the solutions your company has to offer them.

Benefits

Flexibility for Both Networking and Learning
You will be able to attend sessions and interact with attendees throughout the meeting.

Longer Visibility
All registered attendees will have full access to educational and Partner Sessions, Product Highlights, and Solutions Expo for 90 days after the meeting has ended.

Lead Generation
With access to insightful metrics, we will be able to provide detailed analytics information about how attendees interacted with your solutions and the event overall.

Strengthen and Maintain Current Relationships
Meet with current distributor customers and prospects in the partner solutions showcase during networking opportunities and during sessions.

Interactive Engagement/Matchmaking
Through tags selected on the virtual platform, you will be able to search by Category varying on specific interests in products and services your company provides. Attendees will also be able to search for companies that match their needs and request meetings.

Lower Expenses Overall
You will have no expenses associated with shipping, material handling, design/construction, show services or travel.

Looking for something else? Additional sponsorship opportunities can be found on page 7, all created with driving traffic, increasing visibility, and attendee engagement in mind.

2020 ABA Virtual Conference Overview

- 77 correlatives
- 12 education forums
- 297 posters
- 50 plus hours of CME/CNE and other CEUs
- over 400 meeting attendees
- 12 weeks of virtual education and live events
- 24 partnership organizations with booths and sponsorships
Partner Package Opportunities

All partner packages will provide a platform for you to create a view of the products and services you offer that are most relevant to burn care providers. You can make sure all the relevant information is at their fingertips and add video, links and other resources. See the chart below for a full list of benefits for the various options and how they compare to the traditional ABA exhibit booths.

<table>
<thead>
<tr>
<th>Partner Packages</th>
<th>Premium Plus 10x20 Equivalent</th>
<th>Premium 10x10 Corner Equivalent</th>
<th>Standard 10x10 Inline Equivalent</th>
<th>First Timer Not-For-Profit Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Premium Upgrades</td>
<td>$7,650</td>
<td>$3,950</td>
<td>$3,700</td>
<td>$2,500</td>
</tr>
<tr>
<td>3 Months Banner Advertising on Ameriburn.org ($1,500 value)</td>
<td>X</td>
<td></td>
<td></td>
<td>First-Timer Call Out</td>
</tr>
<tr>
<td>Product Highlights ($500 value)</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Additional Full-Meeting Registrations ($2,400 value)</td>
<td>3</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Giveaway (Best Practice for Success!) ($250 value)</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Staff Registrations ($800 value)</td>
<td>1 Full Registration/ Unlimited Expo Passes/ 2 Staff Access</td>
<td>1 Full Registration/ Unlimited Expo Passes/ 2 Staff Access</td>
<td>1 Full Registration/ Unlimited Expo Passes/ 2 Staff Access</td>
<td>1 Full Registration/ Unlimited Expo Passes/ 2 Staff Access</td>
</tr>
</tbody>
</table>

Partner Core Benefits

- Link your company’s social media channels and website: X X X X X
- Embedded videos in your company listing: X X X X X
- Profile Content & Banner: X X X X X
- Company Core Category Look Up: X X X X X
- Added Web Links & PDF Downloads: X X X X X
- Video Chat with Attendees (1:1 Conversations): X X X X X
- Text Chat with Attendees (1:1 Conversations): X X X X X
- Post-Event Data: X X X X X
- Attendee List including Contact, Title, Company and Mailing Address: X X X X X
- Company listing on ABA Exhibitor Webpage: X X X X X
SPONSORSHIP OPPORTUNITIES

**Webinar: $10,000**
- You have an exclusive opportunity to gather feedback from and create awareness with an educated and targeted audience of burn care professionals. The webinars create an environment free from competition with other event activities. These 60-minute sessions can be accredited or non-accredited (Accreditation is the responsibility of the sponsor).
- All ABA members invited.
- Webinar will be marketed on the ABA website, through social media, and via email.
- Access to attendees in Polling and Feedback platform features.

**Webinar Statistics:**
- Nearly 5,000 annual attendance views

**SIG Breakfast: $7,500**
- Your company will have an exclusive opportunity to gather feedback from and create awareness with an educated and targeted audience of burn care professionals to the SIG selected.
- Will be marketed on the ABA website, Program Guide and via email.
- Attendees will be gifted with a $5 Starbucks gift card for breakfast.

**Virtual Lunch: $6,000**  
(3 Available)
Send a virtual $10 Grub Hub Gift Card to the first 100 registered attendees at ABA. Sponsorship will include a virtual push notification and schedule call-out with logo placement.

**Coffee Breaks: $6,000**
Send a custom virtual $5 Starbucks Gift Card to the first 100 registered attendees at ABA. Sponsorship will include a virtual push notification and schedule call-out with logo placement.

**ABA Virtual Closing Party: $10,000**
- Close out the ABA Annual Meeting with entertainment everyone will enjoy!
- ABA would like to partner with your company to deliver a closing event to attendees that will be one to remember! ABA will work with your company to source and execute the entertainment* of your choice. A few successful options include
  - Virtual Magician
  - Virtual Concert
  - Virtual Cooking Class
  - Virtual Gala
  - Mixology Event
  - Medium/Psychic Activity
*Sponsor responsible for the cost of entertainment*
- Sponsorship includes opportunity to play a 30-second intro video along with hosting a 5-minute intro with an ABA volunteer to the ABA audience. A personalized survey will be sent out to attendees who participate.

**Networking Receptions: $5,000**  
(2 Available)
- Host a Networking Reception of your choice!
  - Health and Wellness Activity
  - Ice Breaker Games
  - Trivia Night
  - Speed Networking
  - Categorical Breakout Room Chats
- Sponsorship includes opportunity to play a 30-second intro video along with hosting a 2-minute intro with an ABA volunteer to the ABA audience. A personalized survey will be sent out to attendees who participate.

**Product Highlights**

$500 Per Product, $250 Add-On Product Showcase  
(30-Minute Slots, 4 Available)
Feature and highlight your product outside of the exhibit hall in our Product Showcase area. You will be able to include a product description, image, PDF and website link.

**Vendor Education Session**

$2,500  
(15-Minute Slots, 8 Available)
Feature and educate attendees with an informative live educational session. Your session will be prominent in the ABA agenda and schedule.
MARKETING OPPORTUNITIES

Pre-Show Email
$2,500
Reach registered attendees directly via our dedicated email blast service, before the meeting.*
*Message subject to approval. The ABA will send all messages on behalf of sponsors.

Banner Ad in ABA emails
$1,750
• Customized footer banner advertisement on ABA general communications (4 Emails = 1 Month).
• Analytics for open rate and click-through rate are included.

Post-Show Email
$3,000
Reach registered attendees directly via our dedicated email blast service, up to thirty days after the meeting.*
*Message subject to approval. The ABA will send all messages on behalf of sponsors.

Email statistics:
• Over 2,000 ABA members receive association emails.

Advertisement on ABA Website
$1,500
• Two different ad sizes are included on the webpage of your choice (728 x 90 px & 160 x 600 px).
• Analytics for page views for the duration of your ad are included.

Website Statistics:
• Nearly 8,500 users per month, with an 16% return rate each month

Social Media Promotion
$1,000
ABA will distribute, on our ABA Twitter Feed, a tweet encouraging the audience to visit your company’s website. Your company handle will be included along with #AdforABA.

Twitter Statistics:
• 15,000 average Twitter impressions each month

Virtual Push Notifications
$1,750
Contact attendees directly during the virtual annual meeting by sending push notification. Take advantage of this limited availability opportunity to drive meeting participants to your virtual page. Sponsor can identify date and time of message with ABA approval.

Program Guide Promotion
$750
Every attendee will have access to the online program guide. The guide is used as a reference for important information, including session times, tracks, events and speaker information. Promotion in the Program Guide will give your company high visibility during the annual meeting.

Meeting Platform Promotion
• Opportunities to promote your company within the meeting platform are coming soon

Secure your spot at the ABA 53rd Annual Meeting: Virtual 2021 now to enjoy the greatest exposure and benefits. Submit a contract now!