

# abaa **2026**

building  
enclosure  
conference

**MINNEAPOLIS, MINNESOTA** MAY 5-6, 2026

## 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

Day 1: **Tuesday May 5, 2026**

Day 2: **Wednesday May 6, 2026**

Day 3 (Hands-on Training): **Thursday May 7, 2026**

## Event Venue

**Hyatt Regency Minneapolis**

1300 Nicollet Mall

Minneapolis, MN 55403

United States of America



# Exhibitor Opportunities

Showcase your brand to the leading voices in building enclosure design and construction.



## Rates

**Member** - \$3,500

**Non-Member** - \$4,250

**Additional Attendee Passes** - \$595

Position your brand at the center of the ABAA's Building Enclosure Conference—the only event dedicated exclusively to advancing air barrier and building enclosure performance.

Over two dynamic days, industry leaders, innovators, and decision-makers gather for in-depth learning tracks tailored to design professionals, general contractors, air barrier contractors, consultants, and testing labs.

As an exhibitor, you'll command attention in our high-traffic exhibitor hall, strategically located around the main ballroom. With keynote sessions, meals, and training rooms just steps away, your booth will be at the hub of activity, offering unparalleled access to a highly targeted and engaged audience.

## Benefits

- 2 complimentary registrations for full conference
- Opportunity to participate in the conference game.
- One 8'x10' draped booth
- 6' draped table and two chairs
- Logo placement on conference website
- Listing on conference website
- Marketing assets to promote your booth at the conference

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

# 2025 Exhibitors



Premium Building Products  
That Protect®



# Sponsorship Opportunities

All sponsorship packages include these base benefits:

- **Brand Visibility**
  - Linked company logo & profile in the conference app
  - Linked company logo on the event website
  - Company logo featured in the printed conference showbook
  - On-screen logo recognition during event sessions
- **Marketing & Promotion**
  - Company name/logo in all promotional e-blasts (audience: 40,000+)
  - One tailored social media mention (timing/content based on sponsorship level)
  - Company recognition in ABAA's Quarterly Newsletter
- **Attendee Engagement**
  - Opportunity to be featured in the Conference App Digital Scavenger Hunt
  - Discounted full-day passes for team members

## **Platinum Sponsorship - \$4,500 ~~3 Available~~ SOLD OUT**

- 2 complimentary full-conference registrations
- 2 minutes to address the audience
- 3 dedicated social media posts
- 38"W x 87"H sign placed on stage
- Premium banner on ABAA conference website
- 1 dedicated email blast to conference attendees
- Logo featured on own slide in speaker PowerPoint Presentations

## **Board Meet & Greet Sponsorship - \$3,500 1 Available, 3 SOLD**

- 1 complimentary full-conference registration
- 24"W x 36"H sign near the buffet
- 2 dedicated social media posts
- Website banner on conference website front page (starting 2 weeks pre-event)
- 1 dedicated email blast to conference attendees

## **Rise & Shine Breakfast Sponsorship - \$3,500 1 Available, 1 SOLD**

- 1 complimentary full-conference registration
- 24"W x 36"H sign near the buffet
- 2 dedicated social media posts
- Website banner on conference website front page (starting 2 weeks pre-event)

## **Lunch Sponsorship - \$3,500 1 Available, 1 SOLD**

- 1 complimentary full-conference registration
- 24"W x 36"H foam board near the buffet
- 2 dedicated social media posts
- Website banner on conference website front page (starting 2 weeks pre-event)
- Choice of Day 1 (May 5) or Day 2 (May 6) sponsorship

# Sponsorship Opportunities

## **Training Courses Sponsorship - \$3,000** ~~2 Available, 1 SOLD~~

- 2 complimentary training course registrations
- 2-minute welcome address to sponsored class
- Opportunity to attend hands-on portion on Day 3 (May 7)
- 24"W x36"H foam board sign outside training room
- Choice of Course: ~~Self-Adhered & Fluid Applied, Sprayed Polyurethane Foam or Field Auditor~~

## **Morning Break Sponsorship - \$2,500** ~~1 Available, 1 SOLD~~

- 1 complimentary full-conference registration
- 24"W x 36"H foam board near coffee station
- Choice of Day 1 (May 5) or Day 2 (May 6) sponsorship

## **Afternoon Break Sponsorship - \$2,500** ~~2 Available~~

- 1 complimentary full-conference registration
- 24"W x 36"H foam board near coffee station
- Choice of Day 1 (May 5) or Day 2 (May 6) sponsorship

## **Lanyard Sponsorship - \$2,500** ~~1 Available~~ **SOLD OUT**

- 1 complimentary full-conference registration
- Company Logo on attendee lanyards

## **Conference App Sponsorship - \$2000** ~~1 Available~~ **SOLD OUT**

- 1 complimentary full-conference registration
- Conference App branded with Company name/logo

## **Education Tracks Sponsorship - \$2,000** ~~3 Available~~

- 1 complimentary full-conference registration
- 24"W x 36"H foam board at entrance to sponsored track
- Choice of track to sponsor: Track 1, Track 2, or Foundational

## **Conference Showbook Sponsorship** ~~2 Available, 1 SOLD~~

- Ad spots available:
  - **Inside Front Cover - \$1,500**
  - **Inside Back Cover - \$1,500**
  - ~~Outside Back Cover - \$2,000~~
- One (1) complimentary registration for full conference
- Full page (11"W x 8.5"H) company ad in conference showbook.

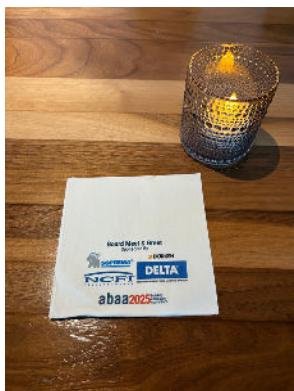
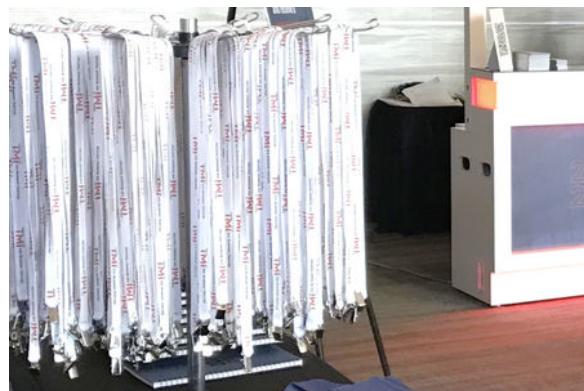
# Sponsorship Summary

	Platinum \$4,500	Board Meet & Greet \$3,500	Rise & Shine Breakfast \$3,500	Lunch \$3,500	Training Courses \$3,000	Morning Break \$2,500	Afternoon Break \$2,500	Lanyard \$2,500	Conference App \$2,000	Education Tracks \$2,000	Conference Book Front Inside Cover \$1,500	Conference Book Back Inside Cover \$1,500	Conference Book Back Outside Cover \$2,000
Linked Company logo & profile on app & website	●	●	●	●	●	●	●	●	●	●	●	●	●
Discounted Conference Passes for Team Members	●	●	●	●	●	●	●	●	●	●	●	●	●
Company logo in printed conference showbook	●	●	●	●	●	●	●	●	●	●	●	●	●
On-screen logo recognition during sessions	●	●	●	●	●	●	●	●	●	●	●	●	●
Company name/logo on promotional e-blasts	●	●	●	●	●	●	●	●	●	●	●	●	●
Tailored social media mention	●	●	●	●	●	●	●	●	●	●	●	●	●
Company recognition in Quarterly Newsletter	●	●	●	●	●	●	●	●	●	●	●	●	●
Complimentary Registrations for the full conference	●	●	●	●	●	●	●	●	●	●	●	●	●
Address the Audience	●												
Website banner on conference website main page	●	●	●	●									
Dedicated Email Blast to Conference Attendees	●	●	●	●									
38" W by 87" H sign	●												
Logo on own slide on speaker presentations	●												
24" W x 36" H sign		●	●	●	●	●	●	●			●		
Dedicated Social Media Posts	●	●	●	●									
Complimentary Attendee for Training Course					●								
Welcome and Address training course					●								
Company Logo on Attendee Lanyards								●					
Conference App branded with Company Name/Logo									●				
Full Page Ad on Conference Showbook										●	●	●	●

## Sponsor Checklist

To ensure we can showcase your company to its fullest, please complete the following:

- **Send Your Logo** – Email to conference@airbarrier.org as soon as possible.
  - File format: **.EPS** or **.PNG** with transparent background
  - Max file size: **5 MB**
- **Submit Artwork (if applicable)** – Due **March 30, 2026**
- **Register Your Representatives** – Use your complimentary pass to register online.



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