



The
ASSOCIATION
for BUSINESS
JOURNALISTS

Sponsor and Exhibitor Prospectus

The annual conference of the Society for Advancing Business Editing and Writing (SABEW) is Nov. 17-20 and it will be series of virtual half-days. We'll attract many more registrants this year from across the U.S. and Canada due to its convenience. Some 350 members along with nearly 60 panelists and speakers will participate on our exciting, unique conference platform (not Zoom) and mobile app that facilitates engagement.

Our attendees work for Bloomberg, CNN Business, CNBC, Los Angeles Times, The Associated Press, The Wall Street Journal, The New York Times, Washington Post and regional newspapers like the Chicago Tribune. Our members also produce stories for digital organizations like Bankrate, Investopedia and Quartz.

We seek sponsors, exhibitors and partnerships with organizations that value the essential business, economic and finance stories our members produce, and who may have experts and information to support these stories. Here are the sponsor levels and exhibitor information. For more information, please contact Renee McGivern, mcgivern@sabew.org.

SPONSORS (\$1,000-\$20,000)

All sponsor logos and profiles will appear on the conference website and app along with unique mobile ads and social posts. Also, sponsors can engage directly with members via the mobile app. Here are sponsor levels that receive some extra benefits:

PLATINUM \$20,000

- Four conference registrations.
- A listing as a sponsor of the new Best in Business Awards book contest.
- A full-day's sponsorship.
- A sponsored-content e-blast.

GOLD \$10,000

- Three conference registrations.
- A listing as a sponsor of the new Best in Business Awards book contest.
- A session sponsorship or sponsored content e-blast.

SILVER \$5,000

- Two conference registrations.
- A listing as a sponsor of the new Best in Business Awards book contest.
- A sponsored content all-member e-blast.

BRONZE \$3,000

- Two conference registrations.
- A session sponsorship or moderator role.

We are happy to work with sponsors at these levels to come up with ideas to make the sponsorship uniquely beneficial. The minimum sponsorship level is \$1,000.

[Pay for your sponsorship online.](#)

EXHIBITORS \$2,000

Exhibitors can connect with our 350-plus attendees in myriad ways. Your organization's profile will appear on the conference website and mobile app. You'll be set up with a "session" or two on specific days and times where you can run a video, post handouts and answer questions. We'll post a mobile ad and social posts about you on the app throughout the conference. And finally, you can reach out to individual attendees on the app to set up times to talk or via email before the conference.

We're willing to offer a two-day rate if that fits your budget better.

Questions? Email Renee McGivern, rmcgivern@sabew.org.

[Register as an exhibitor and pay online.](#)

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