



60 Years
of
ABA

Sponsorship & Exhibit Opportunities

2027 Annual Meeting
Hilton Chicago | Chicago, IL
April 13-16, 2027

Who We Are

The American Burn Association (ABA) is the leading organization advancing burn care through education, research, advocacy, professional development, and collaboration. For 60 years, ABA has brought together a global community of burn care professionals dedicated to improving outcomes for individuals with burn injuries.

Representing the full continuum of burn care, ABA's interprofessional community includes burn surgeons, physicians, nurses, therapists, researchers, first responders, administrators, and other healthcare professionals. Through specialized education, certification programs, such as the Burn Therapist Certified (BT-C) credential, the Certified Burn Registered Nurse (CBRN), developed by the Board of Certification for Emergency Nursing (BCEN), research initiatives, data resources, and professional networks, ABA supports the continued growth of the burn care workforce and advances innovation across the field.

ABA members lead efforts in specialized burn care, disaster preparedness and response, national data collection, and education programs, including the Advanced Burn Life Support® (ABLS) Program.

What We Do

The ABA advances the future of burn care by providing education, resources, and opportunities for collaboration that help professionals improve care delivery and patient outcomes. At the Annual Meeting, attendees engage with emerging research, evolving clinical practices, innovative technologies, and new approaches that are transforming burn treatment and recovery.

Who Participates?

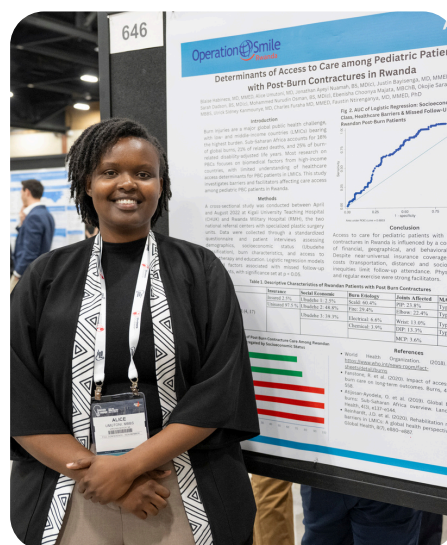
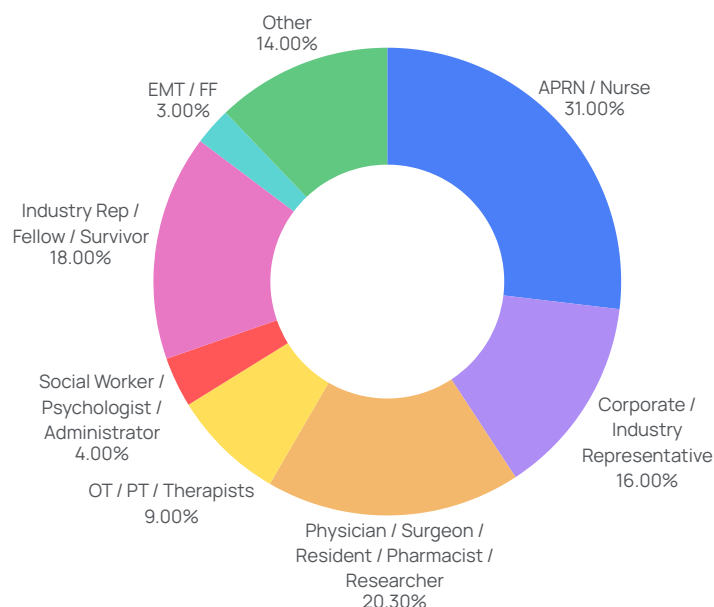
The ABA Annual Meeting brings together a diverse, interprofessional community of burn care professionals, industry partners, exhibitors, and sponsors. Attendees and partners connect across the full continuum of burn care to share expertise, discover innovations, and advance solutions that improve care for patients with burn injuries.

ABA Annual Meeting Highlights

2,290+	80+	415+	16	90+
Attendees	Sessions	Posters	Hours of Exhibition	Industry Sponsors & Exhibitors

Attendees by Discipline

The ABA Annual Meeting brings together approximately 75% of ABA's membership, providing a unique opportunity to connect with and engage the burn care community in one place.



Exhibitor Opportunities

Showcase your products and services, generate new leads, and build valuable relationships with burn care professionals and leadership.

Exhibit Package Details

- One (1) Full Conference Registration per 100 square feet of booth space
- One (1) Exhibit Hall pass for every 100 square feet of booth space
- Organization listing on the exhibit hall floor plan
- Pre-conference attendee list (delivered the week before the event) and post-conference attendee list, including contact name, title, company, and mailing address
- Organization listing in the event mobile app
- Booth space includes: 8' high back wall drape, 3' high side rails, and booth ID sign
- Furnishings, electrical, carpet, and more can be purchased through The Expo Group (TEG)
- Note: The Exhibit Hall is carpeted

Additional Exhibitor Registration Pricing:

Exhibitor Full Conference	Exhibitor Exhibition Hall Only	Guest Pass Add-On
\$849	\$249	\$225

Pricing

For-Profit Organizations

- Inline Exhibit Space
- Corner Fee

Rate per 10'x10' Booth

- \$4,300
- \$300

Not-for-Profit Organizations

- Not-for-Profit: Inline Exhibit Space
- Not-for-profit: Corner Fee

Rate per 10'x10' Booth

- \$3,000
- \$300

For more information on Not-for-Profit Booths, please contact: ABAsales@discoversb.com or sales@ameriburn.org.

Exhibit Hall Schedule

*Schedule is subject to change

Monday, April 12	Tuesday, April 13	Wednesday, April 14	Thursday, April 15
Move-In 12:00 PM – 5:00 PM	Move-In 8:00 AM – 3:30 PM Exhibit Hall Open 5:00 PM – 7:00 PM Opening Reception (Exhibit Hall) 5:00 PM – 7:00 PM	Exhibit Hall Open 9:30 AM – 7:00 PM Reception (Exhibit Hall) 5:30 PM – 7:00 PM	Exhibit Hall Open 9:30 AM – 2:00 PM Move-Out 2:00 PM – 8:00 PM



ABA Partners in Burn Care & Benefits

Partnering with the ABA Annual Meeting connects your organization directly with the burn care community to shape the future of burn treatment and recovery. Each sponsorship level is designed to maximize your visibility, strengthen relationships with key decision-makers, and align your brand with a community dedicated to advancing burn care.



Transform | \$50,000+

Leading investment that helps transform the future of burn care.

Supporting the people, science, and systems that drive meaningful progress across the burn care continuum.



Advance | \$35,000+

Advancing excellence across the burn care community.

Helping strengthen education, clinical practice, quality, and the continued advancement of burn care.



Innovate | \$20,000+

Fueling new ideas and better approaches to burn care.

Supporting collaboration, emerging solutions, and opportunities that improve care and recovery.



Connect | \$10,000+

Bringing the burn care community together.

Supporting the connections, shared learning, and interprofessional collaboration that make progress possible.

Explore the opportunities below to find the engagement package that best aligns with your organization's goals. Our team will help you create a meaningful presence that extends well beyond the Annual Meeting.

To discuss your options, contact Linda Cohen at ABAsales@discoversb.com or Maureen Kiley, ABA Senior Director, at sales@ameriburn.org.

Partnership Levels

	Transform \$50,000+	Advance \$35,000-\$49,999	Innovate \$20,000-\$34,999	Connect \$10,000-\$19,999
Bonus priority points for preferential space selection for the 2028 Annual Meeting	5 Points	4 Points	3 Points	2 Points
Logo placement on signage throughout the Annual Meeting	X	X	X	X
Logo recognition on opening ceremony walk-in slides	X	X	X	X
Complimentary Passport to Prizes	X	X	X	
Amenity basket delivered to your booth during move-in	X	X		
60-minute focused meeting with ABA CEO & Board leadership	X			
30-minute focused meeting with ABA CEO & ABA's Burn Registry Technology Partner, BData CEO		X		
Additional conference registration pass	X			
Banner ad included in one (1) Annual Meeting Newsletter	X			
Four (4) hours of complimentary meeting room time	X			

ABA Priority Points

Year	Points Earned	Category
2027+	5	Per 100 sq. ft. of booth space
2027+	3	Booth purchased by July 31
2027+	1	Per \$1,000 of sponsorship spend
2027+	1	Per \$1,000 spent on participation in Regional meetings and other ABA opportunities
2027	50%	Of past points total
2028	25%	Of past points total
2029	0%	Of past points total

Sponsorship Offerings

Sponsoring the ABA 2027 Annual Meeting extends your organization's presence beyond the exhibit hall. While an exhibit booth puts you on the show floor, sponsorship puts your organization in front of attendees at every turn, in high-traffic spaces and in the moments between sessions where real connections happen. It's your chance to stand out to the burn care community as a partner invested in their work, not just a name in the exhibit hall.

Sponsors may also combine Annual Meeting opportunities with year-round, high-visibility engagement opportunities, extending your organization's reach well beyond the four days of the Annual Meeting itself.

To build a custom package or learn more about any of the sponsorship opportunities below, please contact:

Linda Cohen
Senior Sales Manager
ABAsales@discoversb.com

Maureen Kiley
ABA Senior Director
sales@ameriburn.org



NEW for the ABA 2027 Annual Meeting

Plenary Session Support I \$18,000

6 Opportunities Available

Align your organization with the conversations that bring the full ABA community together. Plenary Sessions feature high-impact topics, thought leaders and issues shaping the future of burn care, providing a high-visibility opportunity to connect your brand with a broad audience of burn care professionals.

Sponsorship benefits include:

- Prominent sponsor recognition associated with the supported Plenary Session
- A 1-minute welcome address available for one (1) exclusive sponsor
- Logo recognition on event signage and digital event materials
- Recognition in the session's introduction
- Attendance for up to two industry partner representatives

Workshop or Meeting Session I \$10,000

Multiple Opportunities

This dedicated 2 to 3-hour block gives sponsors full use of the space to lead a workshop, panel, focus group, or meeting, in whatever format best showcases your expertise, technology, or techniques. Sessions may be accredited (accreditation is the sponsor's responsibility).

- **Estimated Capacity:** 20-40 attendees, based on room assignment and availability
- **Room Set:** Determined by ABA. Rounds are included in each room; custom room configurations are not permitted.
- **Food and Beverage:** ABA will connect sponsors with the appropriate hotel contact for ordering and coordination, which is the responsibility of the sponsor.
- **Standard AV Setup:** Includes screen, projector, and microphone. Additional AV needs are the responsibility of the sponsor.
- **Available Dates and Times:** Date and time of session must be approved by ABA. Please contact ABAsales@discoversb.com for approval and scheduling. **Meetings may not be scheduled during ABA programming.** The following times are unavailable due to the official Annual Meeting schedule:

Monday, April 12	6:00 - 7:30 PM
Tuesday, April 13	7:00 - 8:30 PM
Wednesday, April 14	7:00 - 8:30 PM
Thursday, April 15	5:30 - 7:00 PM

60th Anniversary Timeline Sponsor I \$10,000

Exclusive

Sponsor logo will be included in a visual timeline located in a high-traffic area near the exhibit hall, highlighting major ABA and burn-care milestones. This unique sponsorship aligns your brand with 60 years of progress in burn care while celebrating the people, discoveries and advancements that continue to move the field forward.

Meeting Registration Counter and Column I \$15,000

Exclusive

Make a lasting first impression as the **exclusive** Meeting Registration Counter Sponsor of the ABA 2027 Annual Meeting. Sponsorship benefits include:

- Organization branding behind the meeting registration counters and on the kick panels (both areas shared with ABA branding)
- Four-sided column wrap near the registration counters will feature your organization's custom branding, creating presence in a high-traffic area of the meeting
- Branding dimensions: 45" W x 108" H per column side
- Sponsor chooses one (1) column to be branded
- Custom banner ad inserted on the online ABA meeting registration form

The Ribbon Tower I \$5,000

Exclusive

Put your brand at the center of one of the ABA Annual Meeting's most engaging and visible activations - The Ribbon Tower - strategically located near the ABA Meeting Registration counter. Your custom branding will be prominently displayed on the 8' x 3' ribbon wall, surrounded by ribbons for attendees to collect and wear throughout the conference.

The Ribbon Tower will also feature sponsor branding, along with a mobile app push notification sent to attendees on April 13, encouraging them to select their ribbons and recognizing your organization's generous sponsorship.



ABA Website Ad I \$5,000

Exclusive

Place your custom graphic front and center as attendees access the 2027 ABA Annual Meeting website. The website advertisement provides a high-visibility branding opportunity and may include a clickable link directing attendees to a custom URL.

Exhibit Hall Tour I \$2,500

Multiple Opportunities

Position your company as a must-see destination on the official ABA Exhibit Hall Tour. Attendees will be guided to sponsor booths during their tour of the exhibition, and as a sponsor, you will have two (2) minutes to speak with each tour group about your products and services. Tours will take place on Wednesday and Thursday from 11:00 AM to 12:00 PM. Sponsor benefits include:

- Floor decal placed in front of your booth, identifying your company as an official tour stop
- Inclusion in an ABA social media post featuring Exhibit Hall Tour sponsors, including a 30-word company description
- Recognition as an Exhibit Hall Tour participant in official conference materials and pre-event communications promoting the hall tours
- Access to a list of opted-in registrants (attendees must register for the event, 10 attendees per tour, with at least three (3) tours anticipated).

Spark Spotlight I \$2,500

Thursday, April 15, 4:00 – 5:00 PM

4 Available

Open to early-stage and startup companies developing innovative burn care technologies, the Spark Spotlight gives you a unique opportunity to showcase your solution to targeted customers and connect with the leaders shaping this field. In this high-energy, one-hour session in the Innovation Theater, four (4) startups each take the stage for a 5-minute pitch, followed by audience engagement.

Sponsor benefits include:

- 5-minute pitch presentation followed by a 5-minute Q&A session in front of a live audience
- Recognition as a Spark Spotlight participant in pre-event promotional communication
- Company name and description featured in the event schedule and mobile app
- Recognition through a post-event social media announcement with a recap of the pitches

Puppy Zone: Paws & Unwind | \$8,000

Multiple Opportunities

Give attendees a chance to “paws”, recharge, and enjoy some puppy time during the ABA Annual Meeting. Located in a high-traffic thoroughfare between Salons C and D of the exhibit hall, this feel-good activation offers sponsors a memorable way to connect with attendees.

Sponsorship benefits include:

- Sponsor logos on signage at the Paws & Unwind location
- Sponsor logos on wayfinding floor stickers that lead attendees to the puppy activation
- Push notification thanking the sponsors
- Recognition in the mobile app and schedule

Hilton Chicago In-Room Tablet Sponsor | \$2,500

3 Available

3 days of visibility! Reach ABA Annual Meeting attendees throughout their stay at the Hilton Chicago with a sponsored ad on the in-room tablets found in every guest room. Your ad rotates on the sleep screen, with three rotating ad spots available. Dependent on three (3) sponsors choosing this opportunity.

Coffee Station Sponsorship | \$15,000

9 Available

Give attendees a reason to pause, recharge and connect. Sponsor a specialty coffee station strategically located in a high-traffic area and put your brand in front of attendees throughout the day. This two-day sponsorship includes prominent recognition at the station and creates a natural setting for meaningful conversations and networking.

Pre-Conference Break | \$5,000

3 Available

Connect with attendees before the Annual Meeting begins by sponsoring a pre-conference break. Your organization will receive prominent recognition during the break, providing an opportunity to build visibility and connect with attendees as they gather for pre-conference programming.

Pre-Conference Breakfast | \$8,000

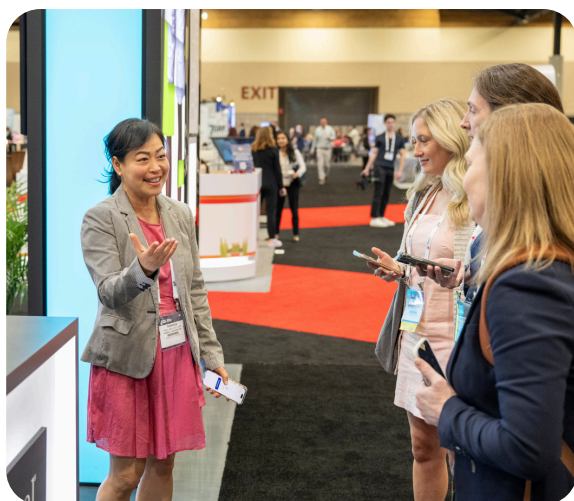
2 Available

Start the Annual Meeting with attendees by sponsoring a pre-conference breakfast. Your organization will receive prominent recognition during the breakfast and an opportunity to connect with attendees as they gather for pre-conference programming.

Pre-Conference Lunch | \$11,000

2 Available

Connect with attendees during a pre-conference lunch sponsorship. Your organization will receive prominent recognition during the lunch and an opportunity to engage with attendees as they gather for pre-conference programming.



Thought Leadership

Opportunities to showcase your newest products and services while connecting with an engaged audience of burn care professionals and leaders.

Evening Sponsored Symposia | \$20,000

Monday, April 12 through Thursday, April 15

6 Available

Host a 90-minute in-person session with burn care professionals to showcase your latest offerings, engage in meaningful discussions, gather valuable insights, and build connections in an intimate, focused setting. The sponsored symposia may be accredited (accreditation is the sponsor's responsibility).

- **Promotion & Attendee Lists:** The ABA will promote your Sponsored Symposium, manage registrations, and provide attendee lists before and after the Annual Meeting. Attendee information, including contact details, title, company, and mailing address, will be provided two weeks prior to the meeting, the week before the event, and following the meeting.
- **Room Setup:** Room configuration will be determined by ABA. Symposium rooms include round tables; custom room setups are not permitted.
- **Standard AV Setup:** Includes screen, projector, and microphone. Additional audiovisual requirements are the responsibility of the sponsor.
- **Mobile App Push Notification:** One mobile app push notification will be sent approximately one hour prior to your Sponsored Symposium.
- **Dedicated Web Page:** A page on the Annual Meeting website will be dedicated to driving attendees to the various Sponsored Symposia to increase attendee awareness and participation.
- **Promotional Emails:** Three promotional emails featuring all Sponsored Symposia sessions will be distributed to encourage registration and attendance.
- **Registration Bag Insert:** A registration bag insert provided by the ABA will highlight all Sponsored Symposia sessions and provide additional visibility to attendees.

Available Session Dates and Times:

Monday, April 12	6:00 - 7:30 PM	One Session Available
Tuesday, April 13	7:00 - 8:30 PM	Two Sessions Available
Wednesday, April 14	7:00 - 8:30 PM	Two Sessions Available
Thursday, April 15	5:30 - 7:00 PM	One Session Available

Innovation Theater I \$4,000

13 Available

Showcase your company's products, services, and innovations at the Innovation Theater, conveniently located in the exhibit hall. This platform provides the opportunity to educate and engage attendees through a focused presentation.

Sponsorship includes a listing in the mobile app, event signage, AV equipment and support, and inclusion in the Annual Meeting tote bag highlighting all Innovation Theater sessions provided by the ABA.

Take the stage for 20 minutes: 15 minutes for presentation content followed by 5 minutes for attendee Q&A.

Tip: Sponsors are encouraged to scan attendee badges as they enter the Innovation Theater to capture engagement and maximize post-event follow-up opportunities.

Session start times will be scheduled to allow attendees adequate time to transition from the Plenary Session to the exhibit hall.

Available Session Dates and Times:

Tuesday, April 13	5:30 – 5:50 PM 6:00 – 6:20 PM 6:30 – 6:50 PM
Wednesday, April 14	9:40 – 10:00 AM 12:00 – 12:20 PM 12:30 – 12:50 PM 1:00 – 1:20 PM 1:30 – 1:50 PM
Thursday, April 15	9:40 – 10:00 AM 12:00-12:20 PM 12:30 -12:50 PM 1:00 – 1:20 PM 1:30 – 1:50 PM



Receptions

The ABA Annual Meeting offers a week of valuable networking and engagement opportunities, including evening receptions, coffee breaks, and special events. Sponsoring one of these dynamic experiences allows your company to connect with attendees in a memorable setting, foster meaningful relationships, and create lasting impressions throughout the meeting.

ABA VIP President & Board Reception | \$10,000

Monday Evening, April 12

Multiple Opportunities

This reception, hosted by the ABA President, brings together members of the ABA Board of Trustees, special guests, and ABA leadership in the President's Suite (30-35 attendees).

Held immediately following the Monday Board Meeting, this gathering provides an opportunity for networking, appreciation, and the official kickoff of the Board's Annual Meeting experience. It offers sponsors a unique opportunity to support ABA leadership engagement in an intimate and meaningful setting.

Sponsorship benefits include:

- A 3-minute welcome address to attendees
- Prominent logo recognition on event signage and email invitations
- Attendance for up to two (2) industry partner representatives



President's Reception Experience | \$18,000

Wednesday Evening, April 14

Multiple Opportunities

Hosted by the ABA President, this exclusive networking event offers your organization a unique opportunity to engage with invited guests, including ABA leadership, committee chairs, award recipients, and Board of Trustees members.

Sponsorship benefits include:

- A 3-minute welcome address to attendees (subject to ABA approval)
- Prominent logo recognition on event signage and email invitations
- Attendance for up to four (4) industry partner representatives

This high-visibility event provides an exceptional setting to build relationships with key leaders and decision-makers in the burn care community.

Reception Beverage Sponsor – Mixed Drinks | \$14,000

Choice of Tuesday, April 13, or Wednesday, April 14, Evening

Limited Availability

Shake things up. Create an Evening Reception experience. Transform casual exhibit hall visits into meaningful conversations by hosting a specialty cocktail reception right at your booth.

Sponsorship includes a bartender, branded signage featuring your signature cocktail, and a map to help guide attendees to your booth. One (1) mixed drink selection is permitted per booth.



Happy Hour Reception Beverage – Craft Beers | \$12,250

Choice of Tuesday, April 13 or Wednesday, April 14 Evening

Limited Availability

Make happy hour the highlight of the exhibit hall by hosting a reception bar at your booth; choose your evening. Treat attendees to a specialty craft beer while creating a welcoming environment for networking and conversation. Your sponsorship includes branded signage, one (1) specialty beer selection, and a professional bartender. One (1) specialty beer selection is permitted per booth.

Welcome Reception: First-Time Attendees and New Members | \$8,000

Tuesday, April 13, 4:30 – 5:00 PM

Exclusive

Meet and connect with new ABA members and first-time attendees at this Welcome Reception, designed to introduce attendees to the ABA community. The event brings together new members, Past Presidents, ABA Board Members, and leaders from across the burn care community for networking and engagement with peers.

Sponsorship includes a three-minute speaking opportunity to welcome attendees, logo recognition on event signage, branded napkins, and the opportunity for up to four (4) industry partner representatives to attend the reception.

Sponsor remarks are subject to ABA approval.

Nursing Breakfast I \$15,000

Tuesday, April 13, 8:00 – 9:00 AM

Exclusive

Connect with burn care professionals at the Annual Nursing Breakfast, open to all Annual Meeting attendees. This sponsorship provides a unique opportunity to engage directly with nurses and other burn care professionals who share an interest or expertise in burn nursing, while supporting meaningful networking, collaboration, and knowledge exchange.

Sponsorship benefits include:

- 3 minutes to welcome attendees
- Prominent logo recognition on event signage and email invitation
- Branded napkins
- Attendance for up to two (2) industry partner representatives

Fellows in Training (FIT) Reception I \$15,000

Wednesday, April 14, 5:30 – 6:30 PM

3 Available

Sponsor the Fellows in Training Reception, a gathering focused on connection, mentorship, and professional growth for early-career physicians – burn fellows and medical residents currently in training – and put your brand in front of the next generation of burn care leaders.

Sponsorship benefits include:

- 3 minutes to welcome attendees
- Branded napkins
- Prominent logo recognition on event signage and email invitation
- Attendance for up to two (2) industry partner representatives

FABA Reception Sponsorship I \$15,000

Exclusive

Join ABA in recognizing and celebrating ABA Fellows and distinguished leaders within the burn care community. This special reception provides an opportunity to connect with and honor members whose leadership, expertise and contributions have advanced the field of burn care.

Sponsorship benefits include:

- A 3-minute welcome address for attendees
- Prominent logo recognition on event signage and email invitations
- Attendance for up to two (2) industry partner representatives

Past President Lunch I \$2,500

Wednesday, April 14, 12:00 - 1:00 PM

4 Available

Celebrate ABA's Past Presidents and their commitment to collaboration, advancing care, and building the groundwork for a lasting community focused on healing, knowledge-sharing, and innovation. Sponsorship benefits include:

- A 3-minute welcome address for attendees
- Prominent logo recognition on event signage and email invitations
- Attendance for up to two (2) industry partner representatives

Closing Celebration I \$12,000

Friday, April 16, 7:00 – 11:30 PM

Multiple Opportunities

Join the ABA Annual Meeting Closing Celebration as a sponsor and support one of the meeting's key networking experiences. This signature event brings attendees together to celebrate the conclusion of the Annual Meeting, connect with colleagues, and continue conversations beyond the educational sessions. Sponsorship provides an opportunity to increase brand visibility while supporting meaningful engagement with the burn care community.

Sponsorship benefits include:

- 3 minutes to welcome attendees
- Prominent logo recognition on event signage and email invitation
- Attendance for up to three (3) industry partner representatives

To learn about the exciting venue and high-visibility sponsorship opportunities available for the Closing Celebration, please contact Linda Cohen at ABAsales@discoversb.com.



Networking Opportunities

Special Interest Group (SIG) Meeting | \$15,000

ABA SIG Day, Tuesday, April 13

Multiple Opportunities

ABA offers more than 12 Special Interest Group (SIG) meetings, providing your organization the opportunity to support these burn-care-focused gatherings through food and beverage sponsorships and breaks.

Many SIG meetings attract 75-100 attendees, creating a valuable opportunity to engage directly with members and leaders within specific areas of burn care.

Sponsorship benefits include:

- Recognition through signage at the meeting entrance
- Opportunity to display a pop-up banner
- Ability to provide branded handouts or materials for attendees

VIP Lounge | \$10,000

Wednesday, April 14 through Friday, April 16

Exclusive

Host ABA leadership and distinguished guests in the exclusive VIP Lounge during the Annual Meeting. This premier hospitality space welcomes Fellows of the American Burn Association (FABA), Certified Burn Registered Nurses (CBRN), and Burn Therapist Certification (BT-C) members, ABA Board of Directors, 2027 Award Recipients, and Committee Volunteers.

Sponsorship benefits include:

- Prominent onsite signage
- Logo placement in promotional emails
- Opportunity to display approved branded content within the VIP Lounge
- Lounge access for up to two (2) organization representatives at a time*

*Content must be approved by ABA.

Attendee Lunch Break I \$8,250

Wednesday, April 14 or Thursday, April 15

Limited Availability

Sponsor the midday lunch break and position your brand in front of attendees during one of the busiest times of the Annual Meeting. Your company logo and booth number will be prominently featured on lunch signage, helping drive traffic to your exhibit. In addition, a mobile app push notification will be sent to attendees before lunch, acknowledging your sponsorship and encouraging engagement with your booth.

Snack Station I \$8,000

Wednesday, April 14 or Thursday, April 15

3 Available Per Day

Create a memorable stop on the exhibit hall floor by hosting a snack station. Attendees can enjoy a selection of curated treats, including cookies, brownies, and other favorites, while engaging with your team. Your sponsorship includes logo recognition on signage and custom napkins featuring your single-color logo.

Passport to Prizes I \$1,000

Multiple Opportunities

Drive traffic to your booth with Passport to Prizes. Attendees are encouraged to visit each participating sponsor's booth, scan the Passport to Prizes QR code, answer a brief question, and earn an entry for a chance to win a prize. The interactive game is hosted through the Annual Meeting mobile app, and each participating booth will receive branded signage featuring the sponsor's name and QR code. Prizes are provided by the sponsor and are subject to ABA approval.

Brand Visibility

Showcase your brand, launch a new product, or share a message with every attendee through these high-visibility opportunities designed to maximize exposure, engagement, and connection throughout the Annual Meeting.

Annual Meeting Attendee Tote Bags | \$20,000

Exclusive

Gain maximum brand visibility as the exclusive tote bag sponsor. Attendees can self-select a co-branded bag at a table separate from the registration desk, featuring both your company logo and the ABA logo prominently displayed. Attendees will carry these bags throughout the Annual Meeting, providing lasting exposure for your brand. Sponsor materials will be available to all attendees, regardless of whether they select branded or non-branded tote bag.

Guest Room Key Card Branding | \$17,000

Exclusive

Put your brand directly into attendees' hands as the exclusive hotel key card sponsor. Your company's custom branding will be featured on the front of guestroom key cards distributed to attendees at check-in throughout the Hilton Chicago, providing immediate and repeated brand exposure. Each attendee will receive one (1) sponsored key card and one (1) standard hotel key card, while supplies last.

Elevator Branding (Includes 4 Door Panels) | \$12,500

Exclusive

Elevate your brand with prominent street-level elevator branding, one of the Annual Meeting's most visible advertising opportunities. As attendees travel between the meeting spaces and guest room floors, your message will be front and center while they wait for and ride the elevators, providing repeated exposure throughout the conference.

Graphics are subject to ABA approval.

Hotel Room Drop | \$12,500

3 Available (One Per Meeting Day)

Connect with attendees beyond the exhibit hall with a targeted hotel room drop. This opportunity delivers your collateral directly to guest rooms, placing your message in front of attendees when they are away from the show floor. Ideal for booth invitations, product announcements, or important brand communications, this high-impact sponsorship ensures your message reaches attendees before the next session begins.

All materials are subject to ABA approval.

Badge Lanyards I \$12,500

Exclusive

Ensure your brand is visible at every turn. Attendees, speakers, sponsors, and exhibitors will wear co-branded lanyards featuring your company logo and the ABA logo throughout the conference, including conference sessions, networking events, and time spent in the exhibit hall. This high-visibility opportunity provides continuous brand exposure from registration through the meeting's close.



Hydration Station I \$8,000

Exclusive

Support attendee wellness while increasing your organization's visibility throughout the Annual Meeting. Two hydration stations located in the exhibit hall will feature recyclable paper cups displaying your one-color logo, along with signage recognizing your sponsorship. This high-traffic opportunity provides repeated brand exposure while attendees connect, learn, and engage throughout the meeting.

Charging Lounge I \$7,500

Exclusive

Provide attendees with a convenient place to recharge, connect, and take a break while increasing your organization's visibility throughout the Annual Meeting. The centrally located charging lounge offers a valuable attendee resource and a consistent touchpoint for sponsor recognition. Sponsorship includes a branded charging table and lounge signage. Approved handouts or promotional materials may be placed in the lounge.

Annual Meeting Tote Bag Insert I \$2,250

Multiple Opportunities

Extend your organization's reach beyond the exhibit hall by including approved promotional materials, resources, or branded items in attendee tote bags distributed at registration. This opportunity provides direct access to Annual Meeting attendees and can be used to promote your booth, highlight products or services, or share information with the burn care community.

All inserts are subject to ABA approval.

Meeting Signage

Lower-Level Lobby Signage | \$14,000

Exclusive

Ensure your brand makes a powerful first impression as attendees enter the Lower/Exhibit Level of the Hilton Chicago. This premier opportunity places your custom branding in a prime traffic area where attendees gather and transition into the exhibit space.

Sponsorship includes two custom-branded signs strategically positioned on either side of the stairs, maximizing visibility throughout the meeting.

Sign Dimensions: Two signs, each 59" W x 79" H.

Exhibit Hall Column Branding in Salon C | \$12,500

5 Available

High-profile, custom-branded signage mounted on columns in high-traffic areas of the exhibition will capture the attention of all attendees. Five (5) exclusive column signage opportunities are available throughout the lobby and exhibit hall entrance area. Branding includes all four sides of the column for maximum impact.

The example column shown is located in Salon C.



Hilton Chicago 8th Street Lobby Escalator Branding | \$10,000

Exclusive

The Escalator Wall sponsorship offers a premier branding opportunity located along the main attendee pathway to the exhibition in Salon D. As attendees travel between registration, the general session, and the exhibit hall, your custom branding will be prominently displayed on the escalator glass, creating repeated exposure throughout the meeting.

Sponsorship includes the sponsor's choice of one side of the escalator wall. The escalator branding will be available during the two full days of the exhibition, beginning Wednesday, April 14.

Graphics are subject to ABA approval.

Custom Floor Decal Branding | \$5,000

4 Packages Available

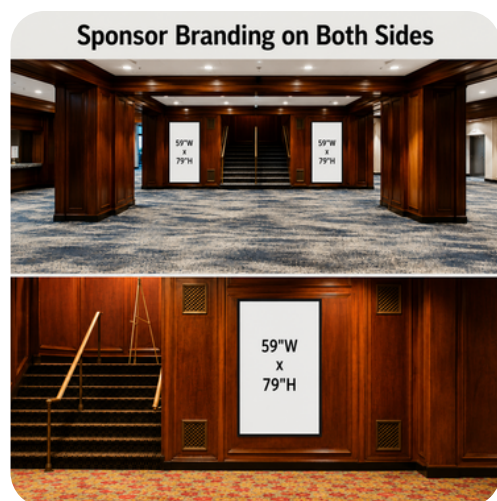
Put your brand directly in the path of every attendee in preferred placement locations. This package includes four (4) 2' x 2' floor stickers featuring up to four (4) unique designs, with production and installation included.

Sponsors will receive preferred placement locations, subject to ABA approval.

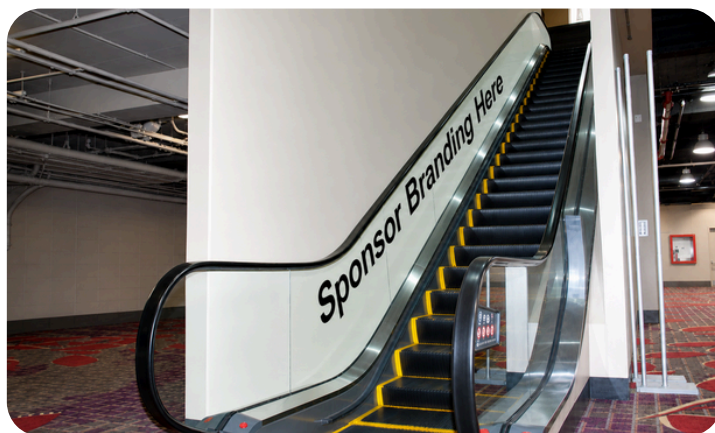
Meter Board with Custom Graphic | \$3,000

6 Opportunities Available

Each sponsor receives one (1) double-sided, freestanding, 3'x8' sign, with valuable exposure in high-traffic areas of the meeting. Sponsors will create and submit custom artwork for production.



Lower-Level Lobby Signage



Hilton Chicago 8th Street Lobby Escalator Branding

Digital Sponsorships

Annual Meeting Mobile App | \$15,000

Exclusive

The ABA Annual Meeting mobile app provides 24/7 access to sessions, the exhibit hall, events, posters, and important meeting announcements. Your company name will be prominently featured within the app and on signage promoting app use throughout the meeting.

This sponsorship includes one (1) push notification each day of the meeting. In 2026, the mobile app reached 1,991 users with 2,775 total hours of engagement, providing a high-value opportunity for brand visibility and attendee connection.

Wi-Fi | \$7,500

Exclusive

Be the connection that keeps attendees online throughout the Annual Meeting with Wi-Fi sponsorship. Your company name will be incorporated into the Wi-Fi password attendees use to access the internet, creating repeated brand exposure throughout the event.

Sponsorship includes name recognition on Annual Meeting signage, company name inclusion in the Wi-Fi password, logo on the wireless launch page, and one (1) mobile app push notification to attendees.

Pre-Conference Email | Limited Availability | \$5,750

6 Available; Maximum of Two (2) Per Organization

Reach registered attendees before the Annual Meeting with a dedicated pre-conference email sent on your behalf by ABA. This high-impact communication opportunity allows you to share your message, promote your booth, highlight a sponsored session or activity, or showcase your company's offerings directly with attendees before they arrive.

All email content is subject to ABA approval, and ABA will distribute the email on behalf of the sponsor.

Post-Conference Email I \$4,750

6 Available; Maximum of Two (2) Per Organization

Continue the conversation with registered attendees after the Annual Meeting through a dedicated email sent on your behalf by ABA. This opportunity allows you to share follow-up messaging, highlight key resources, promote your products or services, or extend your engagement with the burn care community beyond the event.

All email content is subject to ABA approval, and ABA will distribute the message on behalf of the sponsor.

Mobile App Push Notifications I \$3,000

Limited Availability (One Per Company)

Capture attendees' attention and connect throughout the meeting with a customized mobile app push notification. Use this high-impact communication opportunity to drive traffic to your booth, promote a Symposium or Theater presentation, highlight a product or service, or share an important message.

Sponsorship includes one (1) push notification delivered at a time selected by the sponsor. Message limit: 220 characters. Hyperlinks are not supported.

Upgraded Floorplan Listing I \$550

Limited Availability

Increase your organization's visibility within the ABA Annual Meeting Floorplan and help attendees discover your booth before they arrive on the exhibit floor. An upgraded digital listing provides an enhanced presence where attendees plan their meeting experience and connect with participating organizations.

ABA Signature Year-Round Partnership Opportunities

ABA offers Industry Partners year-round opportunities to connect with leaders and professionals across the burn care community, support education and scientific advancement, explore emerging priorities, and build meaningful relationships.

Build a Partnership Around Your Goals

Your objectives are unique. Your ABA partnership can be, too.

Tell us what your organization wants to accomplish, and ABA will work with you to create the right combination of opportunities to engage the burn care community throughout the year.

Focused Partnership

Select three opportunities to create a targeted year-round presence.

Expanded Partnership

Combine five opportunities to broaden your engagement and visibility across ABA.

Annual Meeting + Year-Round Partnership

Extend your Annual Meeting investment into a sustained relationship with ABA and the burn care community throughout 2027.

Strategic Partnership

For organizations seeking a deeper relationship with ABA, we will develop a customized partnership aligned with your priorities, ABA's mission, and opportunities to advance burn care.



Opportunity	Partner Value
ABA CEO, President, & Board Leadership Engagements	Engage ABA executive and clinical leadership in focused conversations about emerging priorities, challenges, and the future of burn care. Opportunities may include select leadership engagements at ABA Headquarters in Chicago.
CEO & President Regional Engagements	Connect with ABA's CEO and President through focused Industry Partner engagements held in conjunction with select regional meetings across the country.
Burn Surgeon Forum	Engage established and emerging burn surgical leaders around clinical practice, workforce, research, quality, and innovation.
State of the Science	Connect with investigators and thought leaders around emerging science, evidence gaps, research priorities, and the next generation of burn research.
Education & Professional Development	Support high-quality learning opportunities that strengthen ABA's interprofessional burn care workforce throughout the year.
Research, Quality, & Scientific Exchange	Engage around research priorities, quality improvement, scientific dialogue, surveys, focus groups, and emerging areas of investigation, including appropriate opportunities connected with ABA's Burn Care Quality Platform (BCQP).
Consensus Statement Initiatives	Support ABA's independently governed efforts to convene experts and develop evidence-informed consensus around important or emerging issues in burn care. Scientific oversight, methodology, conclusions, and recommendations remain independent of industry support.
JBCR Special Issues & Scientific Initiatives	Explore opportunities to support special issues, supplements, or other focused scientific initiatives in the Journal of Burn Care & Research, subject to JBCR editorial independence, peer-review requirements, and applicable publisher policies.
ABA Foundation & Philanthropic Initiatives	Meet with ABA's CEO, Chair, Endowment Committee and other ABA leadership to discuss how to partner and invest in long-term initiatives supporting the people, science, education, innovation, safety and prevention and systems that will shape the future of burn care.



60 Years
of
ABA



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