



Sponsor a "Spotlight" Seminar for ABC Members!



Attn: Supplier and Industry Professional Members

A Spotlight Seminar can help you:

- Gain qualified leads.
- Showcase new products or technology.
- Position your company as a solution to business and construction industry challenges.

Positive Feedback:

"We received a good response from contractors following the seminar. We have written, within three weeks, six new retirement plans. We have spoken to over 20 contractors in that time and expect to write significantly more business."

- Karen DeMontigny, Fringe Benefit Group

"We signed several new accounts as a result of this seminar, and we are still following up with the leads that were generated by this event."

- Gale McLean, Contractor Benefits Group LLC

Steps to Sponsorship:

- Contact Jo Ann at the Chapter office:
PH: 717.653.8106 or joann@abckeystone.org
- Choose a "hot" topic related to business and/or the construction industry.
- Plan a 60, 90, 120 min. seminar.
 - Pick a date and time.
 - Determine whether it can be held at your business facility or the Chapter office.
 - Ensure there will be no cost to attendees.
- ABC will advertise and promote your seminar.

Sponsorship Details:

- Provide directions/map to facility for advertising use if held off site.
- Provide completed seminar informational flyer to ABC at least eight weeks prior to scheduled event.
- Provide an article on the topic (no more than 550 word count), to be used in promotions.
- Provide all hand-outs and materials to attendees.
- Provide soft drinks, water and coffee for attendees.
- Some seminar providers choose to provide a light breakfast, lunch or snack, but that isn't required.
- ABC will invoice you for the \$100 fee for promotion and coordination.

ABC Takes Care of:

- Creating the registration flyer and promotional material.
- Advertising the event in our monthly newsletter, e-newsletter, targeted and mass emails.
- Track registrations and provide registrant info to sponsor.
- Follow-up article in the Spokesman newsletter.

ABC Keystone

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Building Minds. Building Skills. Building Futures.

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