

**THE BLACK ASSOCIATION OF BEHAVIOR ANALYSTS**

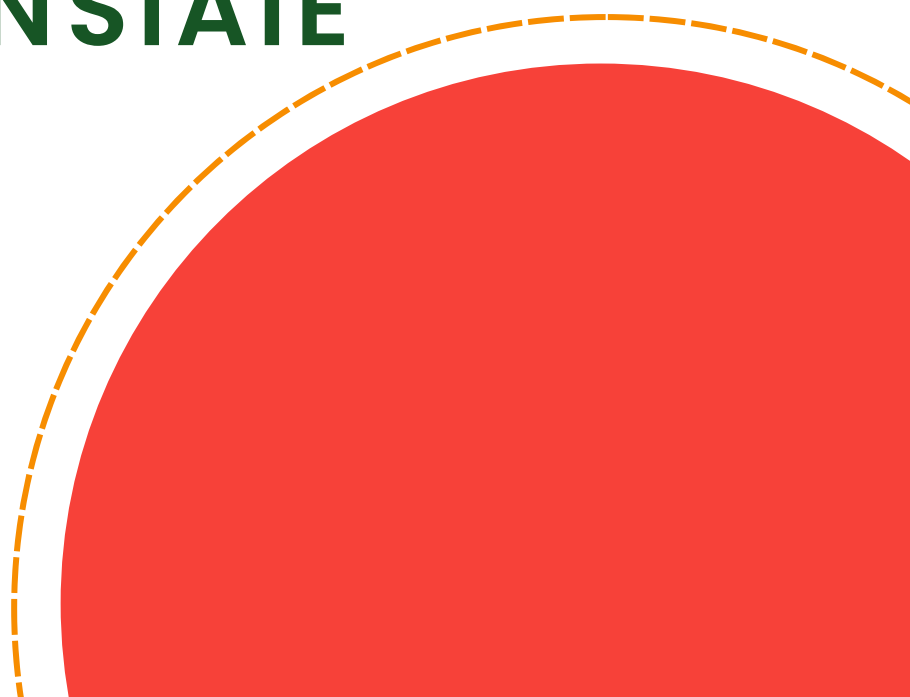
*presents*

*2026*

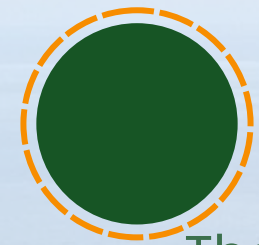
**BABACON**

**HOSTED AT THE JACKSON STATE  
UNIVERSITY**

**JUNE 25-27, 2026**



# *The Black Association of Behavior Analysts* **ABOUT US**



The Black Association of Behavior Analysts started as a Facebook group in August 2017 by Kat Jackson and quickly evolved to a CALL TO ACTION to form an Executive Committee and charter a nonprofit organization. Black Applied Behavior Analysts, INC was incorporated in May of 2019.

We are proud to hold space within the behavior analytic community for Black caregivers, consumers, Black students, behavior technicians, and behavior analysts. This space allows us to form connections, complete outreach services, host fellowship events, provide continuing education opportunities, including our annual conference.





# OUR MISSION

BABA's mission is to center all intersections of the Black experience by cultivating community through the promotion, education, and empowerment of our people utilizing the science of behavior analysis.

BABA Contributes to our members in a variety of ways that have been identified as barriers for Black Stakeholders of the field. Offering benefits such as, but not limited to, mentorship, scholarship opportunities, and trainings



# OUR VISION

Our vision is to increase the number of successful Black behavior analysts, both domestically and internationally, by adding value to their clinical development, leadership, and endeavors throughout their careers. Thereby adding strength to Black organizations, companies, and communities.



# OUR VALUES

**1.** Bidirectional Service

**2.** Fidelity

**3.** Accessibility

**4.** Blackness

**5.** Rooted

**6.** Intersectionality

**7.** Collectivism





# CONFERENCE DATA



500+  
Attendees  
Yearly



33 States



9 Countries



Interdisciplinary  
Sessions



20+ CEUs



# OUR MEMBERS

BABA members are part of a community of individuals on a journey to raise cultural awareness in the field of Applied Behavior Analysis (ABA). Members of BABA can access numerous benefits including discounts on BABA events, access to CEU's, awards and scholarships, and potential for participation in committees within BABA. Whether you're a behavior analyst, behavior technician, parent, consultant, or advocate, BABA has a place in our organization for everyone! We welcome individuals from all disciplinary backgrounds!





# OUR IMPACT

- **Social Media Reach**  
15k thousand followers  
across the globe, across all  
platforms
- **Email Reach**  
1.2k active subscribers
- **Members**  
365 members

Join us in amplifying your company's global reach and impact by partnering with our vibrant community. With an extensive social media presence spanning international borders and a robust email subscription base, our platform offers unparalleled visibility and engagement opportunities. By aligning your brand with our network, you'll not only gain access to a diverse and engaged audience but also elevate your company's visibility on a global scale.



# WHY SPONSOR?

Organizations that sponsor BABACon will build brand awareness and have the option to receive the following benefits:

## Exclusive Recognition

**Sponsors will be highlighted on conference materials, including the event website, program book, and signage, ensuring your brand stands out to attendees.**

## Networking Opportunities

**Engage with a diverse community of professionals, thought leaders, and decision-makers from the field of behavior analysis and beyond.**

## Social Media Promotion

**Enjoy shout-outs and dedicated posts across our social media platforms, reaching a broad and engaged audience.**



# WHY SPONSOR?

Organizations that sponsor BABACon will build brand awareness and have the option to receive the following benefits:

## Conference Access

**Sponsors receive complimentary passes to attend the conference, providing access to sessions, networking events, and the exhibit hall.**

## Visibility at Key Events

**Recognition during high-traffic events like our Presidential Address, Renaissance Gala, and networking sessions**

## Post-Conference Follow-Up

**Inclusion in attendee follow-up materials and newsletters, extending your reach beyond the event.**

# BABACon 2026 Sponsor Packages

At a Glance

|   |            |             |             |  |
|---|---|--|--|---|
| Package Name                                | <b>BLACK TIER<br/>LEGACY<br/>PARTNER</b>  | <b>YELLOW TIER<br/>SOVEREIGNTY<br/>PARTNER</b>   | <b>RED TIER<br/>POWER<br/>PARTNER</b>  | <b>GREEN TIER<br/>GROWTH<br/>PARTNER</b>  |
| Package Price                               | <b>\$5,000</b>  | <b>\$3,000</b>   | <b>\$1,000</b>   | <b>\$1,000</b>  |
| Number of<br>Conference+Event<br>Tickets    | <b>4</b>  | <b>2</b>   | <b>1</b>   | <b>N/A</b>  |
| Social Media Post                           | <b>✓</b>  | <b>✓</b>   | <b>✓</b>   | <b>✓</b>  |
| Promo Item in<br>Swag Bag + Vendor<br>Table | <b>✓</b>  | <b>✓</b>   | <b>✓</b>   | <b>N/A</b>  |
| Ad Size                                     | <b>✓</b><br>Full Page   | <b>✓</b><br>Half Page  | <b>✓</b><br>1/4 Page   | <b>N/A</b>  |
| Employee Discount                           |  <b>✓</b> |  <b>✓</b> |  <b>✓</b> | <b>N/A</b>  |
| Logo on<br>Conference T-shirt               | <b>✓</b>  | <b>N/A</b>   | <b>N/A</b>   | <b>N/A</b>  |

# BUSINESSES THAT LIBERATE

Are you a Black-owned ABA organization committed to making an impact at this year's conference? We've intentionally curated sponsorship packages to support and uplift Black owners and their teams.

|                   | \$500   | \$300   | \$250   | \$100   |
|-------------------|---|---|---|---|
| Ad Size           | Full Page   | Half Page   | 1/4 Page  | Business Card   |
| Social Media Post | ✓   | ✓   | ✓   | ✓   |
| Employee Discount |  ✓ |  ✓ |  ✓ |  ✓ |

# Product Sponsorships

Boost your brand visibility by sponsoring must-have conference items like swag bags, lanyards, sunglasses, visors, water bottles, or sunscreen. These branded essentials keep your company front and center during the event and beyond, making a lasting impression while supporting an unforgettable attendee experience!

Product sponsors receive the privilege of having their exclusive logo on items within our swag bag and 15% off employee conference tickets. Product sponsorships do not include conference tickets, event tickets, or vendor booths.



**\$7,500**  
*Vibe Check*

**Bag Sponsor**

Have your logo printed on the official BABACON26 Conference Bag!

**\$7,500**  
*On Your Neck*

**Lanyard Sponsor**

See every conference attendee sport your organization's logo on our lanyards!

**\$7,500**  
*20/25 Vision*

**Sunglasses Sponsor**

Every conference attendee will receive sunglasses in our swag bag. Don't miss the opportunity for your company logo to be seen by all!

**\$7,500**  
*No Shade*

**Visor Sponsor**

Our swag bag will include a visor for each attendee. See your logo sported around the resort as attendees lounge at the pool and hang out on the resort.

**\$7,500**  
*Drippin'*

**Water Bottle Sponsor**

We will make sure our attendees stay hydrated by providing water bottles in our swag bag. Your organization's logo will be in the hands of all our attendees with this package.

**\$4,000**  
*Sun Kissed Melanin*

**Sunscreen Sponsor**

Our swag bag will contain sunscreen to assist our attendees with maintaining their melanated glow! Your logo will be placed on the bottles of the sunscreen.

# REUNION EVENT SPONSOR

**\$10,000**

Be at the center of connection! As the Reunion Event Sponsor, your employees attend for 15% off and your logo will shine on networking games and activities, napkins, drink stir sticks, and cups—ensuring your brand is a key part of the memorable moments attendees share. Package includes a vendor table.



# KINNECTION EVENT SPONSOR

**\$10,000**

Make your mark where connections are made! As the Community Event Sponsor, your logo will be prominently featured on event materials. Be the name attendees remember as they mingle, collaborate, and build lasting professional relationships. Register your employees for 15% off! package includes a vendor table.



# GALA & AWARDS DINNER SPONSOR

**\$10,000**

Shine brightly at the most glamorous evening of the conference! As the Gala & Awards Dinner Sponsor, your logo will be highlighted on event materials such as programs, menus, and table signage, placing your brand at the center of this prestigious event. Celebrate excellence and elegance while leaving a lasting impression on our distinguished attendees. Register your team for 10% off! Package includes a vendor table.



# BABA Love Sponsorship Packages

\$3,500

Each of these sponsorship offerings comes with 2 complimentary tickets to the conference, providing access to all sessions, networking opportunities, and events. This is your chance to immerse yourself in the BABACon experience while showcasing your support and commitment to our mission! Employees of sponsoring organizations receive 15% off conference ticket prices. Packages include a vendor table.

## CEU SPONSOR

Advance professional growth! Your sponsorship will support CEU offerings, aligning your brand with education and development in the behavior analysis community.



## ACCESSIBILITY SPONSOR

Champion inclusivity by supporting accessibility accommodations, ensuring all attendees, regardless of ability, can fully engage and participate in the conference experience.

## NAME TAG SPONSOR

Your logo will be displayed prominently on every attendee's conference name tag!

## DIRECTIONAL SIGN SPONSOR

Guide the way! Showcase your brand on directional signage placed throughout the venue, ensuring attendees associate your company with a smooth conference experience.



# Frequently Asked Questions



**Q:Where do I send my promotional items or marketing materials to make sure they are in the swag bag?**

**A:All items that will be placed in the swag bag need to be received by by our team in the beginning of June. Your organization’s designated person will receive communication from our team on the date we need to receive items and shipping instructions.**

**Q:When will Vendor Table Assignments be Sent Out?**

**A:The Floor Plan for the Vendor Area will be sent to vendors via email in early june.**

**Q:As a vendor, will I receive a list of attendee email addresses?**

**A:No. We respect the privacy of our attendees and do not provide attendee personal info and do not provide attendee personal information to vendors.rmation to vendors.**

**Q: Can I use a Vendor Registration for my employee to attend the conference?**

**A:No. All individuals in the conference space must be registered for the conference. Vendor Registrations are only to identify individuals who are part of the conference to work at a vendor table.**

**Q:If needed, can I transfer my package to another year?**

**A:No. Sponsor packages are only available and accepted for the 2026 BABA Con**

**Q:If needed, can I cancel my package after purchase?**

**A:No. Sponsor packages are non-refundable and will only be refunded if the event is cancelled.**





# THANK YOU

FOR CONSIDERING PARTNERING WITH US



CONTACT US FOR MORE INFORMATION

[www.babainfo.org](http://www.babainfo.org)



[convention@babainfo.org](mailto:convention@babainfo.org)

