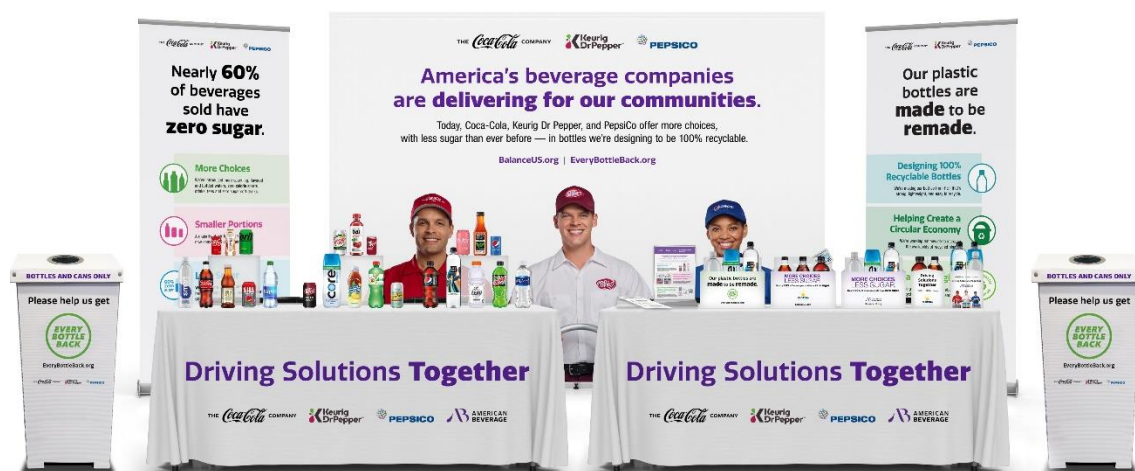


Event Collateral & Resources Catalog

The American Beverage Association has a variety of *More Choices*, *Less Sugar* and *Every Bottle Back* resources available for use at your next beverage day, legislative meeting, or other local events. These items can be effective tools to help you promote the beverage industry's initiatives.

If you would like to request any of the resources below for your next event, please complete the [Request Form](#) found on ABA's [Member Resources site](#) and send the form to [Mikayla Moreau](#) in ABA's Government and Public Affairs Department. ABA will ship materials to you and provide shipping labels for items that need to be returned.

Additional branding and art files are also available upon request.



More Choices, Less Sugar Pocket Cards

Primary Audience: Elected officials, policy makers and other environmental stakeholders. Ideal for use a beverage day receptions and other legislative meetings.

Specifications: 10" x 4" card

Instructions: ABA will ship up to 250 cards per request.

Spanish version available.



Front of card



Back of card

More Choices, Less Sugar One-Pager*

Uses: Meetings with legislators, media, websites and digital, etc.

Specifications: 8.5" x 11" PDF

Instructions: Please visit ABA's [Member Resources](#) for PDF versions of the infographic.

Spanish version available.



Front



Back

More Choices, Less Sugar Quick Screen (Standard or Customized)

Uses: Legislative or other receptions, press conferences, meetings, etc.

Specifications: 33.5" W X 69" to 92" H (Max height but can be adjusted lower)

Customized quick screens can be made to add your state association logo at the bottom. Please contact us for pricing estimates.

Instructions: Requires advanced scheduling. Subject to availability. Return shipment required for standard quick screens.



More Choices, Less Sugar Tip Card*

Uses: Events with consumers, customers or community partners.

Specifications: 3" x 5" trifold, measures 3" x 8.8" when opened

Instructions: Please visit ABA's websites (EveryBottleBack.org or [Member Resources](#)) or the ABA mobile app for PDF versions of the infographic.

Spanish version available.



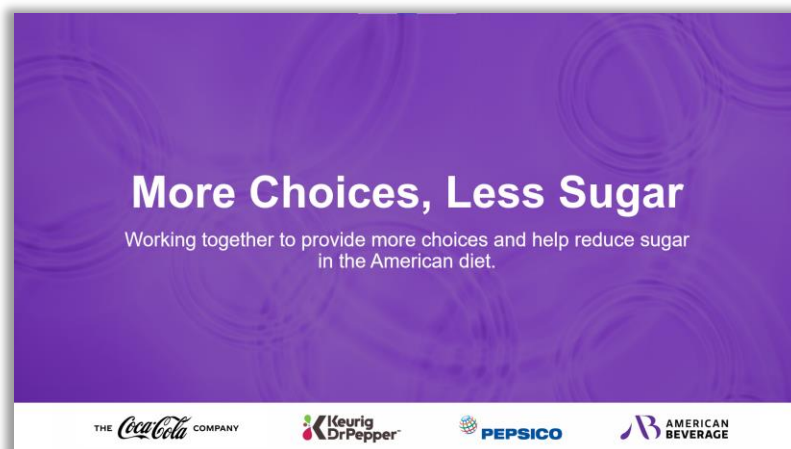
More Choices, Less Sugar Presentation*

Uses: For MCLS presentations at events, receptions, press conferences, meetings, etc.

Specifications: PowerPoint .pptx file.

Instructions: Please visit ABA's [Member Resources site](#) or mobile app to download the .pptx file.

Spanish version available.

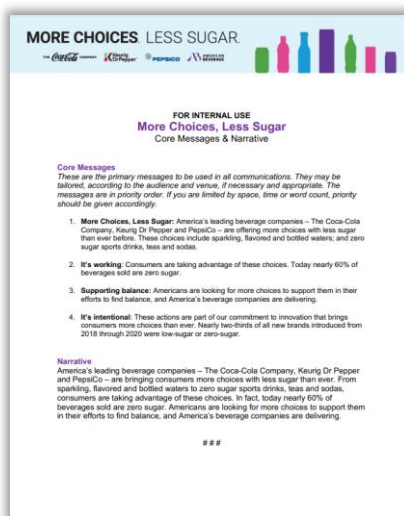


More Choices, Less Sugar Core Messages & Narrative*

Uses: Internal reference for meetings with legislators, media, stakeholders, etc. Please note that this is an internal document and should not be posted publicly or used as a leave-behind.

Specifications: 8.5" x 11" PDF

Instructions: Please visit ABA's [Member Resources site](#) or mobile app for PDF versions of the messaging document.

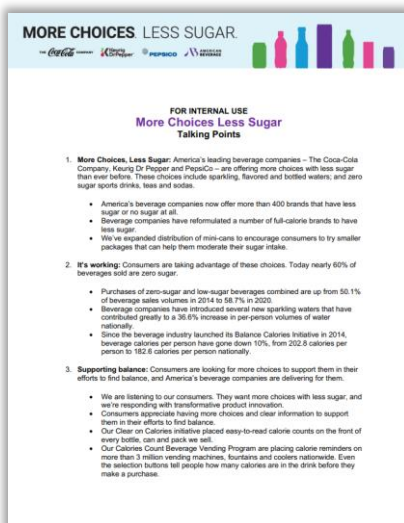


More Choices, Less Sugar Talking Points*

Uses: Internal reference for meetings with legislators, media, stakeholders, etc. Please note that this is an internal document and should not be posted publicly or used as a leave-behind.

Specifications: 8.5" x 11" PDF

Instructions: Please visit ABA's [Member Resources site](#) or mobile app for PDF versions of the messaging document.



2022 "Find Yours" Ad*

Uses: To show at legislative sessions or other receptions, press conferences, meetings, etc. in presentations or on other devices.

Specifications: Original video is 84.21 MB
mp4 video, 1920 x 1080p.

Instructions: Please visit the link [here](#) to view and download the video file. Password to download the file is "ABAAd2022!" Please note, this video cannot be posted on Instagram.



More Choices, Less Sugar Suggested Social Content*

Uses: Graphics and copy to use on social media platforms including Twitter, Facebook, Instagram and LinkedIn.

Specifications: Editable Word docx.
Document containing graphics and links.

Instructions: Please visit ABA's [Member Resources site](#) or mobile app to download the word document. ABA will continue to also share EBB social content as part of the monthly social media suggestions.



EBB Pocket Cards

Primary Audience: Elected officials, policy makers and other environmental stakeholders. Ideal for use a beverage day receptions and other legislative meetings.

Specifications: 10" x 4" card

Instructions: ABA will ship up to 250 cards per request.

Spanish version available.



Front of card



Back of card

EBB One Pager/Infographic*

Uses: Meeting with legislators, media, websites and digital, etc.

Specifications: 8.5" x 11" PDF

Instructions: Please visit ABA's websites (EveryBottleBack.org or [Member Resources](#)) or the ABA mobile app for PDF versions of the infographic.

Spanish version available.



EBB Quick Screen (Standard or Customized)

Uses: Legislative or other receptions, press conferences, meetings, etc.

Specifications: 33.5" W X 69" to 92" H

Customized quick screens can be made to add your state association logo at the bottom. Please contact us for pricing estimates.

Instructions: Requires advanced scheduling. Subject to availability. Return shipment required for standard quick screens.



EBB Recycling Bin

Uses: Beverage days, legislative receptions, press conferences, meetings, exhibits and other industry events

Specifications: 17.5" x 17.5" x 40" H; 6 lbs. 42-gallon capacity bins made up of #5 recyclable polypropylene plastic.

Instructions: Requires advanced scheduling. Subject to availability and return shipment required. ABA staff will provide return shipment label and instructions. Return instructions must be followed.

Comes with 42 gal. liners. Body of bins breakdown to ship flat. Lids ship in separate box. Keep original box(es) for return shipping.

Please consider optics and logistics when using for events. Someone will have to be responsible for on-site removal of recyclables. ***Please determine recycling capabilities at your event and coordinate how to handle recyclables responsibly.***

Customized bins can be made to add your state association logo at the bottom. Please contact us for pricing estimates.



EBB Lanyard

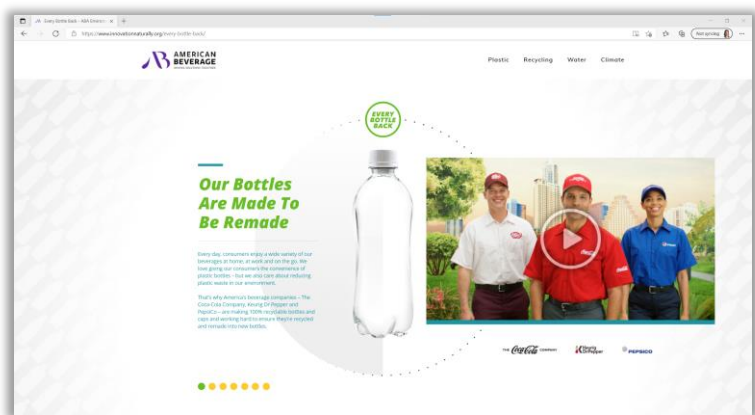
Every Bottle Back lanyard made from recycled plastic.



Every Bottle Back Website

Uses: Website on the *Every Bottle Back* initiative provides detailed information, background and materials to share with legislators, media, partners and other stakeholders.

Instructions: Embed link to [EveryBottleBack.org](https://www.everybottleback.org) in different documents and platforms.

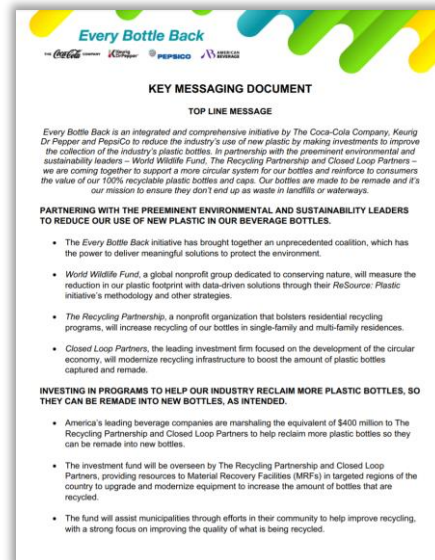


EBB Key Messaging*

Uses: Internal reference for meetings with legislators, media, stakeholders, etc. Please note that this is an internal document and should not be posted publicly or used as a leave behind.

Specifications: 8.5" x 11" PDF

Instructions: Please visit ABA's [Member Resources site](#) or mobile app for PDF versions of the messaging document.



EBB Presentation*

Uses: For EBB presentations events, receptions, press conferences, meetings, etc.

Specifications: PowerPoint .pptx file.

Instructions: Please visit ABA's [Member Resources site](#) or mobile app to download the .pptx file.

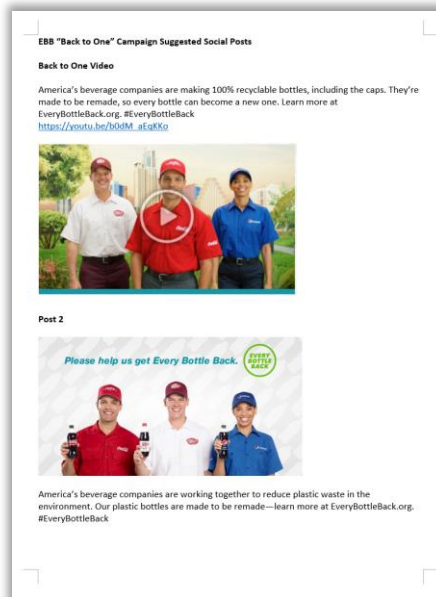


EBB Suggested Social Content*

Uses: Graphics and copy to use on social media platforms including Twitter, Facebook, Instagram and LinkedIn.

Specifications: Editable Word docx.
Document containing graphics and links.

Instructions: Please visit ABA's [Member Resources site](#) or mobile app to download the word document. ABA will continue to also share EBB social content as part of the monthly social media suggestions.



2021 "Back to One" Ad*

Uses: To show at legislative sessions or other receptions, press conferences, meetings, etc. in presentations or on other devices.

Specifications: 17.66 MB mp4 video at 1080p

Instructions: Please visit the link [here](#) to view and download the video file. Please note: This video cannot be posted on Instagram.



1:46s Video*

Uses: To show at legislative sessions or other receptions, press conferences, meetings, etc. in presentations or on other devices.

Specifications: Original file is a 153 MB mp4 video.

Instructions: Click [here](#) to download the video file. Other size download options are available but we recommend using the HD 1080p video.

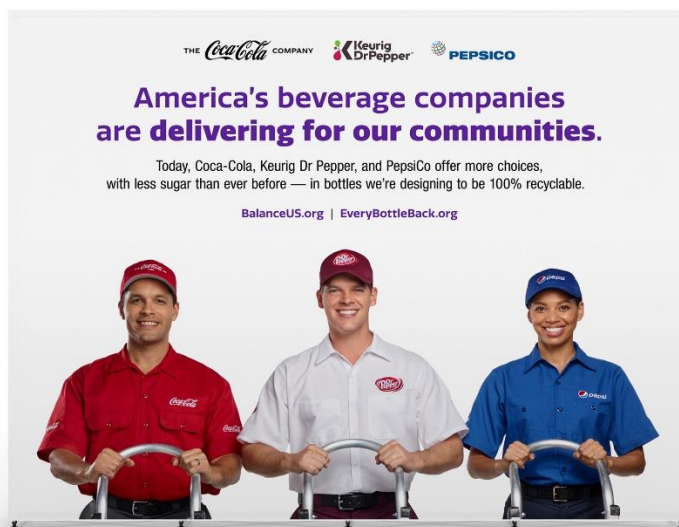


Drivers Exhibit Panel

Uses: For display at beverage days, legislative receptions, press conferences, meetings or other large events that provide ample room for exhibits or displays. Pairs well with a quick screen on either side of the panel.

Specifications: 118.58 in W. Fits in a 10' x 10' ft. space.

Instructions: Requires advanced scheduling. Subject to availability. Return shipment required.



Tablecloth

Uses: Beverage Day receptions, conference booths, beverage tasting events, etc. Customized tablecloths can be made to add your state association logo at the bottom. Please contact us for pricing estimates.

Specifications: 128" x 86" cloth tablecloth. Fits over a 6ft. rectangular table.

Instructions: Requires advanced scheduling. Subject to availability and return shipment required. ABA will handle the cleaning after each use.

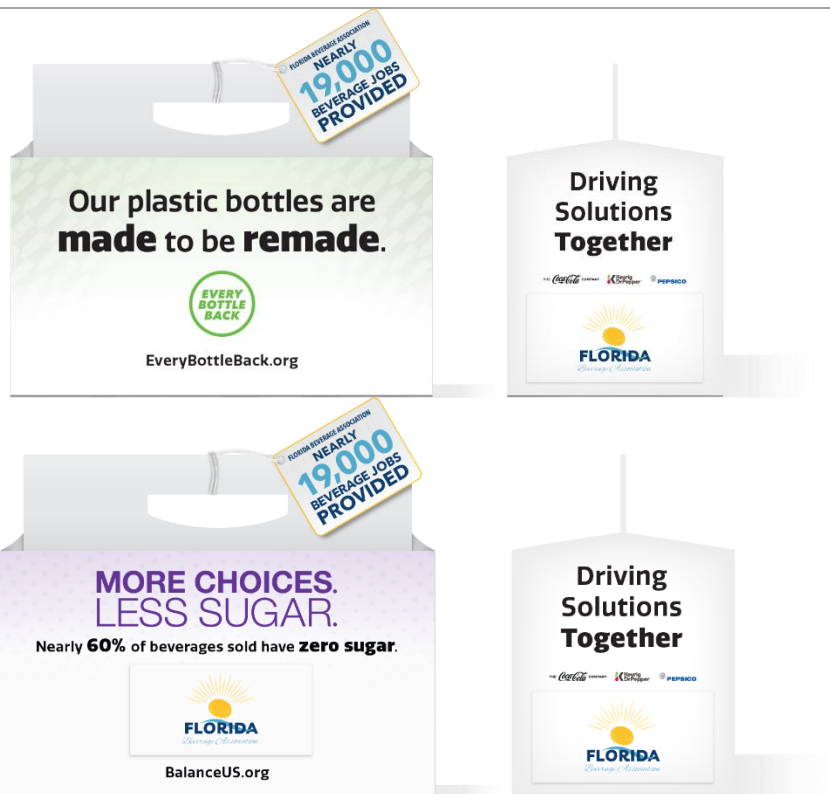


Beverage Carriers

Uses: Beverage Day receptions, conference booths, beverage tasting events, etc. Two designs available, one with ABA branding and one which leaves spaces for logos to be placed with stickers. Stickers with SAO labels available.

Specifications: 3 cm x 13 cm x 20 cm

Instructions: Please let us know if you would like the ABA branded carrier or one with your logo. We can print stickers with your company logo for you.



Carrier Tags

Uses: To hang from beverage carriers at Beverage Day receptions, conference booths, beverage tasting events, etc.

Specifications: 4.75" x 3.75"

Instructions: Please share the jobs numbers or other specific economic impact information you would like on the tag and we will prepare a tag for your review.



* Electronic versions of these materials can be found on the [ABA website](#) under [Member Resources](#).