ABA’s Marketplace sponsorship program secures your onsite presence in front of key decision makers.

These powerful decision makers determine where North America’s 32,000 motorcoaches stop for meals, lodging, shopping, and entertainment.

2019 Marketplace sponsors reached 853 operators from 368 companies.
## Sponsorship Opportunities

### Principal Level

**$100,000**

- **All-Delegate Lunch**
  - Available Sunday and Tuesday via sole or co-sponsorship.

**$35,000**

- **Operator Only Breakfast**
  - Available on Sunday via sole or co-sponsorship.

### Champion Level

**$15,000**

- Business Floor Refreshments
- Convention Center WiFi
- Operator Booth Signs
- Super Floor Lounge

**$8,000**

- Business Floor Charging Stations
- Marketplace Year-Round Webinar Series
- Orientation Service Center
- Resource Central Service Center
  - and Marketplace Passport

**$6,500**

- *Official Program* Advertising
  - ($7,500 for back cover)
- Operator Appointment Booklet Advertising ($7,500 for back cover)
- Operator Shipping Boxes
- Operator STAR Floor Stickers

**$5,500**

- *Directory of Participants* Advertising
  - (Online Directory Advertising with hyperlink)
- Floor Lounge
- Hotel Key Cards + cost of key cards
- Networking Floor Reception
- Registration Bags + cost of bags

### Contributor

**$3,500**

- 7-Minute Stretch
- Appointment Clock Logo
- Badge Holders + cost of holders
- Business Floor Recovery Station
- Daily Education Refreshments
- Education Bites
- Education Bites Earbuds + cost of earbuds
- Education Speaker
- Marketplace App Logo
- Operator Chair Pads + cost of chair pads
- Operator Mailbox Folders
- Operator Profile Binder + cost of binders and tabs
- Restroom Branding + cost of items
- Social Media Wall

### Supporting

**$1,500**

- Operator Gift Delivered to Booth + cost of gift

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### Sponsorship Program

<table>
<thead>
<tr>
<th>Sponsorship Level</th>
<th>Principal Level</th>
<th>Champion Level</th>
<th>Contributor Level</th>
<th>Supporting Level</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Booth Space</strong></td>
<td></td>
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<tr>
<td>Complimentary custom booth space on the Networking Floor</td>
<td>●</td>
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<tr>
<td>Complimentary 10x20 booth space on the Networking Floor</td>
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<tr>
<td>Complimentary 10x10 booth space on the Networking Floor</td>
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<td>●</td>
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<tr>
<td><strong>Registration</strong></td>
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<tr>
<td>Complimentary full-week non-business floor registration</td>
<td>●</td>
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<tr>
<td>Discounted full-week non-business floor registration</td>
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<tr>
<td>Sponsor Spotlight in <em>ABA's The Insider</em></td>
<td>●</td>
<td>●</td>
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<tr>
<td>Email blast prior to and after <em>ABA's Marketplace</em></td>
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<tr>
<td>Reserved table at lunches</td>
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<tr>
<td>Social media posting</td>
<td>●</td>
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<tr>
<td>Sponsor logo on <a href="http://www.buses.org">www.buses.org</a> with hyperlink</td>
<td>●</td>
<td>●</td>
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<td>●</td>
</tr>
<tr>
<td>Sponsor listing in <em>Marketplace</em> sponsor directory (includes partners)</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
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<tr>
<td>Sponsor listing on Marketplace signage</td>
<td>●</td>
<td>●</td>
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<tr>
<td>Sponsor listing in <em>Destinations</em> magazine, Marketplace issue</td>
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<tr>
<td>Sponsor listing in the <em>Motorcoach Marketer</em></td>
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<tr>
<td>Sponsor listing on Marketplace mobile app</td>
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<tr>
<td>Sponsor listing in <em>Marketplace Official Program</em></td>
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<tr>
<td>Sponsor listing in online Marketplace <em>Directory of Participants</em></td>
<td>●</td>
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<tr>
<td>Sponsor ribbon</td>
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<tr>
<td>Ability to provide promotional materials in operator bags</td>
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<tr>
<td>Contact information for all Marketplace Buyers</td>
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<tr>
<td>25% off rate card pricing for one ad in <em>ABA</em> publications</td>
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<tr>
<td>Buy two, get one free offer for digital advertising</td>
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</tr>
</tbody>
</table>

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**Differentiate Yourself and Increase Your ROI**

**Contact:** Jackie Bessette  
(703) 728-7589 | sponsorships@buses.org

Sponsor benefits start the day to commit. Don't wait!