Each year approximately 20% of Marketplace attendees are new. Be the first to welcome them. Your exposure begins pre-Marketplace through webinars, STAR page at www.buses.org and STAR Tales e-newsletters. Then onsite, the Orientation Center is designed to help first-time STAR delegates prepare for their Marketplace week.

**EXHIBIT BENEFITS**
Complimentary 10x20 booth space on the Networking Floor

**REGISTRATION BENEFITS**
Discounted full-week non-business floor registration

**PUBLICATION BENEFITS**
- Sponsor Spotlight in ABA’s The Insider
- Social media posting
- Sponsor logo on www.buses.org with hyperlink
- Sponsor listing in Marketplace sponsor directory
- Sponsor listing in Destinations magazine, Marketplace issue
- Sponsor listing in the Motorcoach Marketer
- Sponsor listing in Marketplace Official Program
- Sponsor listing in online Marketplace Directory of Participants (includes partners)
- 25% off rate card pricing for one ad in an ABA publication
- Buy 2, get 1 free offer for digital advertising

**PRE-SHOW BENEFITS**
- Company logo on STAR Page at www.buses.org/marketplace
- Identified to all STAR delegates on STAR webinars
- Listed as title sponsor of STAR Tales e-newsletters (4 e-newsletters total)

**ONSITE BENEFITS**
- Right to decorate service center with pop-up banners and other logo materials
- Sponsor listing on Marketplace mobile app
- Sponsor ribbon
- Sponsor listing on Marketplace signage
- Ability to provide promotional materials in Operator registration bags

**POST-MARKETPLACE BENEFITS**
- Contact information for all Marketplace Buyers
- Guaranteed first right of refusal on your sponsorship

**Contact:**
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