

PRINCIPAL LEVEL

ALL-DELEGATE LUNCH

\$60,000 + COST OF AV

Luncheons at ABA's Marketplace are entertaining, sit-down affairs that allow you a rare opportunity to showcase your destination. You will have up to 45 minutes for lively entertainment while you command the attention of all ABA Operator and Travel Industry delegates at your luncheon. Luncheons are available on Sunday and Tuesday and are open to all delegates with an average attendance of 1,800.

EXHIBIT BENEFITS

- Complimentary custom booth space on the Networking Floor up to 400 sq. ft.
- Booth space selection is based on contract return date. First come, first served!

PUBLICATION BENEFITS

- Sponsor Spotlight in ABA's The Insider
- Evite blast prior to ABA's Marketplace
- Informational email blast after ABA's Marketplace
- Social media posting
- Sponsor logo on www.buses.org with hyperlink
- Sponsor listing in ABA's Online 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

ONSITE BENEFITS

- Sponsor listing on Marketplace mobile app
- Reserved table at meal function
- Sponsor ribbon
- Contact information for all Marketplace Buyers as requested
- Dedicated networking time each day

POST-MARKETPLACE BENEFITS

- Contact information for all Marketplace Buyers
- Guaranteed first right of refusal on your sponsorship



**GRAB THE GROUP TOUR MARKET BY THE HORNS ...
BECOME A MARKETPLACE SPONSOR**

CONTACT | SPONSORSHIP@BUSES.ORG OR 202-218-7251



PRINCIPAL LEVEL

OPERATOR BREAKFAST

\$20,000 + COST OF AV

Operator breakfasts are the best and most valuable way to start the day. By hosting only operator delegates at a full sit-down breakfast, you have the opportunity to capture their attention and show them all the hospitality you have to offer. The sponsor will have up to 30 minutes for a presentation if desired. Average attendance is 450-500, and only operator Buyer delegates and VIP's are eligible to attend. Available on Sunday, Monday and Tuesday mornings.

EXHIBIT BENEFITS

- Complimentary custom booth space on the Networking Floor up to 400 sq. ft.
- Booth space selection is based on contract return date. First come, first served!

PUBLICATION BENEFITS

- Sponsor Spotlight in ABA's The Insider
- Evite blast prior to ABA's Marketplace
- Informational email blast after ABA's Marketplace
- 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 ABA's Online Directory
- 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

ONSITE BENEFITS

- Sponsor listing on Marketplace mobile app
- Reserved table at meal function
- Sponsor ribbon
- Contact information for all Marketplace Buyers as requested
- Dedicated networking time each day

POST-MARKETPLACE BENEFITS

- Contact information for all Marketplace Buyers
- Guaranteed first right of refusal on your sponsorship



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PRINCIPAL LEVEL

CONVENTION CENTER WIFI

\$15,000

Providing WiFi at events is no longer an 'additional benefit'. Reliable WiFi is a critical, must-have productivity tool. Your company will be promoted among the full conference delegation through the WiFi-login portal.

EXHIBIT BENEFITS

- Complimentary custom booth space on the Networking Floor
- Booth space selection is based on contract return date. First come, first served!

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 ABA's Online Directory
- 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

ONSITE BENEFITS

- Splash page on WiFi login screen or other sponsorship identification
- Listing on operator business floor letter
- Sponsor listing on Marketplace mobile app
- Listing in Official program under WiFi
- Sponsor ribbon
- Contact information for all Marketplace Buyers as requested
- Dedicated networking time each day

POST-MARKETPLACE BENEFITS

- Contact information for all Marketplace Buyers
- Guaranteed first right of refusal on your sponsorship



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PRINCIPAL LEVEL

OPERATOR BOOTH SIGNS

\$15,000

Put your logo front and center by sponsoring the Operator Appointment Booth ID Signs. Your company logo will appear next to all of the ID signs for everyone in the Marketplace Business Floor to see.

EXHIBIT BENEFITS

- Complimentary custom booth space on the Networking Floor
- Booth space selection is based on contract return date. First come, first served!

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 ABA's Online Directory
- 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

ONSITE BENEFITS

- Sponsor listing on Marketplace mobile app
- Sponsor ribbon
- Contact information for all Marketplace Buyers as requested
- Dedicated networking time each day

POST-MARKETPLACE BENEFITS

- Contact information for all Marketplace Buyers
- Guaranteed first right of refusal on your sponsorship



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PRINCIPAL LEVEL

SUPER FLOOR LOUNGE

\$15,000

A full-week SUPER Floor Lounge Booth offers greater visibility in a high traffic area in the Marketplace Networking Floor with a larger custom booth space. Attract virtually every Operator Buyer delegate on his or her way to or from their appointments. The sponsor may provide food, drink and giveaways of their choice. The Lounge is open during all Marketplace registration hours.

EXHIBIT BENEFITS

- Complimentary custom booth space on the Networking Floor
- Booth space selection is based on contract return date. First come, first served!

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 ABA's Online Directory
- 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

ONSITE BENEFITS

- Sponsor listing on Marketplace mobile app
- Sponsor ribbon
- Contact information for all Marketplace Buyers as requested
- Dedicated networking time each day

POST-MARKETPLACE BENEFITS

- Contact information for all Marketplace Buyers
- Guaranteed first right of refusal on your sponsorship



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CHAMPION LEVEL

BUSINESS FLOOR CHARGING STATIONS

\$8,000

The Charging Stations provide attendees with an easy way to charge their hand-held devices, tablets and laptops on the Business Floor.

EXHIBIT BENEFITS

- Complimentary 10x20 booth space on the Networking Floor
- Booth space selection is based on contract return date. First come, first served!

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 ABA's Online Directory
- 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

ONSITE BENEFITS

- Sponsor logo/branding on charging unit
- Listing on operator business floor letter
- Sponsor listing on Marketplace mobile app
- Sponsor ribbon
- Contact information for all Marketplace Buyers as requested
- Dedicated networking time each day

POST-MARKETPLACE BENEFITS

- Contact information for all Marketplace Buyers
- Guaranteed first right of refusal on your sponsorship



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CHAMPION LEVEL

MARKETPLACE MONTHLY E-NEWSLETTER SERIES

\$8,000

Communication is key to building successful business relationships. ABA's Marketplace Update e-newsletter provides monthly information to all registered delegates on dates/deadlines and event information. Your company will be promoted as the title sponsor of the monthly e-newsletter with your logo and a link to your designated promotional material.

EXHIBIT BENEFITS

- Complimentary 10x20 booth space on the Networking Floor
- Booth space selection is based on contract return date. First come, first served!

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 ABA's Online Directory
- 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

ONSITE BENEFITS

- Sponsor listing on Marketplace mobile app
- Sponsor ribbon
- Contact information for all Marketplace Buyers as requested
- Dedicated networking time each day

POST-MARKETPLACE BENEFITS

- Contact information for all Marketplace Buyers
- Guaranteed first right of refusal on your sponsorship



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CHAMPION LEVEL

ABA'S YEAR-ROUND WEBINAR SERIES

\$8,000

Marketplace education continues throughout the year through our webinar system. Marketplace professional speakers present webinars monthly for all Marketplace attendees. There are 24 total webinars.

EXHIBIT BENEFITS

- Complimentary 10x20 booth space on the Networking Floor
- Booth space selection is based on contract return date. First come, first served!

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 ABA's Online Directory
- 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

WEBINAR BENEFITS

- Sponsor listing on each webinar on www.buses.org
- Sponsor listing on each webinar marketing email
- Listed as the sponsor on the actual webinar
- Opportunity to provide brief sponsor promo during each webinar
- Provided list of webinar participants

ONSITE BENEFITS

- Sponsor listing on Marketplace mobile app
- Sponsor ribbon
- Contact information for all Marketplace Buyers as requested
- Dedicated networking time each day

POST-MARKETPLACE BENEFITS

- Contact information for all Marketplace Buyers
- Guaranteed first right of refusal on your sponsorship



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CHAMPION LEVEL

ORIENTATION STAR PROGRAM

\$8,000

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
- Booth space selection is based on contract return date. First come, first served!

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 ABA's Online Directory
- 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
- Contact information for all Marketplace Buyers as requested
- Dedicated networking time each day

POST-MARKETPLACE BENEFITS

- Contact information for all Marketplace Buyers
- Guaranteed first right of refusal on your sponsorship



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CHAMPION LEVEL

RESOURCE CENTRAL AND PASSPORT

\$8,000

This sponsorship provides year-round visibility. Your logo is front & center on the Marketplace Passport, ABA's individualized event portal for all delegates. Then as the "workspace at Marketplace", the Resource Central offers great visibility on the Marketplace Networking Floor and serves more than 3000 delegates. The Service Center is open during all Marketplace registration hours and staffed by Marketplace volunteers recruited by ABA.

EXHIBIT BENEFITS

- Complimentary 10x20 booth space on the Networking Floor
- Booth space selection is based on contract return date. First come, first served!

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 ABA's Online Directory
- 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 Passport login page and Passport main page
- Identified to all appointment-takers as sponsor in all appointment emails

ONSITE BENEFITS

- Company logo on all computer screens in Resource Central
- Right to decorate service center with pop-up banners and other logo materials
- Sponsor listing on Marketplace mobile app
- Sponsor ribbon
- Contact information for all Marketplace Buyers as requested
- Dedicated networking time each day

POST-MARKETPLACE BENEFITS

- Contact information for all Marketplace Buyers
- Guaranteed first right of refusal on your sponsorship



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CHAMPION LEVEL

NETWORKING FLOOR RECEPTION

\$6,500

Be a host on Saturday for the first all-delegate event as attendees spend the afternoon on the Networking Floor catching up with old friends and making new ones.

EXHIBIT BENEFITS

- Complimentary 10x20 booth space on the Networking Floor
- Booth space selection is based on contract return date. First come, first served!

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 ABA's Online Directory
- 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

ONSITE BENEFITS

- Listed on all bar signage as sponsor
- Hosted bar is located within or near your booth
- Sponsor listing on Marketplace mobile app
- Sponsor ribbon
- Contact information for all Marketplace Buyers as requested
- Dedicated networking time each day

POST-MARKETPLACE BENEFITS

- Sponsor listing on wrap-up email to all delegates
- Contact information for all Marketplace Buyers
- Guaranteed first right of refusal on your sponsorship



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CHAMPION LEVEL

OFFICIAL PROGRAM ADVERTISING

\$6,500 INSIDE/\$7,500 BACK COVER

An ad in the Official Program is a great way to get your name out to all delegates. Every delegate will receive an Official Program and use it all week for their valuable Marketplace information.

EXHIBIT BENEFITS

- Complimentary 10x20 booth space on the Networking Floor
- Booth space selection is based on contract return date. First come, first served!

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 ABA's Online Directory
- 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

ONSITE BENEFITS

- Full-page ad in paid position within the printed Official Program
- Sponsor listing on Marketplace mobile app
- Sponsor ribbon
- Contact information for all Marketplace Buyers as requested
- Dedicated networking time each day

POST-MARKETPLACE BENEFITS

- Contact information for all Marketplace Buyers
- Guaranteed first right of refusal on your sponsorship



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CHAMPION LEVEL

OPERATOR APPOINTMENT BOOKLET ADVERTISING

\$6,500 INSIDE/\$7,500 BACK COVER

The Operator Appointment Booklet is used by all appointment-taking operators at all times. Place your ad here and have your name in front of them all week.

EXHIBIT BENEFITS

- Complimentary 10x20 booth space on the Networking Floor
- Booth space selection is based on contract return date. First come, first served!

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 ABA's Online Directory
- 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

ONSITE BENEFITS

- Full-page ad in paid position within the printed Operator Appointment Booklet
- Sponsor listing on Marketplace mobile app
- Sponsor ribbon
- Contact information for all Marketplace Buyers as requested
- Dedicated networking time each day

POST-MARKETPLACE BENEFITS

- Contact information for all Marketplace Buyers
- Guaranteed first right of refusal on your sponsorship



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CHAMPION LEVEL

OPERATOR SHIPPING BOXES

\$6,500

Let your name be the first thing operators see when they arrive back to the office by providing their shipping boxes.

EXHIBIT BENEFITS

- Complimentary 10x20 booth space on the Networking Floor
- Booth space selection is based on contract return date. First come, first served!

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 ABA's Online Directory
- 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

ONSITE BENEFITS

- Buyer shipping box with your shipping ad label delivered to each Buyer Booth with roll of tape for their packing (cost of actual shipping is the Buyers' responsibility)
- Listing on operator business floor letter
- Sponsor listing on Marketplace mobile app
- Sponsor ribbon
- Contact information for all Marketplace Buyers as requested
- Dedicated networking time each day

POST-MARKETPLACE BENEFITS

- Contact information for all Marketplace Buyers
- Guaranteed first right of refusal on your sponsorship



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CHAMPION LEVEL

OPERATOR STICKERS

\$6,500

Be the first to welcome new Buyer companies attending Marketplace by sponsoring the floor stickers that are placed in front of all STAR Buyer Booths on the Business Floor.

EXHIBIT BENEFITS

- Complimentary 10x20 booth space on the Networking Floor
- Booth space selection is based on contract return date. First come, first served!

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 ABA's Online Directory
- 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

ONSITE BENEFITS

- Logo floor stickers placed in front of STAR Buyer Booths (approx. 30)
- Ability to provide letter to be placed at all STAR Buyer Booths welcoming the company to Marketplace and introducing them to your product.
- Listing on operator business floor letter
- Sponsor listing on Marketplace mobile app
- Sponsor ribbon
- Contact information for all Marketplace Buyers as requested
- Dedicated networking time each day

POST-MARKETPLACE BENEFITS

- Contact information for all Marketplace Buyers
- Guaranteed first right of refusal on your sponsorship



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CHAMPION LEVEL

BUSINESS FLOOR REFRESHMENTS

\$5,500 + COST OF BEVERAGES

Operator Refreshment Stations help keep the Operators hydrated on the Marketplace Business Floor. This sponsorship provides the water coolers and coffee stations for the week.

EXHIBIT BENEFITS

- Complimentary 10x20 booth space on the Networking Floor
- Booth space selection is based on contract return date. First come, first served!

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 ABA's Online Directory
- 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

ONSITE BENEFITS

- Signage by each water cooler (10 total) and each coffee station (3 total)
- Listing on operator business floor letter
- Sponsor listing on Marketplace mobile app
- Sponsor ribbon
- Contact information for all Marketplace Buyers as requested
- Dedicated networking time each day

POST-MARKETPLACE BENEFITS

- Contact information for all Marketplace Buyers
- Guaranteed first right of refusal on your sponsorship



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CHAMPION LEVEL

DIRECTORY OF PARTICIPANTS ADVERTISING

\$5,500

Delegates refer to the Directory of Participants post-Marketplace and throughout the year. This directory is on-line and lists all attendees registered.

EXHIBIT BENEFITS

- Complimentary 10x20 booth space on the Networking Floor
- Booth space selection is based on contract return date. First come, first served!

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 ABA's Online Directory
- 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

ONSITE BENEFITS

- Sponsor listing on Marketplace mobile app
- Sponsor ribbon
- Contact information for all Marketplace Buyers as requested
- Dedicated networking time each day

POST-MARKETPLACE BENEFITS

- Full-page ads in 4 positions within the Directory of Participants
- Sponsor listing on wrap-up email to all delegates
- Contact information for all Marketplace Buyers
- Guaranteed first right of refusal on your sponsorship



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CHAMPION LEVEL

FOUNDATION AFTERGLOW

\$5,500*

A full-week Floor Lounge Booth offers greater visibility in a high traffic area in the Marketplace Networking Floor. It's a great opportunity to attract virtually every Operator Buyer delegate on his or her way to or from their appointments. The sponsor may provide food, drink and giveaways of their choice. The Lounge is open during all Marketplace registration hours.

EXHIBIT BENEFITS

- Complimentary 10x20 booth space on the Networking Floor
- Booth space selection is based on contract return date. First come, first served!

PUBLICATION BENEFITS

- Sponsor Spotlight in ABA's The Insider
- Social media posting
- Sponsor logo on www.buses.org with hyperlink
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ONSITE BENEFITS

- Sponsor listing on Marketplace mobile app
- Sponsor ribbon
- Contact information for all Marketplace Buyers as requested
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POST-MARKETPLACE BENEFITS

- Contact information for all Marketplace Buyers
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CHAMPION LEVEL

FLOOR LOUNGE

\$5,500

A full-week Floor Lounge Booth offers greater visibility in a high traffic area in the Marketplace Networking Floor. It's a great opportunity to attract virtually every Operator Buyer delegate on his or her way to or from their appointments. The sponsor may provide food, drink and giveaways of their choice. The Lounge is open during all Marketplace registration hours.

EXHIBIT BENEFITS

- Complimentary 10x20 booth space on the Networking Floor
- Booth space selection is based on contract return date. First come, first served!

PUBLICATION BENEFITS

- Sponsor Spotlight in ABA's The Insider
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- Sponsor logo on www.buses.org with hyperlink
- Sponsor listing in Marketplace sponsor directory
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- 25% off rate card pricing for one ad in an ABA publication
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ONSITE BENEFITS

- Sponsor listing on Marketplace mobile app
- Sponsor ribbon
- Contact information for all Marketplace Buyers as requested
- Dedicated networking time each day

POST-MARKETPLACE BENEFITS

- Contact information for all Marketplace Buyers
- Guaranteed first right of refusal on your sponsorship



**GRAB THE GROUP TOUR MARKET BY THE HORNS ...
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CONTACT | SPONSORSHIP@BUSES.ORG OR 202-218-7251



CHAMPION LEVEL

REGISTRATION BAGS

\$5,500 + COST OF BAGS

Marketplace Registration Bags are your chance to showcase your company on the official Marketplace delegate bag. Every delegate will receive and carry your bag throughout Marketplace week. After Marketplace, the bags continue to promote your company as delegates carry them on buses, planes and trains—everywhere they go! The print run is approximately 3,500.

EXHIBIT BENEFITS

- Complimentary 10x20 booth space on the Networking Floor
- Booth space selection is based on contract return date. First come, first served!

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 ABA's Online Directory
- 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

ONSITE BENEFITS

- Logo bag provided to all operators and sellers at registration
- Sponsor listing on Marketplace mobile app
- Sponsor ribbon
- Contact information for all Marketplace Buyers as requested
- Dedicated networking time each day

POST-MARKETPLACE BENEFITS

- Sponsor listing on wrap-up email to all delegates
- Contact information for all Marketplace Buyers
- Guaranteed first right of refusal on your sponsorship



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CONTRIBUTOR LEVEL

APPOINTMENT CLOCK LOGO \$3,500

Place your logo or company name on the Appointment Clock for all delegates to see! The appointment clock is hung above the business floor to help everyone with the appointment number and time. Your logo will scroll for the entire week!

EXHIBIT BENEFITS

- Complimentary 10x10 booth space on the Networking Floor
- Booth space selection is based on contract return date. First come, first served!

PUBLICATION BENEFITS

- Sponsor logo on www.buses.org with hyperlink
- Sponsor listing in Marketplace sponsor directory
- Social media posting
- Sponsor listing in Destinations magazine, Marketplace issue
- Sponsor listing in ABA's Online Directory
- 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

ONSITE BENEFITS

- Company logo scrolls on the Business Floor's screens all day Sunday, Monday and Tuesday.
- Sponsor listing on Marketplace mobile app
- Sponsor ribbon
- Contact information for all Marketplace Buyers as requested
- Dedicated networking time each day

POST-MARKETPLACE BENEFITS

- Sponsor listing on wrap-up email to all delegates
- Contact information for all Marketplace Buyers
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CONTRIBUTOR LEVEL

BADGE HOLDERS

\$3,500 + COST OF HOLDERS

Delegate Name Badge Holders are worn by every delegate all of the time. Showcase your company name and logo on the front of the badge holder for all of the delegates to see.

EXHIBIT BENEFITS

- Complimentary 10x10 booth space on the Networking Floor
- Booth space selection is based on contract return date. First come, first served!

PUBLICATION BENEFITS

- Sponsor logo on www.buses.org with hyperlink
- Sponsor listing in Marketplace sponsor directory
- Social media posting
- Sponsor listing in Destinations magazine, Marketplace issue
- Sponsor listing in ABA's Online Directory
- 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

ONSITE BENEFITS

- Logo badge holders provided to all operators and sellers at registration
- Sponsor listing on Marketplace mobile app
- Sponsor ribbon
- Contact information for all Marketplace Buyers as requested
- Dedicated networking time each day

POST-MARKETPLACE BENEFITS

- Sponsor listing on wrap-up email to all delegates
- Contact information for all Marketplace Buyers
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CONTRIBUTOR LEVEL

BUSINESS FLOOR RECOVERY STATION

\$3,500 + COST OF ITEMS

Sponsoring the Recovery Station is a great way to get your name out to the delegates without leaving the Business Floor. It's the little things that count, and delegates will remember your organization when you sponsor the special touches like mints, hand sanitizer, first-aid supplies, etc.

EXHIBIT BENEFITS

- Complimentary 10x10 booth space on the Networking Floor
- Booth space selection is based on contract return date. First come, first served!

PUBLICATION BENEFITS

- Sponsor logo on www.buses.org with hyperlink
- Sponsor listing in Marketplace sponsor directory
- Social media posting
- Sponsor listing in Destinations magazine, Marketplace issue
- Sponsor listing in ABA's Online Directory
- 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

ONSITE BENEFITS

- Sponsor sign in Recovery Station location
- Ability to provide comfort items on the Business Floor
- Sponsor listing on Marketplace mobile app
- Sponsor ribbon
- Contact information for all Marketplace Buyers as requested
- Dedicated networking time each day

POST-MARKETPLACE BENEFITS

- Sponsor listing on wrap-up email to all delegates
- Contact information for all Marketplace Buyers
- Guaranteed first right of refusal on your sponsorship



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CONTRIBUTOR LEVEL

DAILY EDUCATION REFRESHMENTS

\$3,500 PER DAY

Education Refreshment Breaks are an important pick-me-up for Marketplace delegates attending education seminars. Make the grade and contribute to ABA's outstanding educational program by sponsoring beverages during these important educational sessions.

EXHIBIT BENEFITS

- Complimentary 10x10 booth space on the Networking Floor
- Booth space selection is based on contract return date. First come, first served!

PUBLICATION BENEFITS

- Sponsor logo on www.buses.org with hyperlink
- Sponsor listing in Marketplace sponsor directory
- Social media posting
- Sponsor listing in Destinations magazine, Marketplace issue
- Sponsor listing in ABA's Online Directory
- 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

ONSITE BENEFITS

- Sponsor signage in Education Lounge with the refreshments
- Sponsor listing on education evaluation form
- Sponsor listing on Marketplace mobile app
- Sponsor ribbon
- Contact information for all Marketplace Buyers as requested
- Dedicated networking time each day

POST-MARKETPLACE BENEFITS

- Sponsor listing on wrap-up email to all delegates
- Contact information for all Marketplace Buyers
- Guaranteed first right of refusal on your sponsorship



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CONTRIBUTOR LEVEL

EDUCATION SPEAKER

\$3,500

Marketplace Education Seminars are the best source of continuing education in the group travel industry. Attendance by bus and tour operators as well as travel industry delegates has gone up every year! Your organization will be able to choose a speaker from our contracted speaker list whose message is relevant to delegates' educational needs.

NEW FOR 2022 – 4 TIMES THE VISIBILITY!

Each Marketplace speaker will present 2 OnDemand seminars virtually and 2 live seminars in Grapevine.

EXHIBIT BENEFITS

- Complimentary 10x10 booth space on the Networking Floor
- Booth space selection is based on contract return date. First come, first served!

PUBLICATION BENEFITS

- Sponsor logo on www.buses.org with hyperlink
- Sponsor listing in Marketplace sponsor directory
- Social media posting
- Sponsor listing in Destinations magazine, Marketplace issue
- Sponsor listing in ABA's Online Directory
- 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

ONSITE BENEFITS

- Sponsor signage in Education Breakout area
- Sponsor listing on education page at www.buses.org/marketplace
- Right to introduce speaker at start of his/her session(s)
- Sponsor listing on education evaluation form
- Sponsor listing on Marketplace mobile app
- Sponsor ribbon
- Contact information for all Marketplace Buyers as requested
- Dedicated networking time each day

POST-MARKETPLACE BENEFITS

- Sponsor listing on wrap-up email to all delegates
- Contact information for all Marketplace Buyers
- Guaranteed first right of refusal on your sponsorship



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CONTRIBUTOR LEVEL

MARKETPLACE APP LOGO \$3,500

Have your logo or company name on the official Marketplace app for all delegates to see! Each year the app is downloaded by more delegates and offers exciting features. The Marketplace app will be available in the app stores for Apple and Droid.

EXHIBIT BENEFITS

- Complimentary 10x10 booth space on the Networking Floor
- Booth space selection is based on contract return date. First come, first served!

PUBLICATION BENEFITS

- Sponsor logo on www.buses.org with hyperlink
- Sponsor listing in Marketplace sponsor directory
- Social media posting
- Sponsor listing in Destinations magazine, Marketplace issue
- Sponsor listing in ABA's Online Directory
- 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

ONSITE BENEFITS

- Company ad scrolls on bottom of app pages
- Sponsor listing on Marketplace mobile app
- Sponsor ribbon
- Contact information for all Marketplace Buyers as requested
- Dedicated networking time each day

POST-MARKETPLACE BENEFITS

- Sponsor listing on wrap-up email to all delegates
- Contact information for all Marketplace Buyers
- Guaranteed first right of refusal on your sponsorship



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CONTRIBUTOR LEVEL

OPERATOR CHAIR PADS

\$3,500 + COST OF PADS

With 162 appointment slots on their schedule, you can help Marketplace Buyers conduct business in comfort. Imagine your company's name & logo on an indispensable item that is used throughout the week.

EXHIBIT BENEFITS

- Complimentary 10x10 booth space on the Networking Floor
- Booth space selection is based on contract return date. First come, first served!

PUBLICATION BENEFITS

- Sponsor logo on www.buses.org with hyperlink
- Sponsor listing in Marketplace sponsor directory
- Social media posting
- Sponsor listing in Destinations magazine, Marketplace issue
- Sponsor listing in ABA's Online Directory
- 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

ONSITE BENEFITS

- Chair pads delivered to each appointment-taking Buyer Booth
- Sponsor listing on Marketplace mobile app
- Sponsor ribbon
- Contact information for all Marketplace Buyers as requested
- Dedicated networking time each day

POST-MARKETPLACE BENEFITS

- Sponsor listing on wrap-up email to all delegates
- Contact information for all Marketplace Buyers
- Guaranteed first right of refusal on your sponsorship



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CONTRIBUTOR LEVEL

OPERATOR BOOTH GIFTS/SUPPLIES \$3,500 + COST OF GIFTS

Distribute your gifts directly to the Buyer Booths. Imagine your company's name and logo on indispensable items such as staplers, 3-hole punches, laminated maps, etc. Buyer delegates throughout Marketplace week use these items, and will thank you. It's a perfect way to put your company's name and logo right in their hands. *NOTE: This opportunity is available at the Contributor and Supporter Levels based on the exhibit benefits desired.*

EXHIBIT BENEFITS

- Complimentary 10x10 booth space on the Networking Floor
- Booth space selection is based on contract return date. First come, first served!

PUBLICATION BENEFITS

- Sponsor logo on www.buses.org with hyperlink
- Sponsor listing in Marketplace sponsor directory
- Social media posting
- Sponsor listing in Destinations magazine, Marketplace issue
- Sponsor listing in ABA's Online Directory
- 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

ONSITE BENEFITS

- Operator gift for each appointment-taking Buyer Booth (approx. 325-350)
- Sponsor listing on Marketplace mobile app
- Sponsor ribbon
- Contact information for all Marketplace Buyers as requested
- Dedicated networking time each day

POST-MARKETPLACE BENEFITS

- Sponsor listing on wrap-up email to all delegates
- Contact information for all Marketplace Buyers
- Guaranteed first right of refusal on your sponsorship



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CONTRIBUTOR LEVEL

OPERATOR PROFILE BINDER

\$3,500 + COST OF BINDERS & TABS

New tour product and business relationships are the #1 reason Buyers attend Marketplace. Help them organize their leads with a profile binder.

EXHIBIT BENEFITS

- Complimentary 10x10 booth space on the Networking Floor
- Booth space selection is based on contract return date. First come, first served!

PUBLICATION BENEFITS

- Sponsor logo on www.buses.org with hyperlink
- Sponsor listing in Marketplace sponsor directory
- Social media posting
- Sponsor listing in Destinations magazine, Marketplace issue
- Sponsor listing in ABA's Online Directory
- 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

ONSITE BENEFITS

- Operator profile binders delivered to each appointment-taking Buyer Booth (approx. 325-350)
- Sponsor listing on Marketplace mobile app
- Sponsor ribbon
- Contact information for all Marketplace Buyers as requested
- Dedicated networking time each day

POST-MARKETPLACE BENEFITS

- Sponsor listing on wrap-up email to all delegates
- Contact information for all Marketplace Buyers
- Guaranteed first right of refusal on your sponsorship



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CONTRIBUTOR LEVEL

RESTROOM BRANDING

\$3,500 + COST OF ITEMS

Interested in an atypical sponsorship that will surely capture attendee's attention? Consider branding the restrooms in the Marketplace Hall. Branded sponsor decals, specialty soaps and more will be placed on bathroom mirrors and stalls throughout the Convention Center and will remain throughout the duration of the show.

EXHIBIT BENEFITS

- Complimentary 10x10 booth space on the Networking Floor
- Booth space selection is based on contract return date. First come, first served!

PUBLICATION BENEFITS

- Sponsor logo on www.buses.org with hyperlink
- Sponsor listing in Marketplace sponsor directory
- Social media posting
- Sponsor listing in Destinations magazine, Marketplace issue
- Sponsor listing in ABA's Online Directory
- 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

ONSITE BENEFITS

- Right to place branded signage in restrooms on the Marketplace Floor
- Ability to provide comfort items in restrooms
- Sponsor listing on Marketplace mobile app
- Sponsor ribbon
- Contact information for all Marketplace Buyers as requested
- Dedicated networking time each day

POST-MARKETPLACE BENEFITS

- Sponsor listing on wrap-up email to all delegates
- Contact information for all Marketplace Buyers
- Guaranteed first right of refusal on your sponsorship



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SUPPORTER LEVEL

OPERATOR BOOTH GIFTS/SUPPLIES

\$1,500 + COST OF GIFTS

Distribute your gifts directly to the Buyer Booths. Imagine your company's name and logo on indispensable items such as staplers, 3-hole punches, laminated maps, etc. Buyer delegates throughout Marketplace week use these items, and will thank you. It's a perfect way to put your company's name and logo right in their hands. *NOTE: This opportunity is available at the Contributor and Supporter Levels based on the exhibit benefits desired.*

PUBLICATION BENEFITS

- Sponsor logo on www.buses.org with hyperlink
- Sponsor listing in Marketplace sponsor directory
- Sponsor listing in Destinations magazine, Marketplace issue
- Sponsor listing in ABA's Online Directory
- 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

ONSITE BENEFITS

- Operator gift for each appointment-taking Buyer Booth (approx. 325-350)
- Sponsor listing on Marketplace mobile app
- Sponsor ribbon
- Contact information for all Marketplace Buyers as requested
- Dedicated networking time each day

POST-MARKETPLACE BENEFITS

- Sponsor listing on wrap-up email to all delegates
- Contact information for all Marketplace Buyers
- Guaranteed first right of refusal on your sponsorship



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