## 2023 SPONSORSHIP OPPORTUNITIES

### PRINCIPAL LEVEL

- $60,000 + Cost of AV
  - All-Delegate Lunch | Available Sunday, Monday, Tuesday via sole or co-sponsorship.

- $45,000
  - Operator Only Breakfast | Available Sunday, Monday, Tuesday via sole or co-sponsorship.

- $15,000
  - Convention Center WiFi
  - Operator Booth Signs
  - Super Floor Lounge

### CHAMPION LEVEL

- $8,000
  - Business Floor Charging Stations
  - Marketplace Monthly e-Newsletter Series
  - Marketplace Service Center
  - Marketplace Passport

- $6,500
  - Headshot Booth
  - Networking Floor Reception
  - Official Program Advertising
  - Operator Appointment Booklet Advertising
  - Operator Shipping Boxes

- $5,500
  - Business Floor Refreshments + Cost of Beverages
  - Directory of Participants Advertising
  - Floor Lounge
  - Foundation Afterglow
  - Registration Bags + Cost of Bags

### CONTRIBUTOR LEVEL

- $3,500
  - Appointment Clock Logo
  - Badge Holders + Cost of Holders
  - Business Floor Recovery Station + Cost of Items
  - Daily Education Refreshments
  - Education Speaker
  - Marketplace App Logo
  - Operator Chair Pads + Cost of Pads
  - Operator Gift + Cost of Gift
  - Operator Profile Binder + Cost of Binders/Tabs
  - Restroom Branding + Cost of Items

### SUPPORTER LEVEL

- $1,500
  - Operator Gift Delivered + Cost of Gift

### BENEFITS

#### BOOTH SPACE

- Custom booth space on the Networking Floor
- 10x20 booth space on the Networking Floor
- 10x10 booth space on the Networking Floor

#### PUBLICATION, ONSITE & POST MARKETPLACE BENEFITS

- Email blast prior to and after ABA’s Marketplace
- Sponsor Spotlight in ABA Today (meal sponsors only)
- Social media posting
- Sponsor logo on www.buses.org with hyperlink
- Sponsor listing in Marketplace sponsor directory (includes partners)
- Sponsor listing in Destinations magazine, Marketplace issue
- Sponsor listing on ABA’s Online Directory
- Sponsor listing on Marketplace mobile app
- Sponsor recognition in The Insider post-Marketplace
- Sponsor listing in online Marketplace Directory of Participants

#### CONTACT

Sponsorships@buses.org | 202-218-7230
BECOME A SPONSOR AT MARKETPLACE

LIMITED AVAILABILITY
TO REACH 3500 GROUP TOUR PROFESSIONALS

BECOME A SPONSOR AT MARKETPLACE

MEET KEY DECISION MAKERS

DRIVE YOUR SALES

BUILD BRAND AWARENESS

INCREASE YOUR REACH

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