American Bus Association™
Marketplace

MARKETPLACE 2027
Contributor Level

EDUCATION SPEAKER $4500

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.

EXHIBIT BENEFITS

- Complimentary 10'x10' booth space on the Networking Floor. Furnishings and carpeting are the responsibility of the sponsor.
- Booth space is assigned by ABA and is based on contract return date, level of sponsorship, and special booth requests

PUBLICATION BENEFITS

- Sponsor logo on www.buses.org with hyperlink
- Sponsor listing in ABA's Online Directory
- Sponsor listing in Marketplace sponsor directory
- Sponsor listing in Destinations magazine, post-Marketplace issue
- Sponsor recognition in The Marketplace Dispatch post Marketplace
- Listing on wrap-up Marketplace Monthly
- 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 listing on Marketplace appointment clock during non-appointment times
- Sponsor ribbon
- Contact information for all Marketplace Buyers as requested
- Dedicated networking time on Networking Floor

POST-MARKETPLACE BENEFITS

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

REGISTRATION BENEFITS

Current Contracted Marketplace Sponsor at Contributor Level or Higher are eligible for special registration pricing for booth workers. They will not have access to the Business Floor.

ELIGIBILITY

- **DMO:** CVBs, State/Provincial DMOs, Private DMO, Federal
- **Lodging:** Hoteliers, Hotel Brokers, Hotel Management Groups
- **Attraction:** Adventure Tour Agricultural/Farm Attraction,
- Amusement/Theme/Water Park, Aquarium, Brewery/Distillery/Winery, Casino, Cavern/Cave, Dining/Food Service, Dinner Theatre, Entertainment/Amenities-Onboard, Entertainment Complex, Factory Tour, Festival/Event, Floating/Boating/Cruise Line, Garden/Arboretum, Historic Attraction, IMAX Theater, Museum, Shopping, Sightseeing, Sports Activity/Event, Racetrack, Theater/Entertainer, Train, Travel Plaza/Truck Stop, Zoo/Animal Park
- **Receptive Operator:** Receptive Operators, Tour Planners
- **Charter Operator:** Charter Operators
- **Associate:** Bus Manufacturers, Hardware Suppliers, Service Suppliers
- **Allied Association:** State/Provincial/Regional and Affiliated Associations

Contact

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REGISTRATIONS ARE NOT INCLUDED WITH SPONSORSHIP

See You in Calgary
Feb 6-9 2027

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