American Bus Association™
Marketplace

MARKETPLACE 2027
Principal Level

HOTEL KEY CARDS $15,000

Place your name in the hands of all of the delegates with a branded hotel key card for all of the host hotels.

EXHIBIT BENEFITS
- Complimentary custom booth space on the Networking Floor up to 400 sq. ft. 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
- Social media posting
- 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 listing on Marketplace mobile app
- Sponsor listing on Marketplace appointment clock during non-appointment times
- Branded key cards at all host hotels with compatible technology
- 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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