American Bus Association™
# Marketplace

MARKETPLACE 2027
## Champion Level

## OPERATOR APPOINTMENT BOOKLET ADVERTISING $6500

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.

**Inside Ads | $6,500  Back Cover Ad | $7,500**

### EXHIBIT BENEFITS

- Complimentary 10'x20' 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

- 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

- Full-page ad in paid position within the printed Operator Appointment Booklet
- 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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