American Bus Association™
Marketplace

MARKETPLACE 2027
Exhibitor Infomation

Thank you for exhibiting at ABA's Marketplace 2027.

Below is some key information to make the most of your investment.

SPACE ASSIGNMENTS | ASSOCIATE, COACH AND PARTNER EXHIBITORS

- Booth locations are assigned by ABA and are based on sponsor level, date of contract and special requests.
- Booth size and special booth requests should be submitted by September 12 for consideration in booth assignments.
- Booths cannot exceed 8′ in height without approval from ABA except for coach exhibits.
- Booth assignments will be available on **October 28.**

EXHIBIT/REGISTRATION DETAILS | ASSOCIATE, COACH AND PARTNER EXHIBITORS

- An exhibitor kit will be available on **October 28**. You may bring your own booth or rent equipment from ABA's decorator.
- Associates Exhibitors | (1) 6′ Table, (2) Chairs, Carpet, ID Sign and Drape. 2-3 Registrations included based on type.
- Coach Exhibitors | Carpet. 5-10 Registrations included based on type.
- Partner Exhibitors | (1) 6′ Table, (2) Chairs, Carpet, ID Sign and Drape. (1) non-appointment-taking Representative registration included.

FOOD AND BEVERAGE | ASSOCIATE, COACH AND PARTNER EXHIBITORS

- You may provide food and/or beverage from your booth during the show. Alcohol is only permitted on Saturday.
- Food and beverage must be ordered or approved by the convention center.
- Catering menus can be found on the Current Exhibit Page at marketplace.buses.org.
- Catering ordering must be completed by **October 14**.
- Payments must be completed by the start of the show.

LIABILITY AND INSURANCE | ASSOCIATE, COACH AND PARTNER EXHIBITORS

- As a suggestion for all our show exhibitors, it is necessary for you to carry general liability coverage from an insurance company in good standing with minimum policy limits of $1,000,000 per occurrence and $2,000,000 aggregate.
- Insurance Coverage is optional.
- This insurance must be in force during the lease dates of the event naming American Bus Association (300 New Jersey Avenue, NW, Suite 300 Washington, DC 20001) as the certificate holder and as additional insured.
- Exhibitors are advised to ensure that their company's regular business insurance includes coverage outside of company premises and that they have their own theft, public liability, and property damage insurance. Show Management and all organizations and individuals who are employed by or associated with it in connection with this show will not be responsible for injury or damage that may occur to an exhibitor or his/her employees or agents, nor to the safety of any exhibit or other property against theft, fire, accident, or any other destructive causes.
- The exhibitor must surrender occupied space in the same condition as it was at the time of occupation. To the extent permitted by law, the exhibitor is responsible for all damage to the exhibit hall, and for any and all claims and demands on account of any injury, death, or damage to property occurring in or upon the exhibitor's booth space or because of the acts of the exhibitor, his employees, servants, agents, licensees, or contractors; and exhibitor agrees to and shall indemnify and hold harmless ABA from and against any and all liability and claims and demands which may arise from or be assessed in connection with the foregoing undertakings and responsibilities of the exhibitor.

Wednesday, February 3	Friday, February 5	Saturday, February 6
COACH MOVE-IN 8:00AM - 6:00PM	**BOOTH SET-UP** 8:00AM - 6:00PM	**STAFFED BOOTH HOURS** 1:30PM - 6PM

Sunday, February 7	Monday, February 8	Tuesday, February 9
STAFFED BOOTH HOURS 9AM - 5:30PM	**STAFFED BOOTH HOURS** 9AM - 5:30PM	**STAFFED BOOTH HOURS** 7:45AM - 4:45PM **MOVE OUT** 4:45PM - 8PM **TUE NIGHT ONLY**

See You in Calgary
Feb 6-9 2027

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BENEFITS INFORMATION FOR EXHIBITORS

RAFFLES/GIVEAWAYS | ASSOCIATE, COACH AND PARTNER EXHIBITORS

- You may provide non-food/beverage giveaways from your booth during the show.
- Raffles can be conducted daily or based on your organization's schedule.
- You are responsible for the delivery of giveaways to the winner.
- We ask that you do not interrupt any appointments during the delivery.
- ABA is not able to make winner announcements.

LISTING IN ONLINE, PRINTED & ONSITE MATERIALS | ASSOCIATE, COACH AND PARTNER EXHIBITORS

Exhibitors will receive the following listings and recognition if contracted prior to material deadline.

- Listed on Marketplace Jumbotron
- Listed as exhibitor on Marketplace App
- Recognition in Business Buzz
- Listing in Destination magazine

PRODUCT SHOWCASE IN THE EDUCATION BITES AREA | ASSOCIATE AND COACH EXHIBITORS

Associates and coach exhibitors will be eligible to submit a proposal to conduct a product showcase educational session. These education bites will take place on the Networking Floor. It is an opportunity to highlight a product or service and how it is a solution for the industry. Time slots will be limited. Proposal information will be sent in **Summer 2026.**

OPERATOR BOOTH DELIVERIES | ASSOCIATE AND COACH EXHIBITORS

- ABA does not stuff registration bags. However, as an exhibitor you are eligible to have an item delivered to the Buyer booths on the Business Floor.
- If you would like to have an item delivered, please provide approximately 275 of the items to be delivered on Sunday morning:
  - Email lhoward@buses.org by **December 5** with the item description.
  - Ship the item to the Advance Warehouse by the deadline marked with "Operator Gift" in place of the booth number of the shipping label.
  - Send the tracking information to lhoward@buses.org for identifying the gifts onsite.

DEDICATED NETWORKING FLOOR TIME | ASSOCIATE, COACH AND PARTNER EXHIBITORS

Saturday, Feb. 6 | 1:30 – 6 PM
Sunday, Feb. 7 | 8:45 – 9 AM; 2:30 – 2:45 PM; 5:30 – 6:00 PM
Monday, Feb. 8 | 8:45 – 9 AM; 2:30 – 2:45 PM; 5:30 – 6:00 PM
Tuesday, Feb. 9 | 7:45 – 9 AM; 2 – 2:15 PM
Plus, exhibits will be available for operator representatives and operator rotation delegates during all staffed booth hours.

SOCIAL MEDIA POSTING | ASSOCIATE AND COACH EXHIBITORS

As a exhibitor benefit, ABA will place (1) social media posting on our platforms. Posts will be scheduled on a first come, first scheduled basis. Sponsors must provide:

- Contact Information
- Text Content
- Graphics/Logos (if applicable)
- URL Link for the posting
- Send to brome@buses.org.

INVITATIONS AND MAILING LISTS

- **Customer Electronic Invitations for Distribution** | Associate and Coach Exhibitors
  Personalized invitations created upon request.
- **Contact Information for All Marketplace Operators** | Associate, Coach and Partner Exhibitors
  Post-Marketplace Excel List to Include Emails