



## American Bus Association™ Marketplace

MARKETPLACE 2027

# General Information for Sponsors

### Thank you for sponsoring at ABA's Marketplace 2027.

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

#### REGISTRATION BENEFITS | [ALL SPONSORS](#)

Sponsorship does not include any delegate registrations. Sponsors can bring extra attendees to work their booth. The rates and registrations are subject to ABA approval. Registrations for these delegate types can be done on the online system after the sponsorship contract is processed or on the fillable PDF form.

- ▶ \$0: Principal Level Entertainer Pass for Day of Sponsored Meal Event – No access to the Business Floor
- ▶ \$0: Saturday Only Access Pass – No access to the Business Floor
- ▶ \$1045 Full-week Booth Worker – No access to the Business Floor

#### OPERATOR BOOTH DELIVERIES | [ALL SPONSORS](#)

ABA does not stuff registration bags. However, as a sponsor you are eligible to have an item delivered to the Buyer booths on the Business Floor. Operator Chair Pads, Operator Gifts, Operator Profile Binders Sponsors should also follow the steps below for their sponsorships.

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](mailto: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](mailto:lhoward@buses.org) for identifying the gifts onsite.

#### RAFFLES/GIVEAWAYS | [CONTRIBUTER, CHAMPION & PRINCIPAL LEVELS](#)

- ▶ 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.

#### EXHIBIT SPACE | [CONTRIBUTER, CHAMPION & PRINCIPAL LEVELS](#)

- ▶ 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.
- ▶ Decorations, carpet and furnishings are not provided. You may bring your own booth or rent equipment from ABA's decorator. An exhibitor kit and your booth assignment will be available on **October 28**.

See You in Calgary  
Feb 6-9 2027



## FOOD AND BEVERAGE | CONTRIBUTOR, CHAMPION & PRINCIPAL LEVELS

- ▶ You may provide food and/or beverage from your booth during the show. Alcohol is only permitted on Saturday.
- ▶ Sample items must be restricted to a maximum 2-ounce liquid portion or a food portion that can be served from a sample tray with a toothpick. Any larger sample size may be subject to a fee being assessed on site, superseding this agreement.
- ▶ All food and beverage services must be coordinated through the Calgary Stampede team. Please send exhibitor F&B requests to: [lpinzon@calgarystampede.com](mailto:lpinzon@calgarystampede.com) AND/ OR [cskitchen@calgarystampede.com](mailto:cskitchen@calgarystampede.com).
- ▶ For any exhibitors that will be doing sampling, please [click to view the form](#).
- ▶ Sampling of products - particularly beverages - must be reviewed and approved in advance.
- ▶ Competing products to existing sponsorship agreements (including non-Coca-Cola beverages) cannot be sampled or distributed onsite.
- ▶ To provide food or beverage samples at an event, exhibitors must obtain the necessary approvals and comply with all applicable regulatory requirements. This ensures that sampling activities meet safety, liquor, and exclusivity standards. Required approvals include:
  - ▶ Written authorization from the Event Manager and Catering Team to confirm compliance with venue policies and operational requirements.
  - ▶ Alberta Health Services (AHS) approval for proper food handling, storage, and hygiene practices.
  - ▶ AGLC licensing approval for any alcoholic samples, where applicable, to ensure compliance with liquor regulations.
  - ▶ Submission of a completed Sampling Approval Form to the Event Manager by **October 14**.
- ▶ Payments must be completed by the start of the event.

## SOCIAL MEDIA POSTING | CHAMPION & PRINCIPAL LEVELS

As a sponsor 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](mailto:brome@buses.org).

## ON-SITE SPONSOR SCHEDULE | ALL SPONSORS

| Friday, February 5                     | Saturday, February 6                   | Sunday, February 7                                                          |
|----------------------------------------|----------------------------------------|-----------------------------------------------------------------------------|
| BOOTH SET-UP<br>8:00AM - 6:00PM        | STAFFED BOOTH HOURS<br>1:30PM - 6:00PM | STAFFED BOOTH HOURS<br>9:00AM - 5:30PM                                      |
| Monday, February 8                     | Tuesday, February 9                    | Tuesday, February 9                                                         |
| STAFFED BOOTH HOURS<br>9:00AM - 5:30PM | STAFFED BOOTH<br>HOURS 7:45AM - 4:45PM | MOVE OUT 4:45PM - 8PM<br>This is the <b>ONLY</b> move out<br>time available |



## INFORMATION FOR SPECIFIC SPONSOR TYPES

### OCTOBER 14 DEADLINE

**Appointment Clock Sponsors Only:** Appointment clock logo (eps format).

**Marketplace App Sponsors Only:** App logo (1280×200 px)

**Operator Appointment Booklet Sponsors Only:** Operator Appointment Booklet ads (4"x9" PDF or hi-res JPEG)

**Directory of Participant Sponsors Only:** Directory of Participants ads (8.5"x 11" PDF or hi-res JPEG)

**Meal/Operator Reception Sponsors Only:**

- ▶ Décor (Linen Choice, Centerpieces)
- ▶ Entertainment/AV Needs
- ▶ Promo Materials for Email Blast (PDF, HTML or JPG format)

**Logos in .eps or .ai Format Should be Provided for Design and Printing of Materials by the Following Sponsors:**

- ▶ Charging Lounge
- ▶ Operator Booth Signs
- ▶ Registration Kiosks
- ▶ Business Floor Aisle Stickers
- ▶ Networking Floor Aisle Stickers
- ▶ Year-Round Webinar Education Series
- ▶ Registration Badge & Card Holders
- ▶ Business Floor Charging Stations
- ▶ Staffed Coat Check
- ▶ Education Bites Area
- ▶ Business Floor Refreshments
- ▶ Digital Photo Screen Display

### OCTOBER 28 DEADLINE

**Education Speakers Sponsors Only**

- ▶ **Speaker Assignment:** Speaker sponsors will be sent the list of contracted speakers and their topics in early fall. Send top 3 choices of speakers to [vosman@buses.org](mailto:vosman@buses.org) by the deadline. First come, first assigned.
- ▶ **Speaker Introduction:** Sponsors are eligible to introduce their assigned speaker at his/her sessions. They are also eligible to give a short presentation (2-3 minutes) about their company. If unable to make the introduction, sponsors who send a short description of their company to [vosman@buses.org](mailto:vosman@buses.org) by October 28 will have it read by the room moderator for the assigned sessions.

### NOVEMBER 21 DEADLINE

**Operator Shipping Boxes/Tapes Sponsor Only:** Sponsor to provide (325) box stickers to the ABA Office by November 21. Sponsor will order boxes and tape for onsite to be delivered with Operator Booth Deliveries or ABA can order and ship boxes and invoice sponsor.

### ADVANCE WAREHOUSE DEADLINE (TBD)

**Business Floor Recovery Sponsor Only:** Sponsor to provide items to the advance warehouse by its deadline. Shipment must be marked "Show Management-Business Floor Recovery Station".

**Registration Bag Sponsor Only:** Sponsor to provide (quantity 2000) to the advance warehouse by its deadline. Shipment must be marked "Show Management-Registration".

