

SPONSORSHIP OPPORTUNITIES

PRINCIPAL LEVEL

\$60,000 + Cost of AV

- All-Delegate Lunch | Available Sunday, Monday, Tuesday via sole or co-sponsorship.

\$20,000 + Cost of AV

- Operator Only Breakfast | Available Sunday, Monday, Tuesday via sole or co-sponsorship.

\$15,000

- Convention Center WiFi
- Operator Booth Signs
- Super Floor Lounge

CHAMPION LEVEL

\$8,000

- Business Floor Charging Stations
- Marketplace Monthly e-Newsletter Series
- Marketplace Year-Round Webinar Series
- Orientation Service Center
- Resource Central Service Center and Marketplace Passport

\$6,500

- Networking Floor Reception
- Official Program Advertising
- Operator Appointment Booklet Advertising
- Operator Shipping Boxes
- Operator STAR Floor Stickers

\$5,500

- Business Floor Refreshments + Cost of Beverages
- Directory of Participants Advertising
- Floor Lounge
- Foundation Afterglow
- Registration Bags + Cost of Bags

CONTRIBUTOR LEVEL

\$3,500

- Appointment Clock Logo
- Badge Holders + Cost of Holders
- Business Floor Recovery Station + Cost of Items
- Daily Education Refreshments
- Education Speaker
- Marketplace App Logo
- Operator Chair Pads + Cost of Pads
- Operator Gift + Cost of Gift
- Operator Profile Binder + Cost of Binders/Tabs
- Restroom Branding + Cost of Items

SUPPORTER LEVEL

\$1,500

- Operator Gift Delivered + Cost of Gift



PRINCIPAL LEVEL

CHAMPION LEVEL

CONTRIBUTOR LEVEL

SUPPORTER LEVEL

BENEFITS

BOOTH SPACE

	PRINCIPAL LEVEL	CHAMPION LEVEL	CONTRIBUTOR LEVEL	SUPPORTER LEVEL
Complimentary custom booth space on the Networking Floor	●			
Complimentary 10x20 booth space on the Networking Floor		●		
Complimentary 10x10 booth space on the Networking Floor			●	

PUBLICATION, ONSITE & POST MARKETPLACE BENEFITS

	PRINCIPAL LEVEL	CHAMPION LEVEL	CONTRIBUTOR LEVEL	SUPPORTER LEVEL
Email blast prior to and after ABA's Marketplace	●			
Reserved table at lunches (meal sponsors only)	●			
Sponsor Spotlight in ABA's The Insider	●	●		
Social media posting	●	●	●	●
Sponsor logo on www.buses.org with hyperlink	●	●	●	●
Sponsor listing in Marketplace sponsor directory (includes partners)	●	●	●	●
Sponsor listing in <i>Destinations</i> magazine, Marketplace issue	●	●	●	●
Sponsor listing on ABA's Online Directory	●	●	●	●
Sponsor listing on Marketplace mobile app	●	●	●	●
Sponsor listing in Marketplace Official Program	●	●	●	●
Sponsor listing in online Marketplace Directory of Participants	●	●	●	●
Sponsor ribbon	●	●	●	●
Contact information for all Marketplace Buyers	●	●	●	●
25% off rate card pricing for one ad in ABA publications	●	●	●	●
Buy two, get one free offer for digital advertising	●	●	●	●

CONTACT | sponsorship@buses.org | 202-218-7251