



PRINCIPAL LEVEL

ALL-DELEGATE LUNCH

\$60,000 + COST OF AV

Luncheons at ABA's Marketplace are entertaining, sit-down affairs that allow you a rare opportunity to showcase your destination. You will have up to 45 minutes for lively entertainment while you command the attention of all ABA Operator and Travel Industry delegates at your luncheon. Luncheons are available on Sunday, Monday and Tuesday and are open to all delegates with an average attendance of 1,800.

EXHIBIT BENEFITS

- Complimentary custom booth space on the Networking Floor up to 400 sq. ft.
- Booth space selection is based on contract return date. First come, first served!

PUBLICATION BENEFITS

- Evite blast prior to ABA's Marketplace
- Informational email blast after ABA's Marketplace
- 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 Business Buzz* post Marketplace
- Listing on wrap-up *Marketplace Monthly*
- Sponsor listing in online Marketplace Directory of Participants (includes partners)
- 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
- Reserved table at meal function
- 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.



JANUARY **DOWNTOWN**
13-16 **NASHVILLE**
 Music City Center



PRINCIPAL LEVEL

OPERATOR BREAKFAST
\$50,000

Operator breakfasts are the best and most valuable way to start the day. By hosting only operator delegates at a full sit-down breakfast, you can capture their attention and show them all the hospitality you have to offer. The sponsor will have up to 30 minutes for a presentation if desired. Average attendance is 450-500, and only operator Buyer delegates and 25 VIPs are eligible to attend. Available on Sunday, Monday, and Tuesday mornings.

EXHIBIT BENEFITS

- Complimentary custom booth space on the Networking Floor up to 400 sq. ft.
- Booth space selection is based on contract return date. First come, first served!

PUBLICATION BENEFITS

- Evite blast prior to ABA’s Marketplace
- Informational email blast after ABA’s Marketplace
- 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 Business Buzz* post Marketplace
- Listing on wrap-up *Marketplace Monthly*
- Sponsor listing in online Marketplace Directory of Participants (includes partners)
- 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
- Reserved table at meal function
- 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
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PRINCIPAL LEVEL

BUYER BOOTH ELECTRIC

\$20,000

Help the operators stay connected while onsite. Provide each buyer booth with electric for them to use to stay all charged up during their appointments.

EXHIBIT BENEFITS

- Complimentary custom booth space on the Networking Floor up to 400 sq. ft.
- Booth space selection is based on contract return date. First come, first served!

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 Business Buzz* post Marketplace
- Listing on wrap-up *Marketplace Monthly*
- Sponsor listing in online Marketplace Directory of Participants (includes partners)
- 25% off rate card pricing for one ad in an ABA publication
- Buy 2, get 1 free offer for digital advertising.

ONSITE BENEFITS

- Listing on operator business floor letter
- 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.

sponsorships@buses.org | 202-218-7230



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PRINCIPAL LEVEL

OPERATOR BOOTH SIGNS

\$20,000

Put your logo front and center by sponsoring the Operator Appointment Booth ID Signs. Your company logo will appear next to all the ID signs for everyone in the Marketplace Business Floor to see.

EXHIBIT BENEFITS

- Complimentary custom booth space on the Networking Floor up to 400 sq. ft.
- Booth space selection is based on contract return date. First come, first served!

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 Business Buzz* post Marketplace
- Listing on wrap-up *Marketplace Monthly*
- Sponsor listing in online Marketplace Directory of Participants (includes partners)
- 25% off rate card pricing for one ad in an ABA publication
- Buy 2, get 1 free offer for digital advertising.

ONSITE BENEFITS

- Logo on each booth sign in Business Floor
- 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.

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PRINCIPAL LEVEL

REGISTRATION KIOSKS

\$20,000

First impressions count! Be the first sponsor at Marketplace with your logo at the all-delegate registration booth.

EXHIBIT BENEFITS

- Complimentary custom booth space on the Networking Floor up to 400 sq. ft.
- Booth space selection is based on contract return date. First come, first served!

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 Business Buzz* post Marketplace
- Listing on wrap-up *Marketplace Monthly*
- Sponsor listing in online Marketplace Directory of Participants (includes partners)
- 25% off rate card pricing for one ad in an ABA publication
- Buy 2, get 1 free offer for digital advertising.

ONSITE BENEFITS

- Logo on kickplates on the registration booth as well as the end caps of the booth.
- 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.

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PRINCIPAL LEVEL

CONVENTION CENTER WIFI

\$15,000

Providing WiFi at events is no longer an 'additional benefit'. Reliable WiFi is a critical, must-have productivity tool. Your company will be promoted among the full conference delegation through the WiFi-login portal.

EXHIBIT BENEFITS

- Complimentary custom booth space on the Networking Floor
- Booth space selection is based on contract return date. First come, first served!

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 Business Buzz* post Marketplace
- Listing on wrap-up *Marketplace Monthly*
- Sponsor listing in online Marketplace Directory of Participants (includes partners)
- 25% off rate card pricing for one ad in an ABA publication
- Buy 2, get 1 free offer for digital advertising.

ONSITE BENEFITS

- Splash page on WiFi login screen or other sponsorship identification
- Listing on operator business floor letter
- 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

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13-16 **DOWNTOWN**
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PRINCIPAL LEVEL

HAND SANITIZER STATIONS

\$15,000

Help keep everyone healthy at Marketplace. Your sponsorship will provide 15 opportunities for your branding to be front and center throughout the Marketplace floor.

EXHIBIT BENEFITS

- Complimentary custom booth space on the Networking Floor
- Booth space selection is based on contract return date. First come, first served!

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 Business Buzz* post Marketplace
- Listing on wrap-up *Marketplace Monthly*
- Sponsor listing in online Marketplace Directory of Participants (includes partners)
- 25% off rate card pricing for one ad in an ABA publication
- Buy 2, get 1 free offer for digital advertising.

ONSITE BENEFITS

- Signage on each of the 15 hand sanitizer stations throughout the Marketplace floors.
- 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

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PRINCIPAL LEVEL

SUPER FLOOR LOUNGE

\$15,000

A full-week SUPER Floor Lounge Booth offers greater visibility in a high traffic area on the Marketplace Networking Floor with a larger custom booth space. Attract virtually every Operator Buyer delegate on his or her way to or from their appointments. The sponsor may provide food, drink and giveaways of their choice. The Lounge is open during all Marketplace registration hours.

EXHIBIT BENEFITS

- Complimentary custom booth space on the Networking Floor
- Booth space selection is based on contract return date. First come, first served!

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 Business Buzz* post Marketplace
- Listing on wrap-up *Marketplace Monthly*
- Sponsor listing in online Marketplace Directory of Participants (includes partners)
- 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
- 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

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13-16 **DOWNTOWN**
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CHAMPION LEVEL

BUSINESS FLOOR CHARGING STATIONS

\$8,500

The Charging Stations provide attendees with an easy way to charge their hand-held devices, tablets and laptops on the Business Floor.

EXHIBIT BENEFITS

- Complimentary 10x20 booth space on the Networking Floor
- Booth space selection is based on contract return date. First come, first served!

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 Business Buzz* post Marketplace
- Listing on wrap-up *Marketplace Monthly*
- Sponsor listing in online Marketplace Directory of Participants (includes partners)
- 25% off rate card pricing for one ad in an ABA publication
- Buy 2, get 1 free offer for digital advertising.

ONSITE BENEFITS

- Sponsor logo/branding on charging unit
- Listing on operator business floor letter
- 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

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13-16 **NASHVILLE**
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CHAMPION LEVEL

MARKETPLACE MONTHLY E-NEWSLETTER SERIES

\$8,500

Communication is key to building successful business relationships. ABA's Marketplace Update e-newsletter provides monthly information to all registered delegates on dates/deadlines and event information. Your company will be promoted as the title sponsor of the monthly e-newsletter with your logo and a link to your designated promotional material.

EXHIBIT BENEFITS

- Complimentary 10x20 booth space on the Networking Floor
- Booth space selection is based on contract return date. First come, first served!

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 Business Buzz* post Marketplace
- Listing on wrap-up *Marketplace Monthly*
- Sponsor listing in online Marketplace Directory of Participants (includes partners)
- 25% off rate card pricing for one ad in an ABA publication
- Buy 2, get 1 free offer for digital advertising.

ONSITE BENEFITS

- Logo on each issue of the e-newsletter
- 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

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13-16 **DOWNTOWN**
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CHAMPION LEVEL

MARKETPLACE SERVICE CENTER

\$8,500

The Marketplace Service Center offers great visibility on the Marketplace Networking Floor and serves more than 3,000 delegates. The Service Center includes workspaces, supplies and the First-Time Delegate "STAR" Program.

EXHIBIT BENEFITS

- Complimentary 10x20 booth space on the Networking Floor
- Booth space selection is based on contract return date. First come, first served!

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 Business Buzz* post Marketplace
- Listing on wrap-up *Marketplace Monthly*
- Sponsor listing in online Marketplace Directory of Participants (includes partners)
- 25% off rate card pricing for one ad in an ABA publication
- Buy 2, get 1 free offer for digital advertising.

PRE-SHOW BENEFITS

- Identified to all delegates on all emails regarding the services of the center including the STAR Program outreach.
- Listed as the sponsor of the service center on the website under the First Time Delegate section.

ONSITE BENEFITS

- Company logo on all computer screens in the Service Center
- Right to decorate service center with pop-up banners and other logo materials
- 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

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13-16 **NASHVILLE**
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CHAMPION LEVEL

MARKETPLACE ONLINE REGISTRATION

\$8,500

Have your company's branding out in front from the first day of registration! Your logo will be on the online registration page for all delegates to see during the registration process.

EXHIBIT BENEFITS

- Complimentary 10x20 booth space on the Networking Floor
- Booth space selection is based on contract return date. First come, first served!

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 Business Buzz* post Marketplace
- Listing on wrap-up *Marketplace Monthly*
- Sponsor listing in online Marketplace Directory of Participants (includes partners)
- 25% off rate card pricing for one ad in an ABA publication
- Buy 2, get 1 free offer for digital advertising.

PRE-SHOW BENEFITS

- Identified to all delegates as the sponsor on the online registration link and references to the online process on the Marketplace microsite.

ONSITE BENEFITS

- 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

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13-16 **NASHVILLE**
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CHAMPION LEVEL

MARKETPLACE PASSPORT

\$8,500

This sponsorship provides year-round visibility. Your logo is front & center on the My Event Passport, ABA's individualized event portal for all delegates. From research to appointment schedules, delegates log into their Passport multiple times before, during and post-Marketplace.

EXHIBIT BENEFITS

- Complimentary 10x20 booth space on the Networking Floor
- Booth space selection is based on contract return date. First come, first served!

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 Business Buzz* post Marketplace
- Listing on wrap-up *Marketplace Monthly*
- Sponsor listing in online Marketplace Directory of Participants (includes partners)
- 25% off rate card pricing for one ad in an ABA publication
- Buy 2, get 1 free offer for digital advertising.

PRE-SHOW BENEFITS

- Company logo on Passport login page and Passport main page
- Identified to all appointment-takers as sponsor in all appointment emails

ONSITE BENEFITS

- 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

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13-16 **DOWNTOWN**
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CHAMPION LEVEL

YEAR-ROUND WEBINAR SERIES

\$8,500

Marketplace education continues throughout the year through our webinar programming. Marketplace professional speakers present webinars monthly for all Marketplace attendees. There are 24 total webinars.

EXHIBIT BENEFITS

- Complimentary 10x20 booth space on the Networking Floor
- Booth space selection is based on contract return date. First come, first served!

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 Business Buzz* post Marketplace
- Listing on wrap-up *Marketplace Monthly*
- Sponsor listing in online Marketplace Directory of Participants (includes partners)
- 25% off rate card pricing for one ad in an ABA publication
- Buy 2, get 1 free offer for digital advertising.

WEBINAR BENEFITS

- Sponsor listing on each webinar on www.buses.org
- Sponsor listing on each webinar marketing email
- Listed as the sponsor on the actual webinar.
- Opportunity to provide brief sponsor promo during each webinar.
- Provided list of webinar participants

ONSITE BENEFITS

- 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

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13-16**

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CHAMPION LEVEL

STAFFED COAT CHECK

\$7,500

Provide a service to all delegates as you provide your organization with an unique way to brand yourself at Marketplace.

EXHIBIT BENEFITS

- Complimentary 10x20 booth space on the Networking Floor
- Booth space selection is based on contract return date. First come, first served!

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 Business Buzz* post Marketplace
- Listing on wrap-up *Marketplace Monthly*
- Sponsor listing in online Marketplace Directory of Participants (includes partners)
- 25% off rate card pricing for one ad in an ABA publication
- Buy 2, get 1 free offer for digital advertising

ONSITE BENEFITS

- Signage at coat check area
- 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

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**JANUARY
13-16**

**DOWNTOWN
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CHAMPION LEVEL

BUSINESS FLOOR WORKTABLES & STOOLS

\$6,500

Everyone needs a place to jot a note during appointments or take a rest. Sponsor the worktables and stools on the Business Floor.

EXHIBIT BENEFITS

- Complimentary 10x20 booth space on the Networking Floor
- Booth space selection is based on contract return date. First come, first served!

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 Business Buzz* post Marketplace
- Listing on wrap-up *Marketplace Monthly*
- Sponsor listing in online Marketplace Directory of Participants (includes partners)
- 25% off rate card pricing for one ad in an ABA publication
- Buy 2, get 1 free offer for digital advertising

ONSITE BENEFITS

- Signage on the Business Floor.
- Listing on operator business floor letter
- 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
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CHAMPION LEVEL

HEADSHOT BOOTH

\$6,500

Sponsor a booth that allows delegates to update their headshots.

EXHIBIT BENEFITS

- Complimentary 10x20 booth space on the Networking Floor
- Booth space selection is based on contract return date. First come, first served!

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 Business Buzz* post Marketplace
- Listing on wrap-up *Marketplace Monthly*
- Sponsor listing in online Marketplace Directory of Participants (includes partners)
- 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
- 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
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13-16**

**DOWNTOWN
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CHAMPION LEVEL

NETWORKING FLOOR RECEPTION

\$6,500

Be a host on Saturday for the first all-delegate event as attendees spend the afternoon on the Networking Floor catching up with old friends and making new ones.

EXHIBIT BENEFITS

- Complimentary 10x20 booth space on the Networking Floor
- Booth space selection is based on contract return date. First come, first served!

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 Business Buzz* post Marketplace
- Listing on wrap-up *Marketplace Monthly*
- Sponsor listing in online Marketplace Directory of Participants (includes partners)
- 25% off rate card pricing for one ad in an ABA publication
- Buy 2, get 1 free offer for digital advertising

ONSITE BENEFITS

- Listed on all bar signage as sponsor.
- Hosted bar is located within or near your booth.
- 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.

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13-16 **NASHVILLE**
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CHAMPION LEVEL

OPERATOR APPOINTMENT BOOKLET ADVERTISING \$6,500 INSIDE/\$7,500 BACK COVER

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.

EXHIBIT BENEFITS

- Complimentary 10x20 booth space on the Networking Floor
- Booth space selection is based on contract return date. First come, first served!

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 Business Buzz* post Marketplace
- Listing on wrap-up *Marketplace Monthly*
- Sponsor listing in online Marketplace Directory of Participants (includes partners)
- 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.

sponsorships@buses.org | 202-218-7230



CHAMPION LEVEL

OPERATOR SHIPPING BOXES

\$6,500

Provide each operator with a box and packing tape to send their Marketplace materials back home.

EXHIBIT BENEFITS

- Complimentary 10x20 booth space on the Networking Floor
- Booth space selection is based on contract return date. First come, first served!

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 Business Buzz* post Marketplace
- Listing on wrap-up *Marketplace Monthly*
- Sponsor listing in online Marketplace Directory of Participants (includes partners)
- 25% off rate card pricing for one ad in an ABA publication
- Buy 2, get 1 free offer for digital advertising

ONSITE BENEFITS

- Ability to create and print custom sticker to be placed on each box.
- Listing on operator business floor letter
- 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.



JANUARY
13-16 **DOWNTOWN**
NASHVILLE
Music City Center



CHAMPION LEVEL

ABA BOARD OF DIRECTORS BREAKFAST

\$5,500

Sponsor Saturday breakfast for the ABA Board of Directors.

EXHIBIT BENEFITS

- Complimentary 10x20 booth space on the Networking Floor
- Booth space selection is based on contract return date. First come, first served!

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 Business Buzz* post Marketplace
- Listing on wrap-up *Marketplace Monthly*
- Sponsor listing in online Marketplace Directory of Participants (includes partners)
- 25% off rate card pricing for one ad in an ABA publication
- Buy 2, get 1 free offer for digital advertising

ONSITE BENEFITS

- Ability to speak briefly to the Board of Directors during their meeting immediately after breakfast.
- Able to place gifts on breakfast table and/or other decorations at company's cost.
- 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.

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13-16 **NASHVILLE**
Music City Center



CHAMPION LEVEL

BUSINESS FLOOR REFRESHMENTS

\$5,500 + COST OF BEVERAGES

Operator Refreshment Stations help keep the Operators hydrated on the Marketplace Business Floor. This sponsorship provides water coolers and coffee stations for the week.

EXHIBIT BENEFITS

- Complimentary 10x20 booth space on the Networking Floor
- Booth space selection is based on contract return date. First come, first served!

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 Business Buzz* post Marketplace
- Listing on wrap-up *Marketplace Monthly*
- Sponsor listing in online Marketplace Directory of Participants (includes partners)
- 25% off rate card pricing for one ad in an ABA publication
- Buy 2, get 1 free offer for digital advertising

ONSITE BENEFITS

- Signage by each water cooler (10 total) and each coffee station (3 total)
- Listing on operator business floor letter
- 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.

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CHAMPION LEVEL

DIRECTORY OF PARTICIPANTS ADVERTISING \$5,500

Delegates refer to the Directory of Participants post-Marketplace and throughout the year. This directory is online and lists all attendees registered.

EXHIBIT BENEFITS

- Complimentary 10x20 booth space on the Networking Floor
- Booth space selection is based on contract return date. First come, first served!

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 Business Buzz* post Marketplace
- Listing on wrap-up *Marketplace Monthly*
- Sponsor listing in online Marketplace Directory of Participants (includes partners)
- 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
- Sponsor ribbon
- Contact information for all Marketplace Buyers as requested.
- Dedicated networking time on Networking Floor

POST-MARKETPLACE BENEFITS

- Full-page ads in 4 positions within the Directory of Participants
- Contact information for all Marketplace Buyers
- Guaranteed first right of refusal on your sponsorship.

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CHAMPION LEVEL

FLOOR LOUNGE

\$5,500

A full-week Floor Lounge Booth offers greater visibility in a high-traffic area in the Marketplace Networking Floor. It's a great opportunity to attract virtually every Operator Buyer delegate on his or her way to or from their appointments. The sponsor may provide food, drink, and giveaways of their choice. The Lounge is open during all Marketplace registration hours.

EXHIBIT BENEFITS

- Complimentary 10x20 booth space on the Networking Floor
- Booth space selection is based on contract return date. First come, first served!

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 Business Buzz* post Marketplace
- Listing on wrap-up *Marketplace Monthly*
- Sponsor listing in online Marketplace Directory of Participants (includes partners)
- 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
- 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.

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JANUARY **DOWNTOWN**
13-16 **NASHVILLE**
Music City Center



CHAMPION LEVEL

FOUNDATION AFTERGLOW

\$5,500

Sponsor ABA Foundation's Afterglow held on Monday evening. Dance the night away as we raise money for the ABAF's Scholarship Program.

EXHIBIT BENEFITS

- Complimentary 10x20 booth space on the Networking Floor
- Booth space selection is based on contract return date. First come, first served!

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 Business Buzz* post Marketplace
- Listing on wrap-up *Marketplace Monthly*
- Sponsor listing in online Marketplace Directory of Participants (includes partners)
- 25% off rate card pricing for one ad in an ABA publication
- Buy 2, get 1 free offer for digital advertising

ONSITE BENEFITS

- Listed as sponsor on signage and announcements of the event.
- 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.

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JANUARY **DOWNTOWN**
13-16 **NASHVILLE**
Music City Center



CHAMPION LEVEL

OPERATOR RECEPTION \$5,500 + COST OF RECEPTION

Host a reception for all operators and showcase what makes your organization a great match for their tours.

EXHIBIT BENEFITS

- Complimentary 10x20 booth space on the Networking Floor
- Booth space selection is based on contract return date. First come, first served!

PUBLICATION BENEFITS

- Evite blast prior to ABA's Marketplace
- 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 Business Buzz* post Marketplace
- Listing on wrap-up *Marketplace Monthly*
- Sponsor listing in online Marketplace Directory of Participants (includes partners)
- 25% off rate card pricing for one ad in an ABA publication
- Buy 2, get 1 free offer for digital advertising

ONSITE BENEFITS

- Listed as sponsor on signage and announcements of the event.
- 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.

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**JANUARY
13-16** **DOWNTOWN
NASHVILLE**
Music City Center



CHAMPION LEVEL

REGISTRATION BAGS \$5,500 + COST OF BAGS

Marketplace Registration Bags are your chance to showcase your company on the official Marketplace delegate bag. Every delegate will receive and carry your bag throughout Marketplace week. After Marketplace, the bags continue to promote your company as delegates carry them on buses, planes, and trains—everywhere they go! The print run is approximately 3,500.

EXHIBIT BENEFITS

- Complimentary 10x20 booth space on the Networking Floor
- Booth space selection is based on contract return date. First come, first served!

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 Business Buzz* post Marketplace
- Listing on wrap-up *Marketplace Monthly*
- Sponsor listing in online Marketplace Directory of Participants (includes partners)
- 25% off rate card pricing for one ad in an ABA publication
- Buy 2, get 1 free offer for digital advertising

ONSITE BENEFITS

- Logo bag provided to all operators and sellers at registration.
- 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.

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JANUARY
13-16 **DOWNTOWN**
NASHVILLE
Music City Center



CONTRIBUTOR LEVEL

APPOINTMENT CLOCK LOGO

\$4,500

Place your logo or company name on the Appointment Clock for all delegates to see! The appointment clock is hung above the business floor to help everyone with the appointment number and time. Your logo will scroll for the entire week!

EXHIBIT BENEFITS

- Complimentary 10x10 booth space on the Networking Floor
- Booth space selection is based on contract return date. First come, first served!

PUBLICATION BENEFITS

- 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 Business Buzz* post Marketplace
- Listing on wrap-up *Marketplace Monthly*
- Sponsor listing in online Marketplace Directory of Participants (includes partners)
- 25% off rate card pricing for one ad in an ABA publication
- Buy 2, get 1 free offer for digital advertising

ONSITE BENEFITS

- Company logo scrolls on the Business Floor's screens all day Sunday, Monday and Tuesday.
- 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.

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JANUARY
13-16 **DOWNTOWN**
NASHVILLE
Music City Center



CONTRIBUTOR LEVEL

EDUCATION SPEAKER

\$4,500

Marketplace Education Seminars are the best source of continuing education in the group travel industry. Attendance by bus and tour operators as well as travel industry delegates has gone up every year! Your organization will be able to choose a speaker from our contracted speaker list whose message is relevant to delegates' educational needs.

EXHIBIT BENEFITS

- Complimentary 10x10 booth space on the Networking Floor
- Booth space selection is based on contract return date. First come, first served!

PUBLICATION BENEFITS

- 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 Business Buzz* post Marketplace
- Listing on wrap-up *Marketplace Monthly*
- Sponsor listing in online Marketplace Directory of Participants (includes partners)
- 25% off rate card pricing for one ad in an ABA publication
- Buy 2, get 1 free offer for digital advertising

ONSITE BENEFITS

- Sponsor signage in Education Breakout area
- Sponsor listing on education page at www.buses.org/marketplace
- Right to introduce speaker at start of his/her session(s)
- Sponsor listing on education evaluation form
- 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.

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JANUARY
13-16 **DOWNTOWN**
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Music City Center



CONTRIBUTOR LEVEL

DAILY EDUCATION REFRESHMENTS

\$4,500 PER DAY

Education Refreshment Breaks are an important pick-me-up for Marketplace delegates attending education seminars. Make the grade and contribute to ABA's outstanding educational program by sponsoring beverages during these important educational sessions.

EXHIBIT BENEFITS

- Complimentary 10x10 booth space on the Networking Floor
- Booth space selection is based on contract return date. First come, first served!

PUBLICATION BENEFITS

- 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 Business Buzz* post Marketplace
- Listing on wrap-up *Marketplace Monthly*
- Sponsor listing in online Marketplace Directory of Participants (includes partners)
- 25% off rate card pricing for one ad in an ABA publication
- Buy 2, get 1 free offer for digital advertising

ONSITE BENEFITS

- Sponsor signage in Education Lounge with the refreshments
- Sponsor listing on education evaluation form
- 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.

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JANUARY **DOWNTOWN**
13-16 **NASHVILLE**
Music City Center



CONTRIBUTOR LEVEL

MARKETPLACE APP LOGO

\$4,500

Have your logo or company name on the official Marketplace app for all delegates to see! Each year the app is downloaded by more delegates and offers exciting features. The Marketplace app will be available in the app stores for Apple and Droid.

EXHIBIT BENEFITS

- Complimentary 10x10 booth space on the Networking Floor
- Booth space selection is based on contract return date. First come, first served!

PUBLICATION BENEFITS

- 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 Business Buzz* post Marketplace
- Listing on wrap-up *Marketplace Monthly*
- Sponsor listing in online Marketplace Directory of Participants (includes partners)
- 25% off rate card pricing for one ad in an ABA publication
- Buy 2, get 1 free offer for digital advertising

ONSITE BENEFITS

- Company ad scrolls on bottom of app pages
- 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.

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JANUARY
13-16 **DOWNTOWN**
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Music City Center



CONTRIBUTOR LEVEL

BUSINESS FLOOR RECOVERY STATION

\$3,500 + COST OF ITEMS

Sponsoring the Recovery Station is a great way to get your name out to the delegates without leaving the Business Floor. It's the little things that count, and delegates will remember your organization when you sponsor the special touches like mints, hand sanitizer, first-aid supplies, etc.

EXHIBIT BENEFITS

- Complimentary 10x10 booth space on the Networking Floor
- Booth space selection is based on contract return date. First come, first served!

PUBLICATION BENEFITS

- 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 Business Buzz* post Marketplace
- Listing on wrap-up *Marketplace Monthly*
- Sponsor listing in online Marketplace Directory of Participants (includes partners)
- 25% off rate card pricing for one ad in an ABA publication
- Buy 2, get 1 free offer for digital advertising

ONSITE BENEFITS

- Sponsor sign in Recovery Station location
- Ability to provide comfort items on the Business Floor
- 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.

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13-16 **NASHVILLE**
Music City Center



CONTRIBUTOR LEVEL

DIGITAL PHOTO SCREEN DISPLAY

\$3,500 PER SIDE

Sponsor the digital screens on the Networking Floor that highlights all of the photos taken throughout the week. Everyone will be checking out these screens to see themselves at Marketplace.

EXHIBIT BENEFITS

- Complimentary 10x10 booth space on the Networking Floor
- Booth space selection is based on contract return date. First come, first served!

PUBLICATION BENEFITS

- 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 Business Buzz* post Marketplace
- Listing on wrap-up *Marketplace Monthly*
- Sponsor listing in online Marketplace Directory of Participants (includes partners)
- 25% off rate card pricing for one ad in an ABA publication
- Buy 2, get 1 free offer for digital advertising

ONSITE BENEFITS

- Logo printed on the screen surround.
- 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.

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JANUARY
13-16 **DOWNTOWN**
NASHVILLE
Music City Center



CONTRIBUTOR LEVEL

OPERATOR CHAIR PADS

\$3,500 + COST OF PADS

With 162 appointment slots on their schedule, you can help Marketplace Buyers conduct business in comfort. Imagine your company's name & logo on an indispensable item that is used throughout the week.

EXHIBIT BENEFITS

- Complimentary 10x10 booth space on the Networking Floor
- Booth space selection is based on contract return date. First come, first served!

PUBLICATION BENEFITS

- 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 Business Buzz* post Marketplace
- Listing on wrap-up *Marketplace Monthly*
- Sponsor listing in online Marketplace Directory of Participants (includes partners)
- 25% off rate card pricing for one ad in an ABA publication
- Buy 2, get 1 free offer for digital advertising

ONSITE BENEFITS

- Chair pads delivered to each appointment-taking Buyer Booth
- 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.



JANUARY
13-16 **DOWNTOWN**
NASHVILLE
Music City Center



CONTRIBUTOR LEVEL

OPERATOR GIFT \$3,500 + COST OF GIFTS

Distribute your gifts directly to the Buyer Booths. Imagine your company's name and logo on indispensable items such as staplers, 3-hole punches, laminated maps, etc. Buyer delegates throughout Marketplace week use these items and will thank you. It's a perfect way to put your company's name and logo right in their hands. *NOTE: This opportunity is available at the Contributor and Supporter Levels based on the exhibit benefits desired.*

EXHIBIT BENEFITS

- Complimentary 10x10 booth space on the Networking Floor
- Booth space selection is based on contract return date. First come, first served!

PUBLICATION BENEFITS

- 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 Business Buzz* post Marketplace
- Listing on wrap-up *Marketplace Monthly*
- Sponsor listing in online Marketplace Directory of Participants (includes partners)
- 25% off rate card pricing for one ad in an ABA publication
- Buy 2, get 1 free offer for digital advertising

ONSITE BENEFITS

- Operator gift for each appointment-taking Buyer Booth (approx. 325-350)
- 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.

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JANUARY
13-16 **DOWNTOWN**
NASHVILLE
Music City Center



CONTRIBUTOR LEVEL

OPERATOR PROFILE BINDERS \$3,500 + COST OF BINDERS/TABS

New tour product and business relationships are the #1 reason Buyers attend Marketplace. Help them organize their leads with a profile binder.

EXHIBIT BENEFITS

- Complimentary 10x10 booth space on the Networking Floor
- Booth space selection is based on contract return date. First come, first served!

PUBLICATION BENEFITS

- 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 Business Buzz* post Marketplace
- Listing on wrap-up *Marketplace Monthly*
- Sponsor listing in online Marketplace Directory of Participants (includes partners)
- 25% off rate card pricing for one ad in an ABA publication
- Buy 2, get 1 free offer for digital advertising

ONSITE BENEFITS

- Operator profile binders delivered to each appointment-taking Buyer Booth (approx. 325-350)
- 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

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JANUARY
13-16 **DOWNTOWN**
NASHVILLE
Music City Center



CONTRIBUTOR LEVEL

REGISTRATION BADGES

\$3,500

Delegate Name Badge are worn by every delegate all of the time. Showcase your company logo on the front of the badge for all of the delegates to see.

EXHIBIT BENEFITS

- Complimentary 10x10 booth space on the Networking Floor
- Booth space selection is based on contract return date. First come, first served!

PUBLICATION BENEFITS

- 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 Business Buzz* post Marketplace
- Listing on wrap-up *Marketplace Monthly*
- Sponsor listing in online Marketplace Directory of Participants (includes partners)
- 25% off rate card pricing for one ad in an ABA publication
- Buy 2, get 1 free offer for digital advertising

ONSITE BENEFITS

- Logo badge provided to all operators and sellers at registration.
- 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

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JANUARY **DOWNTOWN**
13-16 **NASHVILLE**
Music City Center



CONTRIBUTOR LEVEL

RESTROOM BRANDING

\$3,500 + COST OF ITEMS

Interested in an atypical sponsorship that will surely capture attendees' attention? Consider branding the restrooms in the Marketplace Hall. Branded sponsor decals, specialty soaps and more will be placed on bathroom mirrors and stalls throughout the Convention Center and will remain throughout the duration of the show.

EXHIBIT BENEFITS

- Complimentary 10x10 booth space on the Networking Floor
- Booth space selection is based on contract return date. First come, first served!

PUBLICATION BENEFITS

- 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 Business Buzz* post Marketplace
- Listing on wrap-up *Marketplace Monthly*
- Sponsor listing in online Marketplace Directory of Participants (includes partners)
- 25% off rate card pricing for one ad in an ABA publication
- Buy 2, get 1 free offer for digital advertising

ONSITE BENEFITS

- Right to place branded signage in restrooms on the Marketplace Floor
- Ability to provide comfort items in restrooms.
- 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

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JANUARY
13-16 **DOWNTOWN**
NASHVILLE
Music City Center



SUPPORTER LEVEL

OPERATOR GIFT DELIVERED

\$1,500 + COST OF GIFTS

Distribute your gifts directly to the Buyer Booths. Imagine your company's name and logo on indispensable items such as staplers, 3-hole punches, laminated maps, etc. Buyer delegates throughout Marketplace week use these items and will thank you. It's a perfect way to put your company's name and logo right in their hands. *NOTE: This opportunity is available at the Contributor and Supporter Levels based on the exhibit benefits desired.*

PUBLICATION BENEFITS

- 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 Business Buzz* post Marketplace
- Listing on wrap-up *Marketplace Monthly*
- Sponsor listing in online Marketplace Directory of Participants (includes partners)
- 25% off rate card pricing for one ad in an ABA publication
- Buy 2, get 1 free offer for digital advertising

ONSITE BENEFITS

- Operator gift for each appointment-taking Buyer Booth (approx. 325-350)
- 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.

POST-MARKETPLACE BENEFITS

- Contact information for all Marketplace Buyers
- Guaranteed first right of refusal on your sponsorship.

sponsorships@buses.org | 202-218-7230