MEET KEY DECISION MAKERS
DRIVE YOUR SALES
BUILD BRAND AWARENESS
INCREASE YOUR REACH
SPONSORSHIPS

JANUARY 13-16
DOWNTOWN NASHVILLE
Music City Center
MARKETPLACE.BUSES.ORG
### Sponsorship Opportunities

#### Principal Level

- **$60,000 + Cost of AV**
  - All-Delegate Lunch | Available Sunday, Monday, Tuesday via sole or co-sponsorship.

- **$50,000**
  - Operator Only Breakfast | Available Sunday, Monday, Tuesday via sole or co-sponsorship.

- **$20,000**
  - Buyer Booth Electric
  - Operator Booth Signs
  - Registration Kiosks

- **$15,000**
  - Convention Center WiFi
  - Hand Sanitizer Stations
  - Super Floor Lounge

#### Champion Level

- **$8,500**
  - Business Floor Charging Stations
  - Marketplace Monthly e-Newsletter Series
  - Marketplace Service Center
  - Marketplace Online Registration
  - Marketplace Passport
  - Year-Round Webinar Series

- **$7,500**
  - Staffed Coat Check

- **$6,500**
  - Business Floor Worktables & Stools
  - Headshot Booth
  - Networking Floor Reception
  - Operator Appointment Booklet Advertising
  - Operator Shipping Boxes

- **$5,500**
  - ABA Board of Directors Breakfast
  - Business Floor Refreshments + Cost of Beverages
  - Directory of Participants Advertising
  - Floor Lounge
  - Foundation Afterglow
  - Operator Reception + Cost of Reception
  - Registration Bags + Cost of Bags

#### Contributor Level

- **$4,500**
  - Appointment Clock Logo
  - Education Speaker
  - Daily Education Refreshments
  - Marketplace App Logo

- **$3,500**
  - Business Floor Recovery Station + Cost of Items
  - Digital Photo Screen Display
  - Operator Chair Pads + Cost of Pads
  - Operator Gift + Cost of Gift
  - Operator Profile Binder + Cost of Binders/Tabs
  - Registration Badges
  - Restroom Branding + Cost of Items

#### Supporter Level

- **$1,500**
  - Operator Gift Delivered + Cost of Gift

### Booth Space

- Custom booth space on the Networking Floor
- 10x20 booth space on the Networking Floor
- 10x10 booth space on the Networking Floor

### Publication, Onsite & Post Marketplace Benefits

- Email blast prior to and after ABA’s Marketplace
- Social media posting
- Dedicated Networking Time on Networking Floor
- Sponsor logo on www.buses.org with hyperlink
- Sponsor listing in Marketplace sponsor directory (includes partners)
- Sponsor listing on ABA’s Online Directory
- Sponsor listing on Marketplace mobile app
- Sponsor listing on Marketplace appointment clock during non-appointment times
- Sponsor ribbon
- Sponsor listing in *The Business Buzz* post-Marketplace
- Sponsor recognition in *Destinations* magazine, post-Marketplace issue
- 25% off rate card pricing for one ad in ABA publications
- Buy two, get one free offer for digital advertising

### Contact

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- 202-218-7230