



**JANUARY  
13-16**

**DOWNTOWN  
NASHVILLE**  
Music City Center  
[MARKETPLACE.BUSES.ORG](http://MARKETPLACE.BUSES.ORG)

**SPONSORSHIPS**

# 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

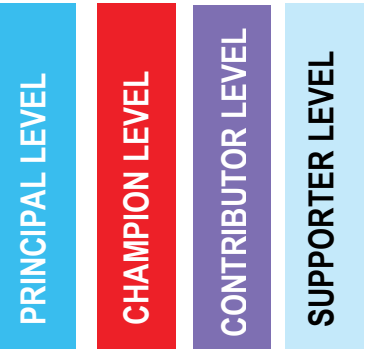
### \$3,500

- 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



## BENEFITS

BOOTH SPACE	PRINCIPAL LEVEL	CHAMPION LEVEL	CONTRIBUTOR LEVEL	SUPPORTER LEVEL
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 recognition in <i>The Business Buzz</i> post-Marketplace	●	●	●	●
Contact information for all Marketplace Buyers	●	●	●	●
Listing on wrap-up <i>Marketplace Monthly</i>	●	●	●	●
Sponsor listing in <i>Destinations</i> magazine, post-Marketplace issue	●	●	●	●
25% off rate card pricing for one ad in ABA publications	●	●	●	●
Buy two, get one free offer for digital advertising	●	●	●	●

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