

# MARKETPLACE 2025 SPONSORSHIP OPPORTUNITIES

PRINCIPAL	CHAMPION	CONTRIBUTOR	SUPPORTER
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BOOTH SPACE				
Custom booth space on the Networking Floor	✓			
10'20' booth space on the Networking Floor		✓		
10'x10' 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 The Business Buzz post-Marketplace	✓	✓	✓	✓
Contact information for all Marketplace buyers	✓	✓	✓	✓
Listing on wrap-up Marketplace Monthly	✓	✓	✓	✓
Sponsor listing 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	✓	✓	✓	✓



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## PRINCIPAL LEVEL

### \$65,000 + Cost of AV

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

### \$55,000

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

### \$20,000

- Buyer Booth Electric
- Charging Lounge
- Opening Ceremony Keynote
- Operator Booth Signs
- Registration Booth

### \$15,000

- Convention Center WiFi
- Hotel Key Cards
- Super Floor Lounge

### \$5,500

- Operator Reception + Cost of Reception

## CHAMPION LEVEL

### \$10,000

- Business Floor Aisle Stickers
- Networking Floor Aisle Stickers
- Year-Round Webinar Series

### \$9,000

- Registration Badges & Card Holders

### \$8,500

- Business Floor Charging Stations
- Business Floor Worktables & Stools
- Marketplace Monthly e-Newsletter Series
- Marketplace Service Center
- Marketplace Online Registration
- Marketplace Passport

### \$7,500

- Staffed Coat Check

### \$6,500

- Education Bites Screen Area
- Headshot Booth + Cost of Photographer/Equipment
- Networking Floor Reception
- Operator Appointment Booklet Advertising
- Operator Shipping Boxes + Cost of Boxes/Tape

### \$5,500

- ABA Board of Directors Breakfast
- Business Floor Refreshments + Cost of Beverages
- Directory of Participants Advertising
- Floor Lounge
- Foundation Afterglow
- Operator Mailboxes + Cost of Mailboxes
- Registration Bags + Cost of Bags

## CONTRIBUTOR LEVEL

### \$4,500

- Appointment Clock Logo
- Education Speaker
- Daily Education Refreshments per Day
- Digital Photo Screen Display per Side
- Marketplace App Logo

### \$3,500

- Business Floor Recovery Station + Cost of Items
- Operator Chair Pads + Cost of Pads
- Operator Gift + Cost of Gift
- Operator Profile Binder + Cost of Binders/Tabs
- Restroom Branding + Cost of Items/Signage

## SUPPORTER LEVEL

### \$1,500

- Operator Gift Delivered + Cost of Gift

### \$550

- Volunteer Prizes