

# GENERAL INFORMATION FOR SPONSORS

Thank you for your sponsorship for ABA's Marketplace 2025. Below is some key information to make the most of your investment.



## REGISTRATION BENEFITS | ALL SPONSORS

Sponsorship does not include any delegate registrations. Sponsors can bring extra attendees to work their booth. The rates and registrations are subject to ABA approval. Registrations for these delegate types can be done on the online system after the sponsorship contract is processed or on the fillable PDF form.

- \$0: Principal Level Entertainer Pass for Day of Sponsored Meal Event – No access to the Business Floor.
- \$0: Saturday Only Access Pass – No access to the Business Floor.
- \$945 Full-week Booth Worker – No access to the Business Floor



## OPERATOR BOOTH DELIVERIES | ALL SPONSORS

- ABA does not stuff registration bags. However, as a sponsor you are eligible to have an item delivered to the Buyer booths on the Business Floor. Operator Chair Pads, Operator Gifts, Operator Profile Binders Sponsors should also follow the steps below for their sponsorships.
- If you would like to have an item (Approx. 325-350) of the item delivered for Sunday morning:
  - Email vosman@buses.org by January 3 with the item description.
  - Ship the item to the Advance Warehouse by the deadline marked with "Operator Gift" in place of the booth number of the shipping label.
  - Send the tracking information to vosman@buses.org for identifying the gifts onsite.



## RAFFLES/GIVEAWAYS | CONTRIBUTOR, CHAMPION & PRINCIPAL LEVELS

- You may provide non-food/beverage giveaways from your booth during the show.
- Raffles can be conducted daily or based on your organization's schedule.
- You are responsible for the delivery of giveaways to the winner.
- We ask that you do not interrupt any appointments during the delivery.
- ABA is not able to make winner announcements.



## FOOD AND BEVERAGE | CONTRIBUTOR, CHAMPION & PRINCIPAL LEVELS

- You may provide food and/or beverage from your booth during the show. Alcohol is only permitted on Saturday.
- Food and beverage must be ordered or approved by the convention center.
- 1 oz or less samples may be given out from booth if Sampling Form is completed and approved.
- Catering menus can be found at | TBD
- Catering ordering must be completed by TBD.
- Payments must be completed by TBD.



## EXHIBIT SPACE | CONTRIBUTOR, CHAMPION & PRINCIPAL LEVELS

- Booth locations are assigned by ABA and are based on sponsor level, date of contract and special requests.
- Booth size and special booth requests should be submitted by Sept. 30 for consideration in booth assignments. Booths cannot exceed 8' in height without approval from ABA.
- Decorations, carpet and furnishings are not provided. You may bring your own booth or rent equipment from ABA's decorator. An exhibitor kit will be available on November 11.
- Pennsylvania Convention Center is a union labor center. See their Pledge to Customer Service (next sheet) to answer some frequently asked questions regarding exhibits.



## SOCIAL MEDIA POSTING | CHAMPION AND PRINCIPAL LEVELS

As a sponsor benefit, ABA will place (1) social media posting on our platforms. Posts will be scheduled on a first come, first scheduled basis. Sponsors must provide:

- Contact Information
- Text Content
- Graphics/Logos (if applicable)
- URL Link for the posting
- Send to brome@buses.org.

# INFORMATION FOR SPECIFIC SPONSORS TYPES



## NOVEMBER 1 DEADLINE

**Appointment Clock Sponsors Only:** Appointment clock logo (eps format).

**Marketplace App Sponsors Only:** App logo (1280x200 px)

**Operator Appointment Booklet Sponsors Only:** Operator Appointment Booklet ads (4"x9"-PDF or hi-res JPEG)

**Directory of Participant Sponsors Only:** Directory of Participants ads (8.5"x 11"-PDF or hi-res JPEG)

### **Meal/Operator Reception Sponsors only:**

- Décor (Linen Choice, Centerpieces)
- Entertainment/AV Needs
- Promo Materials for Email Blast (PDF, HTML or JPG format)

### **Logos in .eps or .ai Format Should be Provided for Design and Printing of Materials by the Following Sponsors:**

- Charging Lounge
- Operator Booth Signs
- Registration Kiosks
- Business Floor Aisle Stickers
- Networking Floor Aisle Stickers
- Year-Round Webinar Education Series
- Registration Badge & Card Holders
- Business Floor Charging Stations
- Staffed Coat Check
- Education Bites Area
- Business Floor Refreshments
- Digital Photo Screen Display



## DECEMBER 10 DEADLINE

### **Education Speakers Sponsors Only**

- Speaker Assignment: Speaker sponsors will be sent the list of contracted speakers and their topics in late fall. Send top 3 choices of speakers to vosman@buses.org by the deadline. First come, first assigned.
- Speaker Introduction: Sponsors are eligible to introduce their assigned speaker at his/her sessions. They are also eligible to give a short presentation (2-3 minutes) about their company. If unable to make the introduction, sponsors who send a short description of their company to vosman@buses.org by Dec. 10 will have it read by the room moderator for the assigned sessions.



## JANUARY 3 DEADLINE

### **Operator Shipping Boxes/Tapes Sponsor Only**

Sponsor to provide (350) box stickers to the ABA Office by January 3. Sponsor will order boxes and tape for onsite to be delivered with Operator Booth Deliveries or ABA can order and ship boxes and invoice sponsor.



## ADVANCE WAREHOUSE DEADLINE

### **Business Floor Recovery Sponsor Only**

Sponsor to provide items to the advance warehouse by its deadline. Shipment must be marked "Show Management-Business Floor Recovery Station".

### **Registration Bag Sponsor Only**

Sponsor to provide (quantity 2000-2500) to the advance warehouse by its deadline. Shipment must be marked "Show Management-Registration".

## EXHIBIT INFORMATION

**BOOTH  
SET UP  
FRIDAY  
JAN. 31  
8 AM - 6 PM**

**STAFFED  
BOOTH HRS  
SATURDAY  
Feb. 1  
1:30 PM - 6 PM**

**STAFFED  
BOOTH HRS  
SUNDAY  
Feb. 2  
9 AM - 6 PM**

**STAFFED  
BOOTH HRS  
MONDAY  
Feb. 3  
9 AM - 6 PM**

**STAFFED  
BOOTH HRS  
TUESDAY  
Feb. 4  
9 AM - 5 PM**

**MOVE  
OUT  
TUESDAY  
FEB. 4  
5:30 PM**

# OUR PLEDGE TO CUSTOMER SERVICE

## THE PENNSYLVANIA CONVENTION CENTER

**IN THE CITY OF PHILADELPHIA**, known for its history-making meetings, we do hereby establish that all those who gather in our world-class facility have the right to:

### FOR EXHIBITORS

1. **EFFECTIVE MANAGEMENT.** By bringing in industry-leader ASM Global to oversee our beautiful downtown Pennsylvania Convention Center, it's clear we're further dedicating ourselves to transparent, accountable and professional management for your meeting.
2. **INDEPENDENCE AND FLEXIBILITY.** Full-Time employees (Exhibitors) (as long as there is **not an EAC Contracted** to setup/dismantle the booth) have the freedom to:
  - Setup and/or tear down their booths without limitation to size.
  - Unload their personally owned vehicles using their own equipment, including dollies, luggage carriers, non-hydraulic carts, and two-to-four-wheel hand trucks.
  - Use power tools and ladders (up to 6 feet) to setup and tear down exhibits.
  - Install signage and floor coverings.
  - Install and remove non-rented and non-public AV equipment.
3. **SIMPLE COMPUTER SETUP.** Full-Time employees of the exhibiting company and show managers may setup, connect their own (**non-rented**) computers, tablets, and all computer components and any required low-voltage power supply equipment for **non-public** use. Our show labor will need to setup any rented equipment, registration and public-use computers & tablets including when using to collect Data. Public use of computers & tablets, in areas such as cyber cafes, exhibiting booth space and meeting rooms, are set by our show labor.
4. **SELF PROMOTION.** Show managers have the freedom to place, move and remove easels, signs, and poster board materials.
5. **EASY DISPLAY SETUP.** Full-Time employees of the exhibiting company, and show managers have the freedom to open boxes, stock shelves, setup, plug in, hang up, and freely distribute their non-bulk products/literature within their booth without limitation to size of the booth.
6. **DISPLAY MAINTENANCE.** Full-Time employees of the exhibiting company have the freedom to perform maintenance on their own display equipment after the initial setup without limitation to size of the booth.
7. **A SUPPORTIVE TEAM.** Each labor union has established a core workforce with a focus on hospitality.
8. **SKILLED WORKERS.** Our Labor workforce is highly skilled and has received specialized training in hospitality services.



AN MANAGED FACILITY

Progressive work rules and streamlined services provide our customers with just the right amount of flexibility and independence they need, resulting in greater cost efficiencies and a better overall customer experience.



◀ Within your booth area or show space, full-time employees of the Exhibiting Company (as long as there is **not an EAC Contracted** for the booth setup/dismantle) have the freedom to setup and tear down your display, hang graphics and signage, install floor coverings, and install non-rented AV equipment including tablets for **non-public use without limitation to booth size.**

◀ Place, move, and remove your own easels, signs, and poster board materials.



◀ Open boxes, stock shelves, setup, plug in, hang up, and freely distribute your non-bulk products/literature within your booth or show space.



◀ Use your own dollies, luggage carriers, non-hydraulic carts, and two-to-four-wheel hand trucks.

Drive your non-commercially registered personally owned vehicle to a designated area to unload.



**VEHICLES THAT QUALIFY:**

			
<b>SEDAN</b>	<b>SUV</b>	<b>PICKUP</b>	<b>VAN</b>

**VEHICLES THAT DO NOT QUALIFY:**

			
<b>TRAILER</b>	<b>RENTALS</b>	<b>BOBTAIL</b>	<b>STAKEBED</b>

Use your own power tools and ladders (up to 6 feet) to setup and tear down exhibits.

