

PRINCIPAL LEVEL SPONSORSHIP



NEW!

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. Furnishings and carpeting are the responsibility of the sponsor.
- Booth space is assigned by ABA and is based on contract return date, level of sponsorship, and special booth requests.

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*
- 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
- Listing on operator business floor letter
- 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.

REGISTRATION BENEFITS

Current Contracted Marketplace Sponsor at Contributor Level or Higher are eligible for special registration pricing for booth workers. They will not have access to the Business Floor. No registrations are included with sponsorship.

ELIGIBILITY

- **DMO:** CVBs, State/Provincial DMOs, Private DMO, Federal
- **Lodging:** Hoteliers, Hotel Brokers, Hotel Management Groups
- **Attraction:** Adventure Tour Agricultural/Farm Attraction, Amusement/Theme/Water Park, Aquarium, Brewery/Distillery/Winery, Casino, Cavern/Cave, Dining/Food Service, Dinner Theatre, Entertainment/Amenities-Onboard, Entertainment Complex, Factory Tour, Festival/Event, Floating/Boating/Cruise Line, Garden/Arboretum, Historic Attraction, IMAX Theater, Museum, Shopping, Sightseeing, Sports Activity/Event, Racetrack, Theater/Entertainer, Train, Travel Plaza/Truck Stop, Zoo/Animal Park
- **Receptive Operator:** Receptive Operators, Tour Planners
- **Charter Operator:** Charter Operators
- **Associate:** Bus Manufacturers, Hardware Suppliers, Service Suppliers
- **Allied Association:** State/Provincial/Regional and Affiliated Associations

CONTACT | Vicki Osman | vosman@buses.org | 202-218-7230

EXHIBIT INFORMATION

EXHIBITOR
KITS SENT
MONDAY
NOV. 11
12 PM

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