

## OPERATOR PROFILE BINDER | \$3,500 + Cost of Binders/Tabs

New tour product and business relationships are the #1 reason Buyers attend Marketplace. Help them organize their leads with a profile binder.

### EXHIBIT BENEFITS

- Complimentary 10'x10' booth space on the Networking Floor. 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

- Sponsor logo on [www.buses.org](http://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

- Operator profile binders delivered to each appointment-taking Buyer Booth (approx. 325-350)
- Sponsor listing on Marketplace mobile app
- Sponsor listing on Marketplace appointment clock during non-appointment times
- 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

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### 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