

in full view

American Bus Association Sponsorship & Promotional Opportunities

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ABA represents approximately 1,000 motorcoach and tour companies in the United States and Canada. Our members operate tours, charters and all segments of motorcoach transportation. Another 2,800 member organizations represent the travel and tourism industry and suppliers of bus products, business products and services who work in partnership with the North American motorcoach industry. Make certain your company is **in full view** of this membership.



“ABA is where we choose to invest our marketing dollars because of the immediate returns we see each year. Our sponsorship at Marketplace is a critical part of our annual campaign.”

*Sara Hamlin, CTIS
Greater Birmingham Convention
& Visitors Bureau*





MARKETPLACE:

The Premier Show in the Group Travel Industry

The American Bus Marketplace is the premier business event for the group travel industry, offering Tour and Motorcoach Operator Buyers and Travel Industry Sellers the opportunity to meet face-to-face in prescheduled seven-minute appointments. Buyers attend Marketplace to gather information on destinations, to meet personally with people with whom they conduct business, and to socialize with other Buyers. Sellers attend Marketplace to sell their destination, attraction, restaurant, or hotel to motorcoach and tour operators.



identify your marketing audience

Buyers: more than 750 tour and motorcoach owners and operators attend.

Our members complete 575,000 charter and tour trips annually, carrying almost 22 million passengers.

Sellers: more than 2500 travel industry representatives from destination marketing organizations, attractions, restaurants, hotels and associate service suppliers.

The Economic Impact of Motorcoach Tourism:

- One overnight visit is worth up to \$11,660 to a destination. This includes meals, lodging and shopping.
- The motorcoach industry directly supports nearly 800,000 U.S. tourism jobs.
- 33,400 vehicles in the industry drive the economy and demand for goods and services.
- Motorcoach travel and tourist demand generates more than \$55 billion annually in economic transactions.

99% Renewal Rate: Marketplace sponsors return year after year because their business increases as a result of being **in full view** of the most Buyers in the industry.





Level 3: \$5,500*

- Operator Breakfasts
- All-Delegate Lunches
- Hospitality Functions
- Networking Floor Reception
- Full Week Floor Lounge
- Resource Central Service Center
- Orientation Service Center
- Marketplace Registration Bags
- Official Program Advertising
- Operator Appointment Booklet Advertising
- Directory of Participants Advertising
- Operator Booth Signs
- Networking Floor and Product Pavilion Map
- TripBuilder Phone App Banner Ad

Level 2: \$3,000*

- Message & E-mail Center
- Marketplace Education Speaker
- Education Refreshment Breaks
- Delegate Name Badge Holders
- Operator Water Stations
- CTIS Graduation Reception
- Appointment Clock

Level 1: \$1,100*

- Delegate Supplies
- Operator Gifts
- Delegate Registration Envelopes

*Additional costs may apply for each level depending on the sponsored item.

MARKETPLACE SPONSOR BENEFITS	Level 3	Level 2	Level 1
Complimentary customized booth space on the Networking Floor.	●		
Complimentary 10'x10' booth space on the Networking Floor.	●	●	
Inclusion in pre-Marketplace mailings. The earlier you make the decision to become a sponsor, the more exposure you receive.	●	●	●
Special recognition as a sponsor on ABA's website, www.buses.org, which includes a link directly to your site.	●	●	●
Special recognition in a sponsor directory that is sent to all Marketplace operators prior to and post-Marketplace. This will include your contact information, a link to your website and a brochure that you would like to feature.	●	●	●
Special recognition as a sponsor throughout Marketplace week via signage, sponsor ribbons and public recognition.	●	●	●
Recognition in the Marketplace Directory of Participants, which is emailed to every Marketplace delegate.	●	●	●
Recognition in the post-Marketplace issue of Destinations magazine, ABA's award-winning publication.	●	●	●
Education speaker sponsors receive recognition on all education signage.	●	●	●
Special recognition in the Motorcoach Marketer, the annual membership directory, an invaluable industry publication referenced throughout the year by bus and tour operators. Contact must be signed prior to print date.	●	●	●
Ability to provide promotional materials in ABA's registration bag.	●	●	●
Contact information for all Marketplace Buyer delegates for follow-up after Marketplace.	●	●	●
Guaranteed first right of refusal on your valuable sponsorship for the next Marketplace.	●	●	●



Level 3 Marketplace Sponsorship Opportunities

- **Operator breakfasts** are the best and most valuable way to start the day. By hosting only operator delegates at a full sit-down breakfast, you have the opportunity to capture their attention and show them all the hospitality you have to offer. The sponsor will have up to 20 minutes for a presentation if desired. Average attendance is 450, and only operator Buyer delegates and VIP's are eligible to attend. Available on Saturday, Sunday, Monday and Tuesday mornings, the sponsorship fee is \$5,500 plus the cost of food and beverage, audiovisual, entertainment and decorations. **Sold**
- **Luncheons** at the American Bus Marketplace are entertaining, sit-down affairs that allow you a rare opportunity to showcase your destination. You will have up to 45 minutes for lively entertainment while you command the attention of all ABA Operator and Travel Industry delegates at your luncheon. Luncheons are available on Sunday, Monday and Tuesday and are open to all delegates with an average attendance of 1,800. The sponsorship fee is \$5,500 plus the cost of food and beverage, audiovisual, entertainment and decorations. **Sold**
- **Hospitality Functions** are the perfect opportunity to provide informal fun and relaxed networking. These functions give the sponsor the opportunity to provide entertainment, food and beverages to all Marketplace delegates. Available Saturday, Sunday Monday, and Tuesday evenings, these functions begin after the evening's scheduled event. The sponsorship fee is \$5,500 plus the cost of food and beverage, audiovisual, entertainment and decorations.
- ABA's networking sponsorship is the **Networking Floor Reception**. Be the first to greet the Operators and Sellers as they visit the Marketplace Networking Floor. Showcase your area at the 6 hour reception with entertainment, food and beverage. The sponsorship fee is \$5,500 plus the cost of food, beverage, entertainment and audiovisual. The estimated attendance is 700-1000 people.
- A **Full-Week Floor Lounge Booth** offers great visibility in a high traffic area in the Marketplace Networking Floor. It's a great opportunity to attract virtually every Operator Buyer delegate on his or her way to or from their appointments. The sponsor provides food, drink and giveaways of their choice. The Lounge is open during all Marketplace registration hours. The sponsorship fee is \$5,500 plus the cost of food and beverage.
- The **Resource Central Service Center** offers great visibility in a high traffic area on the Marketplace Networking Floor. It's a great opportunity to attract delegates with more than 3300 utilizing this on-site service at Marketplace 2010. Showcase your company with a theme, logo and other marketing opportunities within the center. The Service Center is open during all Marketplace registration hours and staff by Marketplace volunteers recruited by ABA. The sponsorship fee is \$10,000.
- The **Orientation Center Service Center** offers great visibility in a high traffic area on the Marketplace Networking Floor. It's a great opportunity to attract first-time buyer and seller delegates (approx. 20% of delegates each year). Showcase your company with a theme, logo and other marketing opportunities within the center, including your company's name on the seminar sign and STAR educational materials. The Service Center is open during all Marketplace registration hours and staff by Marketplace volunteers recruited by ABA. The sponsorship fee is \$10,000.
- **Marketplace Registration Bags** are your chance to showcase your company on the official Marketplace delegate bag. Every delegate will receive and carry your bag throughout Marketplace week. Given out at registration, these bags are a perfect way to get your name displayed. After Marketplace, the bags continue to promote your company as delegates carry them on buses, planes and trains—everywhere they go! The print run is approximately 3,500 and the sponsorship fee is \$5,500 plus the cost of the bags. **Sold**
- An ad in the **Official Program** is a great way to get your name out to all delegates. Every delegate will receive an Official Program and use it all week for their valuable Marketplace information. The sponsorship fee is \$7,500 for the Back Cover and the ads on the Inside Front and Back Covers are \$5,500.
- The **Operator Appointment Booklet** is given to all appointment-taking operators so they have their appointment schedule with them at all times. Place your ad on the back cover and have your name in front of them all week. The Back Cover Ad is \$7,500. You may also place your ad on the inside front or inside back of the Operator Appointment Booklet for only \$5,500 each.
- All delegates refer to the **Directory of Participants** at Marketplace and throughout the year. This directory is on-line and lists all attendees of Marketplace 2011. Put your name in front of them all year with ads in the directory. The exclusive sponsorship is \$5,500. **Sold**
- Put your logo front and center by sponsoring the **Operator Appointment Booth ID Signs**. Your company logo will appear on all of the ID signs for everyone in the Marketplace Business Floor to see. Sponsorship fee is \$20,000.
- Have your name in front of all delegates as they open the **Networking Floor and Product Pavilion Map**. The map is provided to all delegates as they register. Your name and logo will appear on the outside of the map and your ad will cover the back of the map. As people look at the map, everyone else will be looking at your ad! Sponsorship fee is \$15,000.
- Get your name out in front of all Marketplace 2012 delegates this summer by becoming the title sponsor for the **TripBuilder Phone App Banner Ad**. The phone app will be used by all delegates and will provide event updates at their fingertips. Sponsorship fee is \$20,000 for title sponsorship or \$5,500 if shared with four sponsors.





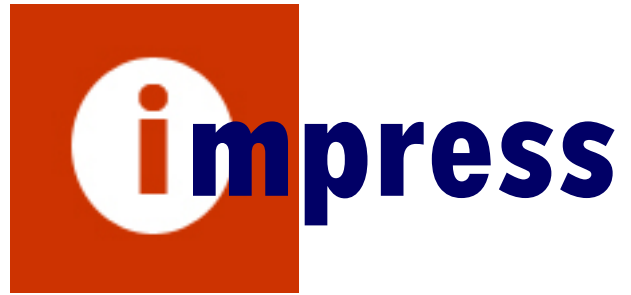
Level 2 Marketplace Sponsorship Opportunities

- The **Message Center** is your opportunity to light up the computer monitors with your organization's name. When you sponsor ABA's internal Message Center, your name will be noticed on all messages printed and posted on the message board. The sponsorship fee for the entire week is only \$3,000 plus the cost of the computers, printers and Internet services. **Sold**
- The **E-mail Center** is your opportunity to light up the computer monitors with your organization's name. ABA's E-mail Center gives delegates access to their home or office e-mail. The sponsorship fee for the entire week is only \$3,000 plus the cost of the computers, printers and Internet services. **Sold**
- **Marketplace Education Seminars** are the best source of continuing education in the group travel industry. Attendance by bus and tour operators as well as travel industry delegates has gone up every year! Your organization will be able to choose a speaker from our contracted speaker list whose message is relevant to delegates' educational needs. The sponsorship fee is \$3,000 and sponsors have the opportunity to introduce the speaker.
- **Education Refreshment Breaks** are an important pick-me-up for Marketplace delegates attending education seminars. Make the grade and contribute to ABA's outstanding educational program by sponsoring food and beverage during these important educational sessions. The sponsorship fee is \$3,000 plus the cost of the beverages.
- **Delegate Name Badge Holders** are worn by every delegate all of the time. Showcase your company name and logo on the front of the badge holder for all of the delegates to see. The sponsorship fee is \$3,000 plus the cost of 3,000 badge holders.
- **Operator Water Stations** help keep the Operators from getting too thirsty while doing appointments on the Marketplace Business Floor. Provide the water coolers at a sponsorship fee of \$3,000 plus the cost of the water coolers for the week.
- Help honor the CTIS graduates at their graduation ceremony by sponsoring the **CTIS Graduation Reception**. This event is held one evening after appointments to honor the delegates receiving their Certified Travel Industry Specialist (CTIS) designation. The cost is \$3,000 plus the cost of the light reception food and beverage.
- Have your logo or company name on the **Appointment Clock** for all delegates to see! The appointment clock is hung above the business floor to help everyone with the appointment number and time. Have your logo scroll on the clock for the entire week and let people also notice your company. The sponsorship fee is \$3,500 per logo with a total of 4 logo spots available.

Level 1 Marketplace Sponsorship Opportunities

- **Delegate Supplies** are a great way to get your name out to the delegates. It's the little things that count, and delegates will remember your organization when you sponsor the special touches like pens, post-its or notepads. The sponsorship fee is \$1,500 plus the cost of supplies and the shipping and drayage costs. This sponsorship is upgradeable to a Level 2 sponsorship.
- **Gifts delivered to Operator Booths** gets your items distributed directly to the Operator booths. Imagine your company's name and logo on indispensable items such as staplers, 3-hole punches, laminated maps, chair pads, etc. Buyer delegates throughout Marketplace week use these items, and will thank you throughout the week. It's a perfect way to put your company's name and logo right in their hands. The sponsorship fee is only \$1,500 plus the cost of the item furnished and the shipping and drayage costs. This sponsorship is upgradeable to a Level 2 sponsorship for a \$3,000 sponsorship fee, plus the cost of the item furnished and the shipping and drayage costs. It would then include a 10x10 booth space on the Networking Floor.
- **Delegate Registration Envelopes** are the best way for people to see your name first! Have your company's logo on the registration envelope that is handed to each delegate as they registered and be the first company that people see when they get to Marketplace. The sponsorship fee is \$2,000. If you would like to upgrade to a Level 2 sponsorship and have a booth on the Networking floor, the sponsorship fee is \$3,000. This sponsorship level includes a 10x10 booth space.





BOARD OF DIRECTORS: Leading By Example

The ABA Board of Directors is instrumental in providing leadership and direction for the members of the association and for the motorcoach, tour, and travel industry. The Board consists of associate members, travel supply industry members, tour operator members, and bus operator members. Our directors are the face of ABA and your company can be **in full view** of these industry leaders.



The Board of Directors meet three times per year. Sponsorship opportunities for the ABA Board include:

- Breakfasts
- Lunches
- Dinners
- Speakers
- Educational Products

“As a member of the ABA Board of Directors I invite you to showcase your company during one of our gatherings. As a sponsor you will have a unique platform to grab our attention and impress us with your products. Take advantage of this opportunity and increase your visibility.”

*John Meier
ABA Executive Committee Member, Board of Directors
Badger Coaches Inc.*

BOARD OF DIRECTORS MEETING SPONSOR BENEFITS
Special recognition as a sponsor throughout Board meeting via signage, sponsor ribbons and public recognition.
Contact information for all Board attendees for follow-up after meeting.
Ability to provide promotional materials on-site.
Guaranteed first right of refusal on your valuable sponsorship for the next Board meeting.
Listing on ABA’s Website, www.buses.org , which includes a link directly to your site.



BUS INDUSTRY SAFETY COUNCIL:

Improving the Safety of Our Industry



10% Increase of operators attending BISC each year since 2009

Operator Attendance Statistics as Decision-Makers

60%: Operations, Safety, Maintenance Staff and Executives

40%: Owners, CEOs and Presidents

IT IS TIME TO GET YOUR PERCENTAGE OF THEIR BUSINESS

The Bus Industry Safety Council meets two times per year. Sponsorship opportunities for BISC include:

- Breakfasts
- Lunches
- Dinners
- Speakers
- Educational Products

Sponsorship Investment

BISC sponsors receive the benefits listed below for the cost of the sponsored item(s). There is no additional sponsorship fee charged for a BISC sponsorship.

This investment will bring a great return as your company is highlighted in front of 80-100 bus operators and BISC members.

BISC MEETING SPONSOR BENEFITS

Special recognition as a sponsor throughout BISC meeting via signage, sponsor ribbons and public recognition.

Contact information for all BISC attendees for follow-up after meeting.

Ability to provide promotional materials on-site.

Guaranteed first right of refusal on your valuable sponsorship for the next BISC meeting.

Listing on ABA's Website, www.buses.org, which includes a link directly to your site.

