SPONSORSHIP OPPORTUNITIES

2021 ABA'S MARKETPLACE

KEY DECISION MAKERS

ABA's Marketplace sponsorship program secures your onsite presence in front of key decision makers who determine where North America's 32,000 motorcoaches and tens of millions of group tours stop for meals, lodging, shopping, and entertainment.

ACQUIRE MORE BUSINESS

“Every year, Visit Delaware looks forward to being a sponsor of the American Bus Association Convention and Marketplace! ABA is a great opportunity to showcase your destination to over 800 qualified group tour planners, acquire more group business and network with industry affiliates from the U.S. and Canada.”

Tina Madanat
Visit Delaware
Multi-Year Champion Level Sponsorship

MAXIMIZE PARTICIPATION

“ABA Marketplace Sponsorship had been a terrific way to market our state and many destinations and to engage with travel buyers to get them to Explore Georgia! Our sponsorship gives our destination continued presence beyond our appointment time which has been a great way for us to maximize our participation at Marketplace.”

Lacey Cameron
Georgia Tourism
Multi-Year Champion Level Sponsorship

DUE TO THEIR MARKETPLACE SUCCESS

90% OF ALL ABA SPONSORS RENEW EACH YEAR

www.buses.org/marketplace
#ABABaltimore
### SPONSORSHIP OPPORTUNITIES

#### PRINCIPAL LEVEL

**$60,000 + Cost of AV**

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

- **$20,000 + Cost of AV**
  - Operator Only Breakfast
    - Available on Sunday, Monday and Tuesday via sole or co-sponsorship.

- **$15,000**
  - Convention Center WiFi
  - Operator Booth Signs
  - Super Floor Lounge

#### CHAMPION LEVEL

**$8,000**

- Business Floor Charging Stations
- Marketplace Monthly e-Newsletter Series
- Marketplace Year-Round Webinar Series
- Orientation Service Center
- Resource Central Service Center
- and Marketplace Passport

- **$6,500**
  - Networking Floor Reception
  - Official Program Advertising ($7,500 for back cover)
  - Operator Appointment Booklet Advertising ($7,500 for back cover)
  - Operator Shipping Boxes
  - Operator STAR Floor Stickers

- **$5,500**
  - Business Floor Refreshments + cost of beverages
  - Directory of Participants Advertising (Online Directory Advertising with hyperlink)
  - Floor Lounge
  - Hotel Key Cards + cost of key cards
  - Registration Bags + cost of bags

#### CONTRIBUTOR

**$3,500**

- 7-Minute Stretch
- Appointment Clock Logo
- Badge Holders + cost of holders
- Business Floor Recovery Station
- Daily Education Refreshments
- Education Bites
- Education Bites Earbuds + cost of earbuds
- Education Speaker
- Marketplace App Logo
- Operator Chair Pads + cost of chair pads
- Operator Mailbox Folders
- Operator Profile Binder + cost of binders and tabs
- Restroom Branding + cost of items
- Social Media Wall

#### SUPPORTING

**$1,500**

- Operator Gift Delivered to Booth + cost of gift

### MARKETPLACE 2021 SPONSORSHIP PROGRAM

#### SPONSOR BENEFITS

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<tr>
<th>Benefits</th>
<th>Principal Level</th>
<th>Champion Level</th>
<th>Contributor Level</th>
<th>Supporting Level</th>
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<tbody>
<tr>
<td><strong>BOOTH SPACE</strong></td>
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<td>Complimentary custom booth space on the Networking Floor</td>
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<td>Complimentary 10x20 booth space on the Networking Floor</td>
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<td>Complimentary 10x10 booth space on the Networking Floor</td>
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<td><strong>REGISTRATION</strong></td>
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<td>Complimentary full-week non-business floor registration</td>
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<tr>
<td>Discounted full-week non-business floor registration</td>
<td>MEALSponsors</td>
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<td>Sponsor Spotlight in ABA's The Insider</td>
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<td>Email blast prior to and after ABA's Marketplace</td>
<td>MEALSponsors</td>
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<td>Reserved table at lunches</td>
<td>MEALSponsors</td>
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<td>Social media posting</td>
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<td>Sponsor logo on <a href="http://www.buses.org">www.buses.org</a> with hyperlink</td>
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<td>Sponsor listing in Marketplace sponsor directory (includes partners)</td>
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<td>Sponsor listing on Marketplace signage</td>
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<td>Sponsor listing in Destinations magazine, Marketplace issue</td>
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<td>Sponsor listing in the Motorcoach Marketer</td>
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<td>Sponsor listing on Marketplace mobile app</td>
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<td>Sponsor listing in Marketplace Official Program</td>
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<td>Sponsor listing in online Marketplace Directory of Participants</td>
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<td>Sponsor ribbon</td>
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<td>Ability to provide promotional materials in operator bags</td>
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<td>Contact information for all Marketplace Buyers</td>
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<td>25% off rate card pricing for one ad in ABA publications</td>
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<td>Buy two, get one free offer for digital advertising</td>
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### SPONSORSHIPS SELL OUT FAST; CALL TODAY!

**Contact:** Jackie Bessette
(703) 728-7589 | sponsorships@buses.org

Sponsor benefits start the day you commit. Don’t wait!