

BUSINESS. EDUCATION. NETWORKING.



**2020 SPONSORSHIPS SELL OUT FAST;  
CALL TODAY!**

# MARKETPLACE SPONSORSHIP OPPORTUNITIES

**ABA's Marketplace sponsorship program secures  
your onsite presence in front of key decision makers.**

These powerful decision makers  
determine where North America's 32,000  
motorcoaches stop for meals, lodging,  
shopping, and entertainment.

**2019 Marketplace sponsors  
reached 853 operators from  
368 companies.**

[www.buses.org/marketplace](http://www.buses.org/marketplace)  
#ABAOmaha | #OMGomaha

**OMAHA  
ABA's  
MARKETPLACE 2020**

# SPONSORSHIP OPPORTUNITIES

## PRINCIPAL LEVEL

**\$100,000**

### All-Delegate Lunch

- Available Sunday and Tuesday via sole or co-sponsorship.

**\$35,000**

### Operator Only Breakfast

- Available on Sunday via sole or co-sponsorship.

## CHAMPION LEVEL

**\$15,000**

- Business Floor Refreshments
- Convention Center WiFi
- Operator Booth Signs
- Super Floor Lounge

**\$8,000**

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

**\$6,500**

- *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**

- *Directory of Participants* Advertising (Online Directory Advertising with hyperlink)
- Floor Lounge
- Hotel Key Cards + cost of key cards
- Networking Floor Reception
- 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 2020

## SPONSORSHIP PROGRAM

SPONSOR BENEFITS	PRINCIPAL LEVEL	CHAMPION LEVEL	CONTRIBUTOR LEVEL	SUPPORTING LEVEL
<b>BOOTH SPACE</b>				
Complimentary custom booth space on the Networking Floor	●			
Complimentary 10x20 booth space on the Networking Floor		●		
Complimentary 10x10 booth space on the Networking Floor			●	
<b>REGISTRATION</b>				
Complimentary full-week non-business floor registration	●			
Discounted full-week non-business floor registration		●		
Sponsor Spotlight in ABA's <i>The Insider</i>	●	●		
Email blast prior to and after ABA's Marketplace	●			
Reserved table at lunches	●			
Social media posting	●	●		
Sponsor logo on <a href="http://www.buses.org">www.buses.org</a> with hyperlink	●	●	●	●
Sponsor listing in Marketplace sponsor directory (includes partners)	●	●	●	●
Sponsor listing on Marketplace signage	●	●	●	●
Sponsor listing in <i>Destinations</i> magazine, Marketplace issue	●	●	●	●
Sponsor listing in the <i>Motorcoach Marketer</i>	●	●	●	●
Sponsor listing on Marketplace mobile app	●	●	●	●
Sponsor listing in Marketplace <i>Official Program</i>	●	●	●	●
Sponsor listing in online Marketplace <i>Directory of Participants</i>	●	●	●	●
Sponsor ribbon	●	●	●	●
Ability to provide promotional materials in operator bags	●	●	●	●
Contact information for all Marketplace Buyers	●	●	●	●
25% off rate card pricing for one ad in ABA publications	●	●	●	●
Buy two, get one free offer for digital advertising	●	●	●	●

Differentiate Yourself and Increase Your ROI

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Sponsor benefits start the day to commit. Don't wait!