

# ALL-DELEGATE LUNCH

## \$100,000

## PRINCIPAL LEVEL



Luncheons at ABA's 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 and Tuesday are open to all delegates with an average attendance of 1,800.

### **EXHIBIT BENEFITS**

Complimentary custom booth space on the Networking Floor

### **REGISTRATION BENEFITS**

Complimentary full-week non-business floor registration

### **PUBLICATION BENEFITS**

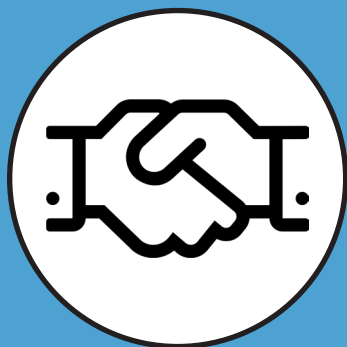
Sponsor Spotlight in ABA's The Insider  
Evite blast prior to ABA's Marketplace  
Informational email blast after ABA's Marketplace  
Social media posting  
Sponsor logo on [www.buses.org](http://www.buses.org) with hyperlink  
Sponsor listing in Marketplace sponsor directory  
Sponsor listing in Destinations magazine, Marketplace issue  
Sponsor listing in the Motorcoach Marketer  
Sponsor listing in Marketplace Official Program  
Sponsor listing in online Marketplace Directory of Participants (includes partners)  
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  
Reserved table at meal function  
Sponsor ribbon  
Sponsor listing on Marketplace signage  
Ability to provide promotional materials in Operator registration bags

### **POST-MARKETPLACE BENEFITS**

Contact information for all Marketplace Buyers  
Guaranteed first right of refusal on your sponsorship



### **Contact:**

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