

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 and 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 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

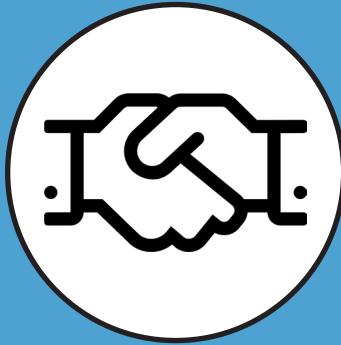
Sponsor listing on Marketplace signage

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:

Jackie Bessette

(703) 728-7589

sponsorships@buses.org

