

ALL-DELEGATE LUNCH

\$50,000

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 20 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

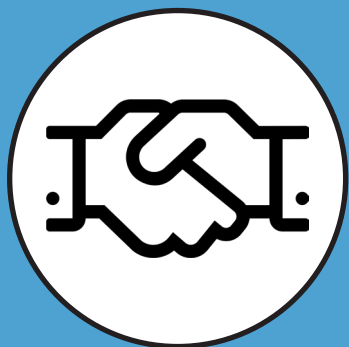
Sponsor Spotlight in ABA's The Insider
Evite blast prior to ABA's Marketplace
Informational email blast after ABA's Marketplace
Social media posting
Sponsor logo on www.buses.org with hyperlink
Sponsor listing in Marketplace sponsor directory
Sponsor listing in Destinations magazine, Marketplace issue
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

