

# FLOOR LOUNGE

## \$5,500

## CHAMPION LEVEL



A full-week Floor Lounge Booth offers greater visibility in a high traffic area in the Marketplace Networking Floor. It's a great opportunity to attract virtually every Operator Buyer delegate on his or her way to or from their appointments. The sponsor may provide food, drink and giveaways of their choice. The Lounge is open during all Marketplace registration hours.

### **EXHIBIT BENEFITS**

Complimentary 10x20 booth space on the Networking Floor

### **REGISTRATION BENEFITS**

Discounted full-week non-business floor registration

### **PUBLICATION BENEFITS**

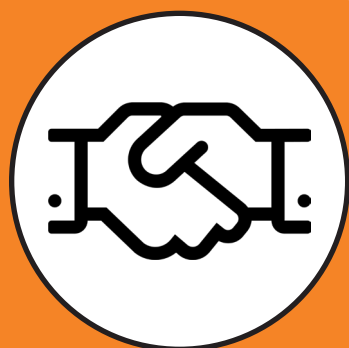
Sponsor Spotlight in ABA's The Insider  
Social media posting  
Sponsor logo on [www.buses.org](http://www.buses.org) with hyperlink  
Sponsor listing in Marketplace sponsor directory  
Sponsor listing in Destinations magazine, Marketplace issue  
Sponsor listing in the Motorcoach Marketer  
Sponsor 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  
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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