

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 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

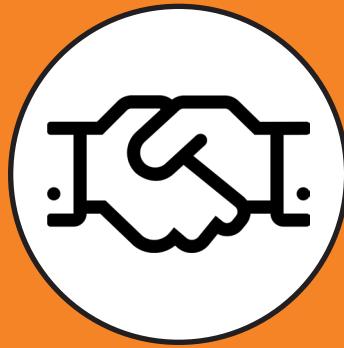
Sponsor listing on Marketplace signage

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:

Jackie Bessette

(703) 728-7589

sponsorships@buses.org

