

OFFICIAL PROGRAM ADVERTISING

\$6,500 (INSIDE) | \$7,500 (BACK COVER)

CHAMPION LEVEL



An ad in the Official Program is a great way to get your name out to all delegates. Every delegate will receive an Official Program and use it all week for their valuable Marketplace information.

EXHIBIT BENEFITS

Complimentary 10x20 booth space on the Networking Floor

REGISTRATION BENEFITS

Discounted full-week non-business floor registration

PUBLICATION BENEFITS

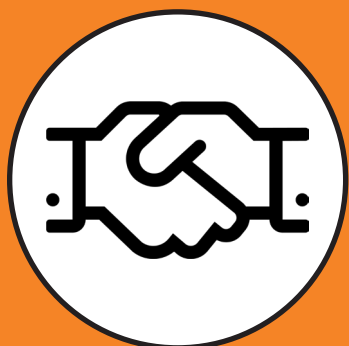
Sponsor Spotlight in ABA's The Insider
Social media posting
Sponsor logo on www.buses.org with hyperlink
Sponsor listing in Marketplace sponsor directory
Sponsor listing in Destinations magazine, Marketplace issue
Sponsor listing in the Motorcoach Marketer
Sponsor listing in Marketplace Official Program
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

Full-page ad in paid position within the printed Official Program
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

