

# 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](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**

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

Sponsor listing on Marketplace mobile app

Sponsor ribbon

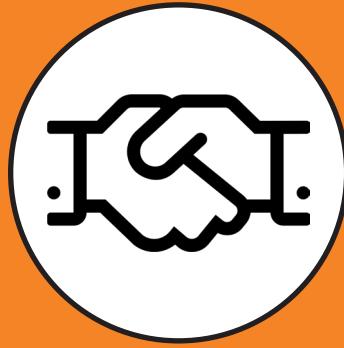
Sponsor listing on Marketplace signage

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:**

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