

OPERATOR APPOINTMENT BOOKLET ADVERTISING

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

CHAMPION LEVEL



The Operator Appointment Booklet is used by all appointment-taking operators at all times. Place your ad here and have your name in front of them all week.

EXHIBIT BENEFITS

Complimentary 10x20 booth space on the Networking Floor

REGISTRATION BENEFITS

Discounted full-week non-business floor registration

PUBLICATION BENEFITS

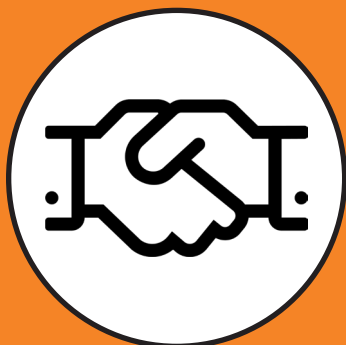
Sponsor Spotlight in ABA's The Insider
Social media posting
Sponsor logo on www.buses.org with hyperlink
Sponsor listing in Marketplace sponsor directory
Sponsor listing in Destinations magazine, Marketplace issue
Sponsor listing in the Motorcoach Marketer
Sponsor listing in Marketplace Official Program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

