

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

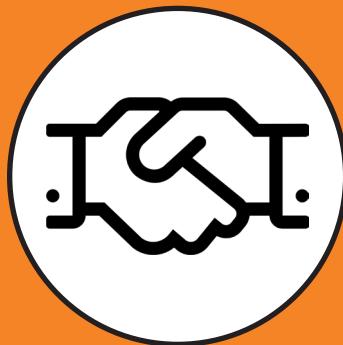
Sponsor listing on Marketplace signage

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

