

OPERATOR BREAKFAST

\$35,000

PRINCIPAL LEVEL



Operator breakfasts are the best and most valuable way to start the day. By hosting only operator delegates at a full sit-down breakfast, you have the opportunity to capture their attention and show them all the hospitality you have to offer. The sponsor will have up to 30 minutes for a presentation if desired. Average attendance is 450-500, and only operator Buyer delegates and VIP's are eligible to attend. Available on Sunday morning.

EXHIBIT BENEFITS

Complimentary custom booth space on the Networking Floor

REGISTRATION BENEFITS

Complimentary full-week non-business floor registration

PUBLICATION BENEFITS

Sponsor Spotlight in ABA's The Insider

Evite blast prior to ABA's Marketplace

Informational email blast after ABA's Marketplace

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

Reserved table at meal function

Sponsor ribbon

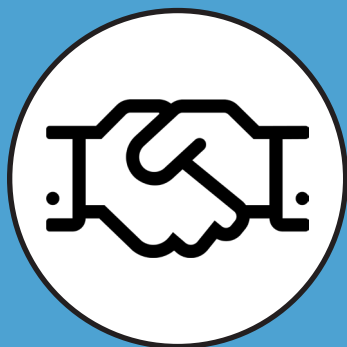
Sponsor listing on Marketplace signage

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

