

# ORIENTATION STAR PROGRAM \$8,000

## CHAMPION LEVEL



Each year approximately 20% of Marketplace attendees are new. Be the first to welcome them. Your exposure begins pre-Marketplace through webinars, STAR page at [www.buses.org](http://www.buses.org) and STAR Tales e-newsletters. Then onsite, the Orientation Center is designed to help first-time STAR delegates prepare for their Marketplace 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](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

### **PRE-SHOW BENEFITS**

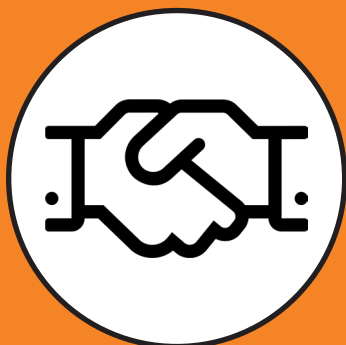
Company logo on STAR Page at [www.buses.org/marketplace](http://www.buses.org/marketplace)  
Identified to all STAR delegates on STAR webinars  
Listed as title sponsor of STAR Tales e-newsletters (4 e-newsletters total)

### **ONSITE BENEFITS**

Right to decorate service center with pop-up banners and other logo materials  
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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