

ORIENTATION STAR PROGRAM

\$8,000

CHAMPION LEVEL

OMAHA
ABA's
MARKETPLACE 2020

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 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 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

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

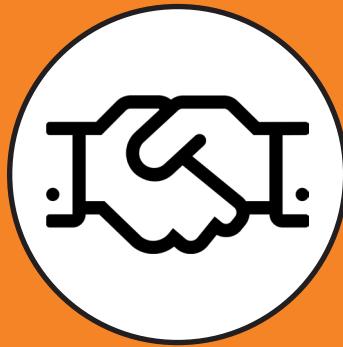
Sponsor listing on Marketplace signage

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:

Jackie Bessette

(703) 728-7589

sponsorships@buses.org

