

RESOURCE CENTRAL SERVICE CENTER & MARKETPLACE PASSPORT \$8,000

CHAMPION LEVEL



This sponsorship provides year-round visibility. Your logo is front & center on the Marketplace Passport, ABA's individualized event portal for all delegates. Then as the "workspace at Marketplace", the Resource Central Service Center offers great visibility on the Marketplace Networking Floor and serves more than 3000 delegates. The Service Center is open during all Marketplace registration hours and staff by Marketplace volunteers recruited by ABA.

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

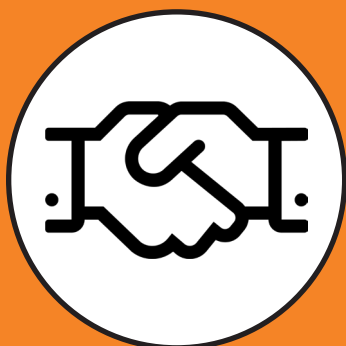
Company logo on Passport login page and Passport main page
Identified to all appointment-takers as sponsor in all appointment emails

ONSITE BENEFITS

Company logo on all computer screens in Resource Central
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

