



American Bus Association™ Marketplace

MARKETPLACE 2027 Sponsorship Guide

Sponsorship at ABA's Marketplace is designed to put your brand in front of the right people at the right time. Whether your goal is visibility, engagement, or staying top of mind, there is an opportunity that fits.

How it Works

1. Identify your goal
2. Select your sponsorship opportunity
3. Check availability
4. Secure your sponsorship
5. Measure your return

What Every Sponsor Receives

- Visibility before, during, and after Marketplace
- Listings in the Marketplace app, directory, and event materials
- Recognition across ABA communications and channels
- Opportunities to connect with Marketplace buyers and attendees
- Onsite brand presence throughout the event

What is Your Goal

What are you trying to accomplish?

Increase visibility

- ▶ Put your brand where everyone will see it

Examples include: WiFi, hotel key cards, naming rights, app logo, and major event sponsorships

Drive engagement

- ▶ Be part of the moments where connections happen

Examples include: receptions, lounges, charging stations, and education sessions

Stay in Front of Buyers

- ▶ Keep your brand visible before, during, and after the event

Examples include: directory advertising, appointment clock placements, and email or newsletter sponsorships

Choose Your Level

Marketplace offers sponsorship opportunities across four levels:

Principal Level

- ▶ Premium visibility and high-impact placements tied to major event moments

Champion Level

- ▶ Strong onsite presence in high-traffic areas and attendee touchpoints

Contributor Level

- ▶ Targeted opportunities that place your brand in key parts of the attendee experience

Supporter Level

- ▶ Accessible entry points to gain visibility and stay present throughout the event

Explore Opportunities

View all sponsorship opportunities and check current availability online.
marketplace.buses.org

Contact Us

Questions or want help choosing the right sponsorship?
Lori Howard, lhoward@buses.org

See You in Calgary
Feb 6-9 2027

