



## PRINCIPAL LEVEL

### \$65,000

- All-Delegate Lunch | Available Sunday, Monday, Tuesday via sole or co-sponsorship + Cost of AV, Meals

### \$57,500

- Operator Breakfast | Available Sunday, Monday, via sole or co-sponsorship

### \$20,000

- Charging Lounge
- Opening Ceremony Keynote
- Operator Booth Signs
- Registration Booth

### \$15,000

- Convention Center WiFi
- Hotel Key Cards
- Super Floor Lounge

### \$5,500

- Operator Reception + Cost of Reception

## CONTRIBUTOR LEVEL

### \$4,500

- Appointment Clock Logo
- Education Speaker
- Daily Education Refreshments per Day
- Digital Photo Screen Display per Side
- Marketplace App Logo

### \$3,500

- Business Floor Recovery Station + Cost of Items
- Operator Chair Pads + Cost of Pads
- Operator Gift + Cost of Gift
- Operator Profile Binder + Cost of Binders/ Tabs
- Restroom Branding + Cost of Items/Signage

Contact Lori Eison Howard, [lhoward@buses.org](mailto:lhoward@buses.org), for availability and more information on each opportunity.

## CHAMPION LEVEL

### \$10,000

- Appointment Clock Video
- Business Floor Aisle Stickers
- Networking Floor Aisle Stickers
- Year-Round Webinar Series

### \$9,000

- Registration Badges & Card Holders

### \$8,500

- Business Floor Charging Stations
- Business Floor Worktables & Stools
- Marketplace Monthly e-Newsletter Series
- Marketplace Delegate Depot
- Marketplace Online Registration
- Marketplace Passport
- Networking Floor Worktables & Stools

### \$7,500

- Coat Check
- Education Bites Screen Area

### \$6,500

- Headshot Booth + Cost of Photographer/ Equipment
- Networking Floor Reception
- Operator Appointment Booklet Advertising
- Operator Shipping Boxes + Cost of Boxes/ Tape
- Tuesday All Delegate Breakfast

### \$5,500

- ABA Board of Directors Breakfast
- ABA Board of Directors Meeting
- Business Floor Refreshments + Cost of Beverages
- Directory of Participants Advertising
- Floor Lounge
- Foundation Afterglow
- Operator Mailboxes + Cost of Mailboxes
- Registration Bags + Cost of Bags

## SUPPORTER LEVEL

### \$1,500

- Delegate Depot Supply Caddies
- Name Badge Ribbons
- Operator Gift Delivered + Cost of Gift

### \$550

- Volunteer Prizes



## ABA Marketplace – Sponsorship Levels & Benefits

BENEFIT	PRINCIPAL	CHAMPION	CONTRIBUTOR	SUPPORTER
<b>BOOTH SPACE</b>				
Custom booth space on the Networking Floor	✓	–	–	–
10×20' booth space on the Networking Floor	–	✓	–	–
10×10' booth space on the Networking Floor	–	–	✓	–
<b>VISIBILITY &amp; PROMOTION</b>				
Email blast before & after MKPL	✓	–	–	–
Social media posting	✓	✓	–	–
Sponsor logo on buses.org with hyperlink	✓	✓	✓	✓
Listing in MKPL Sponsor Directory	✓	✓	✓	✓
Listing on ABA Online Directory	✓	✓	✓	✓
Listing on Marketplace mobile app	✓	✓	✓	✓
Listing on appointment clock (non-appointment times)	✓	✓	✓	✓
<b>ONSITE RECOGNITION</b>				
Dedicated networking time on Networking Floor	✓	✓	✓	–
Sponsor ribbon	✓	✓	✓	✓
<b>POST-EVENT BENEFITS</b>				
Recognition in Marketplace Dispatch post-Marketplace	✓	✓	✓	✓
Contact info for all MKPL buyers	✓	✓	✓	✓
Listing in wrap-up Marketplace Monthly	✓	✓	✓	✓
Listing in Destinations magazine, post-event issue	✓	✓	✓	✓
<b>ADVERTISING PERKS</b>				
25% off rate card for one ad in Destinations magazine	✓	✓	✓	✓
Buy 2, get 1 free sponsored social advertising	✓	✓	✓	✓
<b>REGISTRATION</b>				
Discounted booth rep registration fees	✓	✓	✓	–

Contact Lori Eison Howard, [lhoward@buses.org](mailto:lhoward@buses.org), for availability and more information on each opportunity.