

in full view

American Bus Association Sponsorship & Promotional Opportunities

Contact: Jana Fields

jfields@buses.org

800-283-2877 ext. 213





ABA represents approximately 1,000 motorcoach and tour companies in the United States and Canada. Our members operate tours, charters and all segments of motorcoach transportation. Another 2,800 member organizations represent the travel and tourism industry and suppliers of bus products, business products and services who work in partnership with the North American motorcoach industry. Make certain your company is **in full view** of this membership.



“ABA is where we choose to invest our marketing dollars because of the immediate returns we see each year. Our sponsorship at Marketplace is a critical part of our annual campaign.”

*Sara Hamlin, CTIS
Greater Birmingham Convention
& Visitors Bureau*





MARKETPLACE:

The Premier Show in the Group Travel Industry

The American Bus Marketplace is the premier business event for the group travel industry, offering Tour and Motorcoach Operator Buyers and Travel Industry Sellers the opportunity to meet face-to-face in prescheduled seven-minute appointments. Buyers attend Marketplace to gather information on destinations, to meet personally with people with whom they conduct business, and to socialize with other Buyers. Sellers attend Marketplace to sell their destination, attraction, restaurant, or hotel to motorcoach and tour operators.



identify your marketing audience

Buyers: more than 600 tour and motorcoach owners and operators attend.

Our members complete 575,000 charter and tour trips annually, carrying almost 22 million passengers.

Sellers: more than 2500 travel industry representatives from destination marketing organizations, attractions, restaurants, hotels and associate service suppliers.

The Economic Impact of Motorcoach Tourism:

- One overnight visit is worth up to \$11,660 to a destination. This includes meals, lodging and shopping.
- The motorcoach industry directly supports nearly 800,000 U.S. tourism jobs.
- 33,400 vehicles in the industry drive the economy and demand for goods and services.
- Motorcoach travel and tourist demand generates more than \$55 billion annually in economic transactions.

99% Renewal Rate: Marketplace sponsors return year after year because their business increases as a result of being **in full view** of the most Buyers in the industry.





Level 3: \$5,500*

- Operator Breakfasts
- All-Delegate Lunches
- Hospitality Functions
- Operator-to-Operator Reception
- Networking Floor Reception
- Full Week Floor Lounge
- Resource Central Service Center
- Orientation Service Center
- Marketplace Registration Bags
- Official Program Advertising
- Directory of Participants Advertising
- Operator Appointment Booklet Advertising
- Operator Booth Signs
- Customized Sponsorships

Level 2: \$3,000*

- Message & E-mail Center
- Marketplace Education Speaker
- Education Refreshment Breaks
- Delegate Name Badge Holders
- Operator Water Stations

Level 1: \$1,100*

- Delegate Supplies
- Operator Gifts

*Additional costs may apply for each level depending on the sponsored item.

MARKETPLACE SPONSOR BENEFITS	Level 3	Level 2	Level 1
Complimentary customized booth space on the Networking Floor.	●		
Listing of sponsorship in an issue of the Marketplace Show Daily.	●		
Complimentary 10'x10' booth space on the Networking Floor.	●	●	
Special recognition as a sponsor throughout Marketplace week via signage, sponsor ribbons and public recognition.	●	●	●
Contact information for all Marketplace Buyer or Seller delegates for follow-up after Marketplace.	●	●	●
Recognition in our on-line Sponsor Directory, emailed to all Marketplace Buyers prior to and after Marketplace.	●	●	●
Ability to provide promotional materials in ABA's registration bag.	●	●	●
Guaranteed first right of refusal on your valuable sponsorship for the next Marketplace.	●	●	●
Inclusion in Pre-Marketplace mailings.	●	●	●
Listing on ABA's Website, www.buses.org , which includes a link directly to your site.	●	●	●
Recognition in the Marketplace Directory of Participants, distributed to every Marketplace delegate.	●	●	●
Recognition in the post-Marketplace issue of Destinations magazine, distributed to all members.	●	●	●
Special recognition in the <i>Motorcoach Marketer</i> , the annual tour/charter planner of the ABA, referenced throughout the year by bus and tour operators. (Must be a sponsor by August 7, 2009)	●	●	●



BUS INDUSTRY SAFETY COUNCIL:

Improving the Safety of Our Industry



ABA's Bus Industry Safety Council (BISC) is comprised of safety, operational, maintenance and security leaders from ABA's bus operator and supplier membership. BISC meets regularly to discuss issues and innovations in areas of safety, regulatory compliance, technology and security.

The mission of the Bus Industry Safety Council is to develop and promote methods, materials, and procedures to improve motorcoach safety. Areas of particular emphasis are: Government, Enforcement and Regulatory Activities, Human Performance and Vehicle Technical Operations.

The Bus Industry Safety Council meets two times per year.

Sponsorship opportunities for BISC include:

- Breakfasts
- Lunches
- Dinners
- Speakers
- Educational Products

“increasing the importance of **safety in our industry.**

*By sponsoring functions at BISC meetings you guarantee your message is **in full view** of the right audience.”*

Chris Crean

Peter Pan Bus Lines

Chairman, Bus Industry Safety Council

BISC MEETING SPONSOR BENEFITS

Special recognition as a sponsor throughout BISC meeting via signage, sponsor ribbons and public recognition.

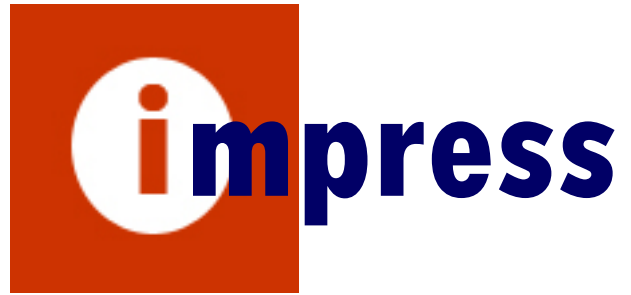
Contact information for all BISC attendees for follow-up after meeting.

Ability to provide promotional materials on-site.

Guaranteed first right of refusal on your valuable sponsorship for the next BISC meeting.

Listing on ABA's Website, www.buses.org, which includes a link directly to your site.





BOARD OF DIRECTORS: Leading By Example

The ABA Board of Directors is instrumental in providing leadership and direction for the members of the association and for the motorcoach, tour, and travel industry. The Board consists of associate members, travel supply industry members, tour operator members, and bus operator members. Our directors are the face of ABA and your company can be **in full view** of these industry leaders.

i invaluable

The Board of Directors meet three times per year. Sponsorship opportunities for the ABA Board include:

- Breakfasts
- Lunches
- Dinners
- Speakers
- Educational Products

“As a member of the ABA Board of Directors I invite you to showcase your company during one of our gatherings. As a sponsor you will have a unique platform to grab our attention and impress us with your products. Take advantage of this opportunity and increase your visibility.”

*John Meier
ABA Executive Committee Member, Board of Directors
Badger Coaches Inc.*

BOARD OF DIRECTORS MEETING SPONSOR BENEFITS

Special recognition as a sponsor throughout Board meeting via signage, sponsor ribbons and public recognition.

Contact information for all Board attendees for follow-up after meeting.

Ability to provide promotional materials on-site.

Guaranteed first right of refusal on your valuable sponsorship for the next Board meeting.

Listing on ABA's Website, www.buses.org, which includes a link directly to your site.

