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## **AMERICAN BUS ASSOCIATION**

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**AMERICAN BUS ASSOCIATION**

**THANKS FOR BEING A  
2010 MARKETPLACE SPONSOR!**

**FOR ALL SPONSOR QUESTIONS AND  
NEEDS, PLEASE CONTACT:**

**JANA FIELDS  
AMERICAN BUS ASSOCIATION  
2071 NORBORNE DRIVE  
LEXINGTON, KY 40502**

**PHONE: (859) 269-0670  
(800) 283-2877, EXT. 213**

**FAX: (859) 269-7539**

**EMAIL: [jfields@buses.org](mailto:jfields@buses.org)**

**AMERICAN BUS MARKETPLACE  
Sponsorship Deadlines  
LEVEL 1**

<b>Item</b>	<b>Deadline</b>	<b>Return To:</b>
Operator Gift Approval <i>(ABA needs to approve your Operator Gift before you purchase.)</i>	Dec. 1, 2008 Assigned in order that contracts are returned.	ABA
Registration Bag Item Fax Back Form Due	Dec. 11, 2008	ABA
List of Partner Sponsors <i>(Please email a list of your partner sponsors, if any, so they may noted in the Directory of Participants.)</i>	Dec. 11, 2009	ABA
Sponsorship Fee <i>(Previously invoiced)</i>	Dec. 15, 2009	ABA

Shipment of Promotional Material for Registration Bag Stuffing

**Must be received no later than Jan. 7, 2010.**

**American Bus Marketplace  
Registration Bag Item  
C/O Freeman  
9900 Business Parkway  
Lanham, MD 20706**

**\*\*Registration Bag items MUST be shipped by themselves and not with your other items or on the skid with your booth items. They MUST also have the REG BAG shipping label on the box. You will not be charged drayage on the Reg Bag item boxes.**

**\*\*Place REG BAG shipping label on boxes that is located in Freeman Kit\*\***

Shipment of Operator Gift Delivery at Marketplace

**Must be received no later than Jan. 7, 2010**

**American Bus Marketplace  
Operator Gifts  
C/O Freeman  
9900 Business Parkway  
Lanham, MD 20706**

**\*\*Place OP GIFT shipping label on boxes that is located in Freeman Kit\*\***

**American Bus Association**

**Attn: Marketplace Sponsorship  
2071 Norborne Drive  
Lexington, KY 40502  
859-269-0670; Fax: 859-269-7539  
jfields@buses.org**

**AMERICAN BUS MARKETPLACE  
Sponsorship Deadlines**

**LEVEL 2**

<b>Item</b>	<b>Deadline</b>	<b>Return To:</b>
Operator Gift Approval <i>(ABA needs to approve your Operator Gift before you purchase.)</i>	Dec. 1, 2009 Assigned in order that contracts are returned.	ABA
List of Partner Sponsors <i>(Please email a list of your partner sponsors, if any, so they may be noted in the Directory of Participants.)</i>	Dec. 11, 2009	ABA
Sponsor Promotional Material <i>(ABA needs to approve all printed material.)</i>	Dec. 11, 2009	ABA
Registration Bag Item Fax Back Form Due	Dec. 11, 2009	ABA
Sponsorship Fee <i>(Previously invoiced)</i>	Dec. 15, 2009	ABA
Shipment of Operator Gift Delivery at Marketplace	<b>Must be received no later than Jan. 7, 2010.</b>  **Place OP GIFT shipping label on outside of boxes. It is located in Freeman kit**	<b>American Bus Marketplace Operator Gifts</b> C/O Freeman 9900 Business Parkway Lanham, MD 20706
Shipment of Promotional Material for Registration Bag Stuffing	<b>Must be received no later than Jan. 7, 2010.</b>  **Place REG BAG shipping label on outside of boxes. It is located in Freeman kit**	<b>American Bus Marketplace Registration Bag Item</b> C/O Freeman 9900 Business Parkway Lanham, MD 20706

**\*\*Registration Bag items MUST be shipped by themselves and not with your other items or on the skid with your booth items. They MUST also have the REG BAG sticker on the box. You will not be charged drayage on the Reg Bag item boxes.**

**American Bus Association  
Attn: Marketplace Sponsorship  
2071 Norborne Drive  
Lexington, KY 40502  
859-269-0670; Fax: 859-269-7539  
[jfields@buses.org](mailto:jfields@buses.org)**

**AMERICAN BUS MARKETPLACE**  
Sponsorship Deadlines  
**Level 3**

Item	Deadline	Return to:
Requirements for Meal Function/ Floor Lounge Catering Decorating Audio/ Visual Entertainment Signed AV Basic Package Worksheet Returned	Dec. 4, 2009	ABA
List of Partner Sponsors <i>(Please email a list of your partner sponsors, if any, so they may be noted in the Directory of Participants.)</i>	Dec. 11, 2009	ABA
Sponsor Promotional Material <i>(ABA needs to approve all printed material.)</i>	Dec. 11, 2009	ABA
Registration Bag Item Fax Back Form Due	Dec. 11, 2009	ABA
<b>Sponsorship Fee</b> <i>(Previously invoiced)</i>	Dec. 15, 2009	ABA
Shipment of Operator Invite Delivery at Marketplace <b>**Meal Sponsor Only**</b>	<b>Must be received no later than Jan. 7, 2010.</b>  <b>**Place OP GIFT shipping label on outside of boxes. It is located in Freeman kit**</b>	American Bus Marketplace Operator Gifts C/O Freeman 9900 Business Parkway Lanham, MD 20706
Shipment of Promotional Material for Registration Bag Stuffing  <b>**Registration Bag items <u>MUST</u> be shipped by themselves and <u>not</u> with your other items or on the skid with your booth items. They <u>MUST</u> also have the REG BAG sticker on the box. You will not be charged drayage on the Reg Bag item boxes.</b>	<b>Must be received no later than Jan. 7, 2010.</b>  <b>**Place REG BAG shipping label on outside of boxes. It is located in Freeman kit**</b>	American Bus Marketplace Registration Bag Item C/O Freeman 9900 Business Parkway Lanham, MD 20706

**American Bus Association**  
Attn: Marketplace Sponsorship  
**2071 Norborne Dr.**  
**Lexington, KY 40502**  
**859-269-0670; Fax: 859-269-7539**  
**jfields@buses.org**

# American Bus Marketplace

January 15-19, 2010

Gaylord National Resort & Convention Center  
National Harbor, MD

All Marketplace Networking Floor booths may begin setting up on Thursday, Jan. 14, 2010 at 1:00 p.m. and must be set and ready no later than 10:00 a.m. on Friday, Jan. 15, 2010.

Your booth must be staffed during the following hours:

## BOOTH HOURS

Saturday, Jan. 16, 2010	11:30 a.m. - 6:00 p.m.
Sunday, Jan. 17, 2010	8:30 a.m. - 6:00 p.m.
Monday, Jan. 18, 2010	8:30 a.m. - 6:00 p.m.
Tuesday, Jan. 19, 2010	8:30 a.m. - 6:00 p.m.

**\*\*Booths are not required to be open on Friday afternoon during the sightseeing tours. All booths must be open from 11:30am-6:00pm on Saturday for the Product Pavilion and Networking Floor Reception.**

**You may not begin dismantling your booth until after 6:00 p.m. on Tuesday, Jan. 19, 2010. However, we suggest that you dismantle your booth beginning at 8:00 a.m. on Wednesday, Jan. 20, 2010 in order to attend the Philadelphia Evening Event.**

***Companies who dismantle their booths prior to 6:00 p.m. on Tuesday, Jan. 19, 2010 will not be allowed to have booth space at Marketplace 2011.***

**THANK YOU FOR YOUR SPONSORSHIP.  
WE LOOK FORWARD TO SEEING YOU IN THE CAPITAL REGION!**



**Your audio visual contact  
for your meal function is:**

**Brian Losurdo**

**ABA Audio Visual Contact**

**Phone: (202) 215-3386**

**Email:**

**[losurdo@platinumroadcase.com](mailto:losurdo@platinumroadcase.com)**



**AMERICAN BUS ASSOCIATION**

## **REGISTRATION BAG ITEM**

**As a Marketplace sponsor, you have the opportunity to insert an item or invitation in the delegate Registration Bags. In an effort to be Green, we ask you not to send flyers or promotional materials to be stuffed.**

**This year we will once again have an online Sponsor Directory, which will be sent to all registered operators before and after Marketplace. This directory includes your contact information, a link to your website and any other materials you would like to post.**

**You also have the opportunity to give away a prize at the end of Marketplace week.**

**Please complete the attached form if you plan on taking advantage of these opportunities.**

**MARKETPLACE 2010  
SPONSOR ITEM FAX BACK FORM**

**TO:**            **Jana Fields, American Bus Association**  
                    Fax: (859) 269-7539

**FROM:**        \_\_\_\_\_  
                    Contact Name

                    \_\_\_\_\_  
                    Company Name

- I am sending something to be placed in the registration bags:**
- Operator Bags Only (600 Bags)
  - All Delegate Bags (3000 Bags)

I am sending the following item:

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- I am an event sponsor and want to place an invitation at the Operators' desks. (One Invitation per Appointment Booth – 330 total)**

- I am providing a small giveaway to be given to an Operator at their booth. We will pull the business card from our booth and provide it to ABA on Tuesday morning, Jan. 19. I am giving away the following item:**
- 

Please provide a contact name and cell phone number of someone who can be reached Tues, Jan. 12 – Thurs, Jan. 14 for questions concerning these items.

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**Please fax this form back to 859-269-7539 no later than Dec. 11, 2009**



**AMERICAN BUS ASSOCIATION**

## **Shipping Directions for Registration Bag Items:**

**When shipping items for the REGISTRATION BAGS, please ship them to the warehouse address. They must not arrive before Dec. 14, 2009 and must arrive no later than Jan. 7, 2010. They must be sent by themselves and not in with your booth shipment or on the skid with your other boxes. Please be sure they have the REG BAG shipping label on the outside of the box.**

**The address is:**

***Exhibiting Company Name/Booth #  
America Bus Assn Marketplace  
c/o: Freeman  
9900 Business Parkway  
Lanham, MD 20706***

***\*\*You will not be charged drayage on the boxes that you ship separately that contain items to be stuffed in the registration bags.\*\****



**AMERICAN BUS ASSOCIATION**

**Shipping Directions:**

**When shipping items for the Operator Gifts or Exhibit Booth, please ship them to the warehouse address. They must arrive no later than Jan. 7, 2010.**

**The address is:**

*Exhibiting Company Name/Booth #  
American Bus Assn Marketplace  
c/o: Freeman  
9900 Business Parkway  
Lanham, MD 20706*

**When shipping items to arrive at the Gaylord National Convention Center, please ship them so that they arrive no earlier than Thursday, Jan. 14, 2010. Any shipments that arrive prior to that date will not be accepted.**

**The convention center address is:**

*Exhibitor Booth Name/Booth #  
American Bus Assn Marketplace  
c/o: Freeman  
Gaylord National Hotel & Convention Center  
701 Waterfront Street  
National Harbor, MD 20745*

**\*\*Do Not ship your items to your hotel room at the Gaylord National.  
If you do, you will end up paying drayage charges twice.\*\***

**PLEASE BE SURE TO USE THE APPROPRIATE SHIPPING LABEL  
ON EACH OF YOUR BOXES. THEY ARE LOCATED IN THE  
FREEMAN EXHIBITOR KIT.**