

**30-31  
MARCH**

**PBA** | PENNSYLVANIA  
BUS ASSOCIATION  
Representing the Motorcoach Industry Since 1923

# 2026 MARKETPLACE

A GROUP LEADER SHOW

AT LIBERTY ARENA | WILLIAMSPORT, PA



PABus.org

## Marketplace Sponsorship Opportunities Are Available for Travel Suppliers Seeking to Enhance Their Visibility and Recognition!

Diamond, Platinum, Gold, Silver, and Bronze sponsorship levels each offer distinct benefits, all designed to amplify your visibility through email campaigns, website and social media exposure—giving you a robust, multi-channel marketing presence.

Recognizing that businesses have varying marketing goals and budgets, we also offer a range of affordable advertising opportunities. These include half-page or full-page ads (in color) in the Marketplace Directory, as well as Video Marketing, geared specifically toward group leaders.

For those seeking premier visibility, the Diamond Sponsorship is our top-tier offering. This sponsorship level features a prime location and includes 2 booths at the event, putting your brand front and center—plus much more.

- **VIEW** the sold and available sponsorships.
- **SECURE** a sponsorship.
- **DOWNLOAD the Marketplace Advertising Guide**, for all ad specifications.

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## Sponsorship Levels, Directory Advertising, Video Marketing



Diamond Level Sponsorship



Platinum Level Sponsorship



Gold Level Sponsorship



Silver Level Sponsorship



Bronze Level Sponsorship

- 
- Marketplace Directory Advertising
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- Video Marketing

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## **Diamond Sponsor – Most Visibility \$3,500**

### **Sponsorship Includes:**

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(2) Booths (includes 2 reps per booth)

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(1) Best Practices Roundtable Registration

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(1) Profile Sheet in Marketplace Directory *(2-sided)*

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(1) Full-Page Color Ad

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Special Drawing at Booth for Group Leaders

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Entrance Prominent Name Display!

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Booth Placement Selection

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Email Blasts/Website/Social Media Exposure

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## Platinum Sponsor \$2,500

## Sponsorships/Benefits:

### 1. Breakfast

- (1) Booth (includes 2 reps per booth)
- (1) Full-page Color Ad
- (1) Profile Sheet *(2-sided)*
- Email Blasts/ Website/ Social Media Exposure

### 2. Networking Reception

- (1) Booth (includes 2 reps per booth)
- (1) Full-page Color Ad
- (1) Profile Sheet *(2-sided)*
- Email Blasts/ Website/Social Media Exposure

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## Gold Sponsor \$1,500

### Sponsorships/Benefits:

**1. Group Leader Bags** *(50 Tote Bags (you design and provide) for the motorcoach operator group leaders attending Marketplace).*

- (1) Full-page Color Ad
- Email Blasts/ Website/ Social Media Exposure

**2. Lanyards** *(750 Lanyards you design & provide. Advance ship to PBA is required).*

- (1) Full-page Color Ad
- Email Blasts/ Website/Social Media Exposure

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## Silver Sponsor \$750

### Sponsorships/Benefits:

#### 1. Inside Front Cover Marketplace Directory Ad

- Inside Front-page Color Ad
- Email Blasts/ Website/ Social Media Exposure

#### 2. Back Cover Marketplace Directory Ad

- Back Outside Full-page Color Ad
- Email Blasts/ Website/ Social Media Exposure

#### 3. Inside Back Cover Marketplace Directory Ad

- Inside Full-page Color Ad on Back
- Email Blasts/ Website/ Social Media Exposure

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## Bronze Sponsor \$500

### Sponsorships/Benefits:

**1. Tote Bags** *(50 Bags for the Marketplace Operator Tour Planners. You design & provide. Advance ship to PBA is required.)*

- Tote Bags to include Your Marketing Material, Profile Sheet
- Email Blasts/ Website/Social Media Exposure

#### 2. Group Leader Drawing

- Includes a PBA Purchased \$50 Gift Card for the Winning Ticket.
- Email Blasts/ Website/Social Media Exposure

#### 3. Refreshments/Snacks

- (1) Profile Sheet *(2-sided)*
- Email Blasts/ Website/Social Media Exposure

#### 4. Board of Directors Meeting

- (1) Profile Sheet *(2-sided)*
- Email Blasts/ Website/Social Media Exposure

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## Profile Sheet, Ads, Video Marketing

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**Profile Sheet in Marketplace Directory (2-sided) \$400**

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**Full-page Color Ad in Marketplace Directory \$300**

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**Half-page Color Ad in Marketplace Directory \$175**

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**Video Marketing \$200** - 2-minute Video to be Shown to Group Leaders arriving on the motorcoaches. *Video link to be emailed to PBA.*

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# THANK YOU FOR YOUR CONSIDERATION!

## QUESTIONS?

Contact Pattie Cowley:

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717-236-9042

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