

**23-24
MARCH
2027**

PBA

PENNSYLVANIA
BUS ASSOCIATION
Representing the Motorcoach Industry Since 1923

GROUP TRAVEL MARKETPLACE

— A GROUP LEADER SHOW —

DISCOVER
Lancaster 

SPOOKY NOOK | MANHEIM, PA



PABus.org

Group Travel Marketplace Sponsorship Opportunities

Group Travel Marketplace sponsorship and advertising opportunities are available for travel suppliers seeking to enhance their visibility and recognition with motorcoach operators, tour planners, group leaders, and travel and hospitality partners.

Diamond, Platinum, Gold and Silver sponsorship levels offer distinct benefits designed to amplify your visibility through email communications, the event website and social media exposure.

Additional Premium Group Travel Marketplace advertising, Full-page & Half-page ad advertising and Virtual Marketing Video opportunities are also available for companies with varying marketing goals and budgets.

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Sponsorship Levels, Advertising & Video Marketing

Diamond Sponsor

Platinum Sponsor

Gold Sponsor Opportunities

Silver Sponsor Opportunities

Premium Group Travel Marketplace Directory Advertising

Group Travel Marketplace Directory Advertising

Virtual Marketing Video

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Diamond Sponsor \$3,500

Most Visibility | Premier Sponsorship

Two exhibit booths

Space for two booth representatives per booth

Prominent booth placement

Two-page profile sheet in the Group Travel Marketplace Directory

Full-page color ad in the Group Travel Marketplace Directory

Promotional exposure through email communications, the event website and social media

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Platinum Sponsor \$2,500
Networking Reception Sponsor

Put your company at the center of the conversation.

- One exhibit booth for up to two booth representatives
- Full-page color ad in the Group Travel Marketplace Directory
- Two-page profile sheet in the Group Travel Marketplace Directory
- Promotional exposure through email communications, the event website and social media

Best fit: Companies seeking high-value face-to-face recognition during one of the Group Travel Marketplace's key networking events.

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Gold Sponsor Opportunities

High-visibility sponsorships with Marketplace Directory and promotional exposure.

1. Breakfast

Start the day with strong brand visibility as the Breakfast Sponsor. Includes full-page color ad, two-page profile sheet, and promotional exposure through email communications, the event website and social media. **\$1,500**

2. Group Travel Planner Bags

Provide 750 branded group travel planner bags, preferably tote bags approximately 14" W x 16.5" H. Includes two-page profile sheet, full-page color ad, and promotional exposure. Sponsor designs, purchases and ships bags to PBA. **\$1,500**

3. Lanyards

Provide 750 custom-designed lanyards. PBA will supply required specifications. **\$1,500**
Includes full-page color ad and promotional exposure through email communications, the event website and social media.

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Silver Sponsor Opportunities

All opportunities: \$750 | Affordable event sponsorships with targeted recognition.

1. Tote Bags

Provide 50 branded tote bags for Group Travel Marketplace operator tour planners. Sponsors may include marketing materials inside the bags. PBA will provide specifications; advance shipment required.

\$750

2. Board of Directors Meeting

Show your support for PBA leadership. Includes a two-page profile sheet in the Group Travel Marketplace Directory and promotional exposure.

\$750

3. Refreshments/Snacks

Help keep exhibitors refreshed and energized. Includes a two-page profile sheet in the Group Travel Marketplace Directory and promotional exposure.

\$750

4. Best Practices Roundtable

Support peer learning and industry conversation. Includes a two-page profile sheet in the Group Travel Marketplace Directory and promotional exposure.

\$750

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Premium Directory Advertising

Secure high-impact placement in the Group Travel Marketplace Directory.

Inside Front Cover Ad | \$750

Full-color inside front cover ad. Finished ad size: 8.25" W x 10.25" H.

SOLD

Back Cover Ad | \$750

Full-color outside back cover ad. Finished ad size: 8.75" W x 11.25" H.

SOLD

Inside Back Cover Ad | \$750

Full-color inside back cover ad. Finished ad size: 8.25" W x 10.25" H.

2-page Profile Sheet | \$600

Two-page, full-color company profile in the Marketplace Directory. Finished size for each page: 8.25" W x 10.25" H.

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Directory Ads & Video Marketing

Full-page Color Ad

\$300

Finished ad size: 8.25" W x 10.25" H.

Half-page Color Ad

\$175

Finished ad size: 8.25" W x 4.75" H.

Virtual Marketing Video

\$200

Two-minute marketing video shown to Group Leaders aboard the motorcoaches. *Video link must be emailed to PBA.*

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THANK YOU FOR YOUR CONSIDERATION!

**SECURE YOUR
SPONSORSHIP!**

[View the Advertising Guidelines.](#)

QUESTIONS?

Contact Pattie Cowley:

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717-236-9042

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