

# BUS INDUSTRY SAFETY COUNCIL SPONSORSHIPS



The mission of the Bus Industry Safety Council is to continually **raise the level of safety in the intercity bus and motorcoach industry** through collaborative efforts of professionals in a workshop and educational environment.

## WHO ATTENDS

Security, safety, operational leaders and government officials from across the North American motorcoach industry

Highlight your company in front of more than 100 bus operators and BISC members.

Operator attendance at the BISC meetings has increased 10% each year since 2009.

## BISC MEMBER PROFILE

60% Operations, Safety, Maintenance Staff & Executives  
40% Owners, CEOs, General Managers and Presidents

## MEETINGS

ABA's Bus Industry Safety Council (BISC) holds two meetings per year; one in January at ABA's Marketplace, the second in June in the Washington, D.C., region.

Sponsorships will include both the winter and summer meetings.

Be a part of this vital connection which takes your marketing budget further. Sponsor Safety!

**BUS** industry  
**SAFETY** council

Brought to you by ABC Companies

# BUS INDUSTRY SAFETY COUNCIL

## SPONSORSHIPS LEVELS & BENEFITS



**BUS** industry  
**SAFETY** council  
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**\$30,000**

**\$10,000**

**\$5,000**

**\$1,000**

AVAILABILITY	1	3	4	5
RECOGNITION AS TITLE SPONSOR	●			
SPEAKING ROLE AT MEETING	2 MEETINGS PER YEAR	1 MEETING PER YEAR		
DEDICATED E-MAIL PROMO	●	●		
COMPLIMENTARY BANNER AD IN BISC QUARTERLY NEWSLETTER	QUARTERLY	TWO PER YEAR		
COMPLIMENTARY TABLETOP DISPLAY	1 DISPLAY PER MEETING	1 DISPLAY PER MEETING	1 DISPLAY AT 1 MEETING	
MEETING ATTENDEE LIST IN EXCEL FORMAT	●	●	●	
COMPLIMENTARY REGISTRATIONS	2 PER MEETING	2 PER MEETING	1 PER MEETING	1 PER MEETING
COMPLIMENTARY LOGO IN BISC QUARTERLY NEWSLETTER	●	●	●	●
RECOGNITION ON SIGNAGE	●	●	●	●
SPONSOR RECOGNITION AT GENERAL SESSION	●	●	●	●
LOGO ON BISC WEBPAGE WITH LINK	●	●	●	●

WEB: [www.buses.org/bisc](http://www.buses.org/bisc) | EMAIL: [sponsorships@buses.org](mailto:sponsorships@buses.org) | PHONE: 800-283-2877