

MARKETPLACE 2025 DELEGATE PACKET TABLE OF CONTENTS

#### **ABA'S MARKETPLACE 2025 GUIDE**

### SECTION ONE: GENERAL MARKETPLACE INFORMATION

- Registration Information
- Convention Center Information
- Hotel Information
- Transportation Information
- Important Dates and Deadlines
- Appointment Sessions
- Open Business Floor
- Operator Buyer Delegates
- Seller Delegates with Business Floor Access and Education & Networking
- Seller Delegates with Education & Networking Access Only
- Exhibit Opportunities
- Payment Options
- Passport
- Networking Floor
- On-Site Services
- Professional Education
- Volunteer Opportunities
- Optional Fundraising Activities

#### SECTION TWO: MARKETPLACE PREP

- Prescheduled Appointments
- Tips on Requesting Online Appointments
- Planning Your Marketplace Week
  - Develop Your Week's Schedule
  - □ Tips for Surviving Marketplace Week
- Marketplace Buyer Checklist
- Marketplace Seller Checklist: DMO, Attractions, Food Services, Lodging
- Profile Sheet Guidelines

## SECTION THREE: BEFORE/ DURING/ AFTER MARKETPLACE

- Steps to be a Successful STAR
- Pre-Marketplace Caucus Information for DMO
- How to Make Additional Contacts
  - Walk the Business Floor
  - Alternative Ways to Fill Open Appointments
  - → Sponsor
- Sample Questions to use during your appointment
- Evaluations
- Business Follow-Up

# **SECTION FOUR: GLOSSARY OF TERMS**

ABA Glossary of Terms