



American Bus Association
Marketplace
Calgary | Feb 6-9, 2027

Delegate Packet

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SECTION ONE: GENERAL MARKETPLACE INFORMATION

ALL INCLUSIVE REGISTRATION INCLUDES:

- Full week participation
- 3 All-Delegate lunches
- 2 All-Delegate evening events
- 1 All-Delegate Breakfast
- Marketplace Networking Floor access
- Professional Education Seminars
- Sightseeing tours
- Online research tools
- Exclusive on-site service support
- Complimentary shuttle to all events

CONVENTION CENTER

BMO Centre

1912 Flores Ladue Parade SE
Calgary, AB T2G 2W1, Canada

HOTEL & TRANSPORTATION

HOST HOTELS

- Calgary Marriott Downtown
- Delta Hotels by Marriott Calgary
- Fairmont Palliser
- Hyatt Regency Calgary
- The Westin Calgary

Housing reservations will begin on April 7 at Noon ET

TRANSPORTATION

Marketplace Shuttles: During Marketplace, complimentary shuttles will run from the host hotels to Marketplace evening events

IMPORTANT DATES & DEADLINES

April 7: Registration & Host Hotel Reservations Opens, Noon ET

September 15: Deadline for Early-bird Registration Rate

September 22: Research Databases Open, Noon ET

October 6: Appointment Requests Begin, Noon ET

January 5: Appointment Request Deadline, 11:59 PM ET

January 15: Appointment Schedules Available in Passport/ Manual Scheduling Begins, Noon ET

APPOINTMENT INFORMATION

Marketplace offers seven-minute prescheduled appointments, where motorcoach and tour operator Buyers obtain information and create business relationships with travel industry Sellers. These one-to-one appointments are the core of Marketplace week.

Operator Buyer appointment-taking delegates are seated at individual booths for the entire week and have appointments all day Sunday, Monday and Tuesday. There are 150 appointment slots available in the Buyer appointment schedule.

Travel industry Seller delegates do not have booths but walk the floor and move from Buyer to Buyer for their appointments.

There are 50 appointment slots available in the Seller appointment schedule. The Seller session is based on the company's membership code and is scheduled as follows:

Destination Marketing Organization Sellers/Receptive Operator Sellers/Charter Operator Sellers

- Meet Sunday with Operator Buyers

Lodging Organization Sellers/Attraction Sellers/Associate Sellers/Allied Association Sellers

- Meet one of the two sessions: Monday or Tuesday with Operator Buyers

OPEN BUSINESS FLOOR

The Marketplace Business Floor will be open to all Appointment-Takers and Business Floor Seller delegates for the entire Marketplace week. Appointment-Takers and Business Floor delegates can access the Business Floor all day Sunday, Monday, and Tuesday regardless of when they have pre-scheduled appointments and/or when their segment session (DMO, Lodging, Attraction, Receptive, Charter Operator, Associate, Allied Association) is scheduled.

OPERATOR REGISTRATION OPTIONS

MARKETPLACE BUYER APPOINTMENT-TAKER DELEGATE | \$0

Operators attend ABA's Marketplace to meet with travel industry suppliers (Sellers) to create business relationships and plan future charters and tours. There are 150 appointment slots available in the Buyer appointment schedule.

Eligibility – ABA Member Categories: Bus and Tour Operator I & II and Guest Operators meeting the criteria below

A Qualified Buyer represents an established organization that arranges tours/charters and other travel. To attend ABA's Marketplace, the organization must meet the following criteria:

- Bus and Tour Operators registered to take appointments receive their own book of appointments and are seated at individual booths for the entire week on the Business Floor. One email delegate will be listed as the appointment-taker. They may share their book of appointments with a Rotation Delegate or an Operator Representative.
- Is scheduling trips and purchasing travel products out of their business area.
- Has the ability to provide new business/customer base to ABA travel and equipment industry members.
- Makes buying decisions on travel, equipment and business components such as food and lodging for groups.
- Representative attending Marketplace must develop/plan the tours or operate a tour or motorcoach company.
- Annually produces a minimum of 24 tour itineraries.
- Has been in business for at least 2 years.
- Must submit a brief company history as well as a company profile including a list of the organizations the company belongs to and tour itineraries upon request.
- Is a reputable firm with a knowledgeable staff that suppliers work with on a regular basis.
- You must complete the company Marketplace and membership profile in the appointment portal prior to appointment requests opening on **October 6, 2026 or within 2 weeks of registration after October 6.**
- **You must attend all prescheduled appointments and be available at your booth throughout all business sessions on Sunday, Monday and Tuesday.** There are 150 appointment slots available in the Buyer appointment schedule. Buyer can schedule 12 7-minute breaks (2 during each business session).
- **Tour Operators not meeting these requirements will be invoiced an additional \$445 USD.**

MARKETPLACE BUYER ROTATION DELEGATE | \$0

Rotation delegates alternate the appointment responsibilities with the appointment-taker. Buyers can send one rotation delegate for every appointment-taker delegate registered. Rotation delegates have the same privileges as appointment-taker delegates.

MARKETPLACE BUS/ TOUR OPERATOR REPRESENTATIVE | \$295 Early-Bird | \$445 Regular

Bus Operators who wish to attend education, networking, council events, etc., without participation in the Appointment process nor access to the Business Floor

Eligibility – Bus Operator Members and Guest Operators

SELLER REGISTRATION OPTIONS

SELLER APPOINTMENT-TAKER DELEGATE

Member Rates | \$1845 Early-Bird | \$1995 Regular

Non Member Rates | \$2295 Early-Bird | \$2445 Regular

Appointment-taker delegates make appointment requests, receive prescheduled appointments and conduct appointments at ABA's Marketplace during their business session. Seller appointment-taker delegates do not have booths but walk the floor and move from Buyer to Buyer for their appointments. There are 50 appointment slots available in the Seller appointment schedule. The Seller session is based on the company's membership primary segment. See appointment information for specific days. ABA members are eligible to have one appointment-taker delegate if registered before the session fills.

Seller Registration Types Eligibility:

- ▶ DMO – ABA Member Categories: CVBs, State/Provincial DMOs, Private DMO, Federal
- ▶ Lodging – ABA Member Categories: Hoteliers, Hotel Brokers, Hotel Management Groups
- ▶ Attraction – ABA Member Categories: Adventure Tour Agricultural/Farm Attraction, Amusement
- ▶ Theme/Water Park, Aquarium, Brewery/Distillery/Winery, Casino, Cavern/Cave, Dining/Food Service, Dinner Theatre, Entertainment/Amenities-Onboard, Entertainment Complex, Factory Tour, Festival/Event, Floating/Boating/Cruise Line, Garden/Arboretum, Historic Attraction, IMAX
- ▶ Theater, Museum, Shopping, Sightseeing, Sports Activity/Event, Racetrack, Theater/Entertainer,
- ▶ Train, Travel Plaza/Truck Stop, Zoo/Animal Park
- ▶ Receptive Operator – ABA Member Categories: Receptive Operators, Tour Planners
- ▶ Charter Operator – ABA Member Categories: Charter Operators
- ▶ Associate – ABA Member Categories: Bus Manufacturers, Hardware Suppliers, Service Suppliers
- ▶ Allied Association – ABA Member Categories: State/Provincial/Regional and Affiliated Associations

SELLER BUSINESS FLOOR DELEGATE

Member Rates | \$1845 Early-Bird | \$1995 Regular

Non Member Rates | \$2295 Early-Bird | \$2445 Regular

A registered Travel Industry Seller who is not eligible for prescheduled appointments. Business Floor delegates may participate in all activities, seminars and events of ABA's Marketplace. Business Floor delegates have access to the Marketplace Business Floor area to meet with available operators and/or attend appointments with their company's appointment-taker delegate. Business Floor delegates are not eligible for prescheduled or manually scheduled appointments.

Seller Registration Types Eligibility:

- ▶ DMO – ABA Member Categories: CVBs, State/Provincial DMOs, Private DMO, Federal
- ▶ Lodging – ABA Member Categories: Hoteliers, Hotel Brokers, Hotel Management Groups
- ▶ Attraction – ABA Member Categories: Adventure Tour Agricultural/Farm Attraction, Amusement
- ▶ Theme/Water Park, Aquarium, Brewery/Distillery/Winery, Casino, Cavern/Cave, Dining/Food Service, Dinner Theatre, Entertainment/Amenities-Onboard, Entertainment Complex, Factory Tour, Festival/Event, Floating/Boating/Cruise Line, Garden/Arboretum, Historic Attraction, IMAX

- Theater, Museum, Shopping, Sightseeing, Sports Activity/Event, Racetrack, Theater/Entertainer,
- Train, Travel Plaza/Truck Stop, Zoo/Animal Park
- Receptive Operator – ABA Member Categories: Receptive Operators, Tour Planners
- Charter Operator – ABA Member Categories: Charter Operators
- Associate – ABA Member Categories: Bus Manufacturers, Hardware Suppliers, Service Suppliers
- Allied Association – ABA Member Categories: State/Provincial/Regional and Affiliated Associations

SPECIAL REGISTRATION OPTIONS

THE FOLLOWING REGISTRATION OPTIONS HAVE ACCESS TO THE FOLLOWING:

- Education Sessions
- Marketplace Networking Floor
- All Delegate Events

ALLIED ASSOCIATION REPRESENTATIVE | \$0

State/Provincial/Regional and Affiliated association staff members in the motorcoach and group travel industry who wish to attend for education, networking, council events, etc., without participation in the Appointment process nor access to the Business Floor

Eligibility – ABA Member Categories: State/Provincial/Regional and Affiliated Associations

ASSOCIATE REPRESENTATIVE/NON-EXHIBITOR

Member Rates | \$1395

Non Member Rates | \$2145

ABA associate (product and services members and non-members) attending ABA's Marketplace as a non-exhibiting products & service supplier

Eligibility – ABA Member Categories: Bus Manufacturers, Hardware Suppliers, Service Suppliers

ASSOCIATE REPRESENTATIVE/EXHIBITOR | \$1045

ABA associate (product and services members and non-members) who are employed by an exhibiting company at ABA's Marketplace

Eligibility – ABA Member Categories: Bus Manufacturers, Hardware Suppliers, Service Suppliers

GOVERNMENT REPRESENTATIVE | \$0

Government agency staff members in the motorcoach and group travel industry who wish to attend education, networking, council events, etc., without participation in the Appointment process or access to the Business Floor

Eligibility – Government officials and staff only

GUEST | \$895

Guests attend ABA's Marketplace for the social and meal functions (i.e., spouses, family members). Guests may not be employed by ABA member companies or plan to conduct business. No single event tickets are available.

Eligibility – No Employees of Member Companies. Social participation only.

MEDIA REPRESENTATIVES | \$0

Invited media representative from trade, national or local media who follow the Media Guidelines

Eligibility – Trade Media and Invited Local Media

PAYMENT OPTIONS

- Delegates can pay for registration via credit card (Visa, MasterCard, American Express), check, or request to be invoiced
- **EARLY-BIRD RATE REGISTRATIONS:** All fees must be paid by September 15, or the invoice will be adjusted to the regular rate
- **REGULAR REGISTRATIONS:** Payment will be required within 30 days of invoice

MARKETPLACE PASSPORT

This passport is your individualized account of your Marketplace event registration. After registration, you can use this tool to confirm all registration details, make updates, volunteer, conduct research and make appointment requests.

GETTING STARTED

- Go to www.buses.org/marketplace and click on “Marketplace Passport”
- Enter your individual delegate ID (Your unique email address)
- Enter your individual password
- Login and password are included with your registration confirmation

EVENT PASSPORT PAGE

This page is a record of all your individualized Marketplace registration information

- Contact Information
- Event Information
- Marketplace Website
- Update Profiles
- Research Databases
- Request Appointment
- Message Center
- Add/Cancel List
- Appointment Schedule
- Transportation Information

NETWORKING FLOOR

The all-inclusive Marketplace Networking Floor will again be showcased at Marketplace 2027. Utilize the Marketplace Delegate Depot and enjoy refreshments in our expansive lounge while visiting with our numerous vendors and sponsors. The Marketplace Networking Floor is open all the time to all delegates and gives you another opportunity to Market YOUR PLACE at Marketplace!

ON-SITE SERVICES

STAR delegates are first-time attendees to Marketplace. First-time STAR delegates are encouraged to visit the **Marketplace Delegate Depot** for helpful tips and advice to make a great return on investment.

- Floor Tour of the Marketplace Networking and Business Floors
- One-on-one ambassador sessions to answer questions and review profiles

Utilize **Marketplace Delegate Depot** also as Your Office Space at Marketplace to learn more about Buyer and/or Seller companies and their operations while preparing for your appointment sessions. ABA’s online databases allow you to research companies quickly, easily view their profile forms and visit their website. Define your own search, or use searches set up for you to get the exact information you are looking for.

When you are on the Business Floor, you can access office supplies through the Supplies on The Go window. Stop by for a paper clip, post it notes, highlighter, or any business supplies you may need.

PROFESSIONAL EDUCATION

Attend the **Education Seminars**, featuring professional speakers, to learn more about today's most relevant topics including operations, marketing, sales and personal development. Our diverse educational program offers topics that apply to everyone's business and experience level.

VOLUNTEER OPPORTUNITIES

Market YOURSELF at Marketplace! We want you to get involved. ABA offers many areas for you to volunteer – whether you're a first-time attendee or a seasoned pro. Information will be sent to all registered delegates and available through Passport in September.

FOUNDATION – Delegates should sign up to assist in the Foundation booth with fundraising efforts.

EDUCATION SEMINARS – Volunteers are needed to monitor the seminars, distribute seminar materials, and collect evaluations. Perfect for any attendee.

MARKETPLACE DELEGATE DEPOT – The “How To” of Marketplace is a wonderful experience for all delegates, including special services for our first-time, STAR delegates.

REGISTRATION – Volunteers are needed to welcome delegates. Perfect for the first-time attendee.

Marketplace Volunteer Benefits:

- Networking with Marketplace delegates and ABA leadership and staff
- Build business relationships and develop friendships
- Showcase your skills
- Special recognition including a “Volunteer of the Day” and “Volunteer of the Week” Program

OPTIONAL FUNDRAISING ACTIVITIES

AMERICAN BUS ASSOCIATION FOUNDATION

Delegates can support the mission of the American Bus Association Foundation by attending the Afterglow event or bidding at the auctions.

- Afterglow | February 8, 9:00 pm -11:59 pm | \$55 in advance
- Purse and Accessories Raffle | February 6- 9 / closes at 12:30 pm on Feb 9: Winners announced at 2 pm
- Silent Auction | Dec 29, 2026-Feb 9, 2027: Closes at 3:00 pm on Feb 9

SECTION TWO: MARKETPLACE PREP

PRESCHEDULED APPOINTMENTS

More than 140,000 appointment requests slots are scheduled for the Marketplace 2027 week. Beginning on October 6, all Appointment-Takers can request appointments with the organizations they most want to meet with during Marketplace.

ABA gives you the flexibility of requesting your appointments on our website, www.buses.org/marketplace, allowing you to change and update your requests up until the minute they are scheduled. Requests not received by January 5, 2027 will not be included in the appointment scheduling process.

TIPS ON REQUESTING ONLINE APPOINTMENTS FOR MARKETPLACE

- ▶ Start with the materials ABA will send you electronically. The Appointment Request Mailing will contain valuable information on how to research and request your appointments.
- ▶ Your Marketplace Passport contains the Motorcoach and Tour Operator Database and Travel Database. Both can be used as a search engine to find up-to-date information on registered companies. You may then select these companies for an appointment and submit your requests online using the appointment request software.
- ▶ ABA will show you which companies have requested your organization and will allow you to review and change your requests so you can have more mutually requested appointments.

UNDERSTAND THE ABA SCHEDULING PROCESS

- ▶ Appointment codes are assigned to you on the day you register, and appointments are prioritized and scheduled in order of your appointment code. Appointments are not prioritized based on the date your appointment requests are returned.
- ▶ Keep a copy of your requests for your records.
- ▶ ABA's appointment scheduling program schedules nearly 95% of mutually requested appointments (meaning both the Buyer and Seller requested to meet with each other), and 90% of the Buyer requested appointments. Requesting the maximum appointments allowed increases your chances of getting those mutual requests.
- ▶ ABA's goal in scheduling appointments in this manner is to provide you with the absolute best quality appointments possible.

BUYERS: SEARCH THE MEMBER PROFILES ON ABA'S WEBSITE

- ▶ Profile forms for all companies attending Marketplace are available online through your Marketplace
- ▶ Passport. Using the interactive Seller database will help you determine which companies meet your criteria; these will be the profiles you want to research.
- ▶ In using the database, popular searches are by: Tour Destinations, Amenities.
- ▶ Remember when searching the profile database, the more criteria you select, the smaller the results of your search will be.
- ▶ You may want to start with your ideal group. Choose your city as a top destination, the type of service/property. Your search may result in only a few companies, but these will be your top priority prospects when requesting your appointments.
- ▶ Keep in mind that the data is only as good as the information supplied by the travel industry members when completing their ABA membership profile form. Some information may be incomplete. If your first, most specific searches result with nothing, keep trying by broadening your search criteria.

SELLERS: SEARCH THE MEMBER PROFILES ON ABA'S WEBSITE

- ▶ Profile forms for all companies attending Marketplace are available online through your Marketplace Passport. Using the interactive Motorcoach and Tour Operator database will help you determine which companies meet your criteria; these will be the profiles you want to research.
- ▶ In using the database, popular searches are by: Tour Destinations, Intermodal Programs, Marketing Activities, Operator Size, Customer Base, and Facilities Used.
- ▶ Remember when searching the profile database, the more criteria you select, the smaller the results of your search will be.

- ▶ You may want to start with your ideal group. Choose your city as a top destination, the type of market you would prefer to cater to, or search for operators who use your type of facility on their tours. Your search may result in only a few companies, but these will be your top priority prospects when requesting your appointments.
- ▶ Keep in mind that the data is only as good as the information supplied by the operators when completing their ABA membership profile form. Some information may be incomplete. If your first, most specific searches result with nothing, keep trying by broadening your search criteria.

APPOINTMENT REQUESTS BY THE NUMBERS

Different member categories are scheduled for appointments during the same sessions, but appointment requests are made separately to ensure even distribution of appointments among DMOs, Lodging, Attractions, Receptives, Charter Operators, Allied Associations and Associates registered as appointment-taking Seller delegates. ABA allows delegates to submit more requests (75) than the (50) prescheduled slots to increase their potential for matches.

Appointment-Taking Buyer Delegates

- ▶ 75 Requests for DMO and Receptive/Charter Operators registered for the DMO session
- ▶ 75 Requests for Lodging
- ▶ 75 Requests for Attractions, Receptive/Charter Operator and appointment-taking Associates registered for the Lodging/Attraction sessions

Appointment-Taking Seller Delegates

- ▶ 75 Requests for Buyers

YOUR GOAL SHOULD BE TO FIND THE “VALUE PROPOSITION” OR “SALES MESSAGE” FOR THE OPERATOR

- ▶ Remember the 80/20 rule: 80% of your visitors come from 20% of your feeder areas.
- ▶ Go after a targeted group of prospects based on your search findings. The number of appointments you schedule is not your primary objective. It is better to have 2 great opportunities than 20 okay prospects.
- ▶ Finally, look up the website of specific companies that you are interested in to get more information on their current tour product.

PLANNING YOUR WEEK

DEVELOP YOUR WEEK’S SCHEDULE

- ▶ Block out the days you have appointments.
- ▶ If you are a first-time delegate, make sure you go through the Orientation process.
- ▶ Mark the times for the breakfasts, luncheons, dinners and evening events that you will attend.
- ▶ Select the education seminars that you would like to attend and pencil them into your itinerary.
- ▶ Attend a sightseeing tour on Saturday.
- ▶ Block out time to do research in the Marketplace Delegate Depot on the companies who you will be meeting with during your appointments.
- ▶ Target those companies you would like to meet with and attempt to schedule an appointment with them.
- ▶ If you do not have a mutual appointment time available to meet, try to schedule a meeting outside the Marketplace floor.
- ▶ Make reservations for the dine-around.
- ▶ Schedule some time to volunteer for ABA to meet new friends and get better acquainted with Marketplace.
- ▶ Follow ABA on Facebook, Instagram, and LinkedIn to get the latest updates.

TIPS FOR SURVIVING MARKETPLACE WEEK

- ▶ Schedule some down time for yourself to regroup and relax.
- ▶ Food and drinks are also available on the Marketplace Networking Floor.
- ▶ Be sure to get enough sleep prior to your appointment session.
- ▶ Wear comfortable shoes.

- ▶ Socializing and meeting new contacts is a large piece of the power of Marketplace. Many valuable contacts are made outside of the business floor at social functions and events.
- ▶ Balancing your schedule between networking and adequate rest will be your biggest challenge during the week.

MARKETPLACE BUYER CHECKLIST

Please use this guide to prepare for the American Bus Marketplace. A comprehensive knowledge of your organization's product and/or service will help you effectively communicate during your seven-minute appointments.

- ▶ Minimum supply of 300 business cards
- ▶ Minimum supply of 200 profile sheets
- ▶ Understand your company's product positioning and customer base.
- ▶ Be knowledgeable about your business mix and the types of tours operated
- ▶ Bring an example of catalogue itineraries, promotional flyers, etc.
- ▶ Define your goals for attending Marketplace.
- ▶ Know the future business opportunities under consideration, e.g., new destinations, new market segments, special interest tours.
- ▶ Knowledge of tour production for each destination served and the attractions, restaurants, lodging and receptive services used in the tour program.
- ▶ Listing of key company contacts for tour planning/purchasing and their responsibility
- ▶ Review your company's profile information and know what information you need to bring back from Marketplace.
- ▶ Review and update your company's profile information online.
- ▶ Be in your booth for appointments.
- ▶ Attend Marketplace education seminars to assist in business and personal development and growth.
- ▶ Be prepared for appointments that you did not request.
- ▶ Schedule breaks during appointment scheduling.
- ▶ Use your breaks to take a walk, go to the restroom or grab a snack. Just be sure to place your Official Break card on your table when you leave.

MARKETPLACE DMO CHECKLIST

Please use this guide to prepare for the American Bus Marketplace. A comprehensive knowledge of your organization's product and/or service will help you effectively communicate during your seven-minute appointments.

- ▶ Minimum supply of 150 business cards
- ▶ Concise Profile Sheet (approximately 100) highlighting your services, and key tour contacts.
- ▶ Presentation book such as a loose-leaf binder that offers a pictorial representation of your destination
- ▶ Maps that geographically position your destination and shows access to major roadways, attractions, cities and other tour regions or destinations
- ▶ Suggested itineraries for tours including points of interest, attractions and side trips. Itineraries should include trip time, mileage and note specific information, such as road conditions, restrictions and parking.
- ▶ Escort notes/guide speak for accurate tour narration of local points of interest, sights, attractions, customs and history
- ▶ Dates and descriptions of local events, festivals or activities to enhance an Operator's tour product. Also, highlight value periods/shoulder seasons when tour services are readily available.
- ▶ Blackout periods when special events or conventions may cause difficulty in securing services for operating a motorcoach
- ▶ Reference lists of step-on guides and/or receptive operators that serve your area
- ▶ Knowledge of attractions, restaurants and lodging seeking motorcoach business and able to meet the needs of the Operator and tour passenger. Be able to describe local attractions, operation schedules and fees.
- ▶ Lists of local service facilities for diesel repair, sanitary dump stations, bus wash racks, fuel stations and short/long term bus parking
- ▶ Knowledge of local laws, regulations, ordinances or fees that affect the operation of a motorcoach within your city, state or province
- ▶ Examples of promotional brochures and tour-planning guides that can be sent to the Operator following Marketplace. Multilingual brochures should be available.
- ▶ Availability of transparencies, prints, separations, logos, videos or preprinted brochure shells for the Operator's use in tour promotion
- ▶ Access to coop advertising funds to help the tour company promote your destination
- ▶ FAM trip opportunities
- ▶ Schedule of media advertising (forecast 12-18 months out) that may motivate a Tour Operator to promote your destination

MARKETPLACE ATTRACTIONS CHECKLIST

Please use this guide to prepare for the American Bus Marketplace. A comprehensive knowledge of your organization's product and/or service will help you effectively communicate during your seven-minute appointments.

- ▶ Minimum supply of 150 business cards
- ▶ Concise Profile Sheet (approximately 100) highlighting your services, and key tour contacts.
- ▶ Presentation book such as a loose-leaf binder that offers a pictorial representation of your attraction
- ▶ Maps that geographically position your attraction and shows access to major roadways, cities and other tour regions, destinations or attractions
- ▶ Operation hours and program schedules for the upcoming 12-18 months
- ▶ Escort notes/guide speak for accurate tour narration of your attraction
- ▶ Information regarding handicapped-accessible facilities
- ▶ Reserved or block seating at park events or programs to allow the tour group to be together. Have information on barrier-free facilities.
- ▶ Private, "insider" or special interest tours of your facility
- ▶ Designated group entrance to expedite tour movements with a motorcoach-accessible area reserved for bus parking
- ▶ Blackout periods when special events or conventions may preclude a tour from using your attraction
- ▶ Knowledge of any construction/renovation or traveling exhibits that might affect the tour group's overall experience
- ▶ Multi-tiered pricing with net, tour operator rates to entice the Tour Operator's business
- ▶ Complimentary or special considerations for the escort, driver or group
- ▶ Definitive reservation/deposit/refund policy for tour group admissions and a billing policy
- ▶ Examples of promotional brochures that can be sent to the Operator following Marketplace. Multilingual brochures should be available.
- ▶ Availability of transparencies, prints, separations, or logos for the Operator's use in the tour promotion

MARKETPLACE FOOD SERVICE CHECKLIST

Please use this guide to prepare for the American Bus Marketplace. A comprehensive knowledge of your organization's product and/or service will help you effectively communicate during your seven-minute appointments.

- ▶ Minimum supply of 150 business cards
- ▶ Concise Profile Sheet (approximately 100) highlighting your services, and key tour contacts.
- ▶ Presentation book such as a loose-leaf binder that offers a pictorial representation of your restaurant
- ▶ Maps that geographically position your restaurant and shows access to major roadways, attractions and other tour regions or destinations
- ▶ Clearance knowledge of signs, marquees, low trees, entrances and awnings. You must have a motorcoach-accessible area for parking and information on barrier-free facilities.
- ▶ Capability of managing a large group of people during breakfast, lunch or dinner.
- ▶ Capability of managing a large group of people for meal service in either the restaurant or banquet facilities
- ▶ Meal: plated or buffet-style?
- ▶ Special menus and the capability of accommodating dietary requests such as: Diabetic, Kosher, Gluten Free, No Nuts, No Shellfish, Vegetarian, Halal
- ▶ Blackout periods when special events or scheduled club meetings may preclude a tour from dining at your restaurant
- ▶ Multi-tiered pricing with net, tour operator rates to entice the Tour Operator's business
- ▶ Complimentary or special consideration for the escort, driver or group
- ▶ Knowledge of meal packages in conjunction with hotels or attractions
- ▶ Definitive reservation/deposit/refund policy for tour groups and a billing policy
- ▶ Examples of promotional brochures and menus that can be sent out to the Operator following Marketplace
- ▶ Multilingual, Braille or large print menus or multilingual staff are available, if needed
- ▶ Special menus and pricing with the capability of accommodating dietary requests such as: Diabetic, Kosher, Gluten Free, No Nuts, No Shellfish, Vegetarian, Halal
- ▶ Number of restrooms
- ▶ Information regarding handicapped-accessible facility

MARKETPLACE LODGING CHECKLIST

Please use this guide to prepare for the American Bus Marketplace. A comprehensive knowledge of your organization's product and/or service will help you effectively communicate during your seven-minute appointments.

- ▶ Minimum supply of 150 business cards
- ▶ Concise Profile Sheet (approximately 100) highlighting your services, and key tour contacts.
- ▶ Presentation book such as a loose-leaf binder that offers a pictorial representation of your rooms, facilities and amenities/services. Also, have information on barrier-free facilities.
- ▶ Maps that geographically position your property and shows access to major roadways, attractions, cities and other tour regions or destinations. Also, be able to describe nearby services, including gift shops, drug stores, restaurants, recreation and emergency medical centers.
- ▶ Lists of local service facilities for diesel repair, sanitary dump stations, bus wash racks, fuel stations and short/long term bus parking
- ▶ Understanding of how the tour segment fulfills your market mix and revenue goals
- ▶ Knowledge of when (days of the week/season) tours can most easily be accommodated, and the number of discounted rooms allotted to the group tour market
- ▶ Ability to block rooms together, manage early and late arrivals/departures
- ▶ Provisions for mass baggage handling, hired security or lifeguards
- ▶ Clearance knowledge of marquees, low trees, entrances and awnings. You must have a motorcoach-accessible area for parking.
- ▶ Multi-tiered pricing with net tour operator rates (forecast 12-18 months out)
- ▶ Complimentary or special considerations for the escort, driver or group
- ▶ Definitive reservation/deposit/refund policy for tour groups and a billing policy
- ▶ Knowledge of packages including attractions, special activities or restaurants
- ▶ Dates/descriptions of local events, festivals, or activities to assist an Operator's tour scheduling
- ▶ Blackout periods when special events or conventions may preclude securing rooms and services. Also, highlight value periods/shoulder seasons when rooms are readily available.
- ▶ Capability of managing a large group of people for meal service in either the restaurant or banquet facilities
- ▶ Special menus and pricing with the capability of accommodating dietary requests such as: Diabetic, Kosher, Gluten Free, No Nuts, No Shellfish, Vegetarian, Halal
- ▶ Information regarding handicapped-accessible facilities
- ▶ Examples of promotional brochures that can be sent to the Operator following Marketplace
- ▶ Multilingual, Braille or large print menus or multilingual staff are available, if needed
- ▶ Availability of transparencies, prints, separations or logos for the Operator's use in the tour promotion

PROFILE SHEETS

All members can now upload your profile sheet as a PDF or Word document. This will enable other members conducting research through the Passport or My ABA/My Member Search to view your company's branded information in a printable format.

To Upload Your Profile in Your Passport or in My ABA

- ▶ Click on the Upload Profile Doc tab at the top of the page.
- ▶ Browse for your profile sheet in Word or PDF format.
- ▶ Click on Upload.

You can change your profile sheet as often as you would like by removing your current, printable profile and uploading a new one. You can also upload images, videos and logos.

In addition to uploading your profile sheet online, remember your onsite Profile Sheet is your calling card at Marketplace. **Profile sheets and business cards are the only collateral allowed on the Business Floor for distribution during appointments.**

PROFILE SHEET GUIDELINES

- ▶ One page, double sided on 8½" x 11" paper
- ▶ 1" left-hand margin and be three-hole punched
- ▶ Copied and ready for distribution before your appointment session
- ▶ Include complete address, phone and fax numbers, e-mail, web address and contact name
- ▶ Feature characteristics of product/location in bullet-point format
- ▶ Use a font and type size that is easy to read and follow
- ▶ Include maps if applicable. Provide a list of "bus friendly" services that are offered.
- ▶ Discuss "what's new" in your location or company
- ▶ List peak seasons of operations
- ▶ Detailed description of products and services
- ▶ Include group policies, incentive booking programs, etc.

IN ADDITION

- ▶ Delegates are not required to provide Profile Sheets.
- ▶ All appointment-taking and Business Floor delegates may distribute Profile Sheets on the Marketplace Business Floor.
- ▶ Forms should not be mailed in advance to Buyers.
- ▶ Profile Sheets may be distributed during your actual appointment or while you are on the Business Floor.

SECTION THREE: BEFORE/ DURING/ AFTER MARKETPLACE

PLAN YOUR PRE-MARKETPLACE CAUCUS

- ▶ Get a list of members from your state through your ABA Passport.
- ▶ Plan your program agenda.
- ▶ Confirm your caucus speakers. ABA will be happy to help you locate an operator in your area to speak at your caucus.
- ▶ Put together packets of materials to be distributed at your caucus.

SET UP AN IN-STATE MENTORING PROGRAM

- ▶ Ask for volunteers to serve as a mentor to your first-time state delegates.
- ▶ Pair each first-time delegate with an experienced Marketplace attendee.
- ▶ Ask the mentor to call the first-time delegate to answer any questions they may have.
- ▶ Make sure both the mentor and the first-time attendee know that there is information on the ABA website, www.buses.org/marketplace, specifically designed to help first-time delegates prepare for Marketplace. All delegates should use this site when preparing for Marketplace.

KEEP YOUR DELEGATES IN THE LOOP

- ▶ Send your delegates a list of your prescheduled appointments to help them prepare their targeted “hot list” for on-site contacts.
- ▶ Send your delegates your schedule for the week: when you are volunteering for ABA, when you may be working at a state or sponsor booth, when you will be taking a city tour, etc.
- ▶ Reconfirm the on-site caucus times with your delegates. State/provincial Leaders are responsible for on-site caucuses set up (time and location).
- ▶ If you are planning a state dine-around function, confirm these invitations and plans with your attendees.
- ▶ If you are sponsoring a booth or function, ask your delegates to volunteer and confirm the work schedule with them.

LET YOUR DELEGATES HELP YOU PREPARE FOR MARKETPLACE

Collect your delegates’ recommendations on their top five clients with whom they are doing group tour business. Give this list to your delegates so they can request appointments with these operators.

HOW TO MAKE MORE CONTACTS

WALK THE MARKETPLACE BUSINESS FLOOR

The Marketplace Business Floor will be open to all Appointment-Takers and Business Floor Seller delegates for the entire Marketplace week. Appointment-Takers and Business Floor delegates can access the Business Floor all day Sunday, Monday, and Tuesday regardless of when they have pre-scheduled appointments and/or when their segment session (DMO, Lodging, Attraction, Receptives, Charter Operator, Associate, Allied Associations) is scheduled.

ALTERNATIVE WAYS TO FILL OPEN APPOINTMENTS

Sellers and Buyers are encouraged to sit together at meal functions and learn more about each other. Remember, meal functions are a great opportunity to make long-term contacts and meet new people.

Identify new ABA Motorcoach and Tour Operator members attending Marketplace. Many of these new companies will not have prescheduled appointments and will be looking to develop their programs. They could be important clients for future business.

It is encouraged that you do homework prior to your arrival at Marketplace. You may also visit the Marketplace Service Center and do your homework. Search the Motorcoach and Tour Operator Database, review the Buyer’s Profile form, and research operators using their websites. These tools will provide more information on the Buyers and help you conduct a great appointment.

SPONSOR AT MARKETPLACE

The Marketplace sponsorship program is tailor-made to give your organization big name recognition with hundreds of bus and tour owners and operators throughout North America who plan tours for millions of passengers each year. Through a Marketplace sponsorship, you can make valuable contacts that will lead to profitable business with the very people who make the decisions.

From contract to post-Marketplace follow-up, ABA staff will work directly with you to create the perfect sponsorship to meet your unique needs, because flexibility is the key to making your sponsorship successful and effective. With our varied sponsorship levels, you decide how much exposure you need. You not only get what you pay for, but you also only pay for what you want. This means more value for your dollar, and you can't put a price on that.

Whether you are a longtime Marketplace sponsor or considering sponsoring for the very first time, you won't be disappointed. ABA is committed to making sure sponsors get the best possible attention and visibility. A Marketplace sponsorship is your key to success in the group tour market.

Check out the list of sponsor benefits and the listing of your competitors already sponsoring at www.buses.org/marketplace so you don't miss your piece of the business.

APPOINTMENT SAMPLE QUESTIONS

OPEN PROBES

After reviewing your profile online, I still have some questions that I need answered to assist in bringing your tours into our (area, region, attraction, property, etc.).

- What specific types of tours does your company bring into our region?
- What percentage are public tours or preformed tours?
- Would you describe what your customers' expectations are when they go on one of your tours?
- Why do your customers purchase your product(s)?
- What types of activities or sites do your customers really rave about?
- How does your company market its products? (i.e., directly to customers, to other operators, through travel agencies, others, explain: _____)
- How would your company include our product(s)/destination(s) in your tours?
- What companies are your major competitors?
- Would your company be interested in using a receptive operator or step-on guide in our region for your tour?
- How many coaches would you be bringing into our area for a tour? A series tour? What season(s)?
- If you do not have coaches of your own, what coach company do you charter from?
- What category of hotels are you looking to work with?
- What are your major concerns in choosing a working relationship with a supplier?
- What hotels have you used successfully in the past and why were they successful?
- How do you prefer to book your space with hotels? Directly? Regional office? National office?
- Within your office, who manages to choose your tour products?
- Is there more than one person making the choice? Or is your staff responsible for a geographical region or type of product line?

CLOSED PROBES

- How would you classify your business? (tour operator, motorcoach operator, wholesaler, international inbound/outbound operator)
- Does your company publish a catalogue? How often? (Annually? Quarterly? When?)
- Do you list which hotels, restaurants, sites, or activities that are included within your published tour products?
- Would you consider non-contracted hotels for preformed tours or ad-hoc groups?
- When you bring your tours to our region (destination) what type(s) of transportation do you use for your itinerary? (Motorcoach only, intermodal? Other, explain: _____)
- Do you include meals with your tour programs? Are any meals arranged at the hotel?
- Do your clients have special menu needs to be considered?
- Are meals planned as a banquet function, coupon basis or other style?
- Do you mind if I work with others in providing follow-up information to you for your tours?

EVALUATION

Complete an evaluation online at www.buses.org/marketplace. This will help us find areas for improvement as well as develop new tools to make your future Marketplace experiences even more profitable.

BUSINESS FOLLOW UP

It is key to carry the energy and excitement of Marketplace back to your company and put it into action. Don't let all your hard work and business connections fall on the To Do List. Make your follow-ups a priority!

- Follow up on the appointments during your business sessions.
- Contact delegates that you met during networking sessions.
- Keep your company's profile updated to reflect all current products and services.
- Research and contact operators/sellers throughout the year using the My Member Search function in My ABA.
- Review new members listed in the ABA Insider for new business prospects throughout the year.
- Nominate yourself to serve on a leadership committee. This is a great networking and business development opportunity.
- Sponsor an ABA meeting or event outside of Marketplace to keep your name in front of the buyers.
- Purchase ad space in one of the ABA publications to extend your reach.
- Budget for the next Marketplace so you can build your business relationships for long-term sales success.

SECTION FOUR: STAR DELEGATE PREP

STEPS TO BE A SUCCESSFUL STAR

An exclusive ABA designation given to **first-time Marketplace attendees**.

- ▶ Visit the Marketplace Delegate Depot to learn the do's and don'ts, will's and won'ts and participate in our STAR Program.
- ▶ Meet one-on-one with an experienced Marketplace delegate in our Ambassador Program.
- ▶ Participate in a Floor Tour. You'll get a jump-start on how to navigate the Marketplace Networking and Business Floors.
- ▶ Spend quality time researching potential clients and learning about their business.
- ▶ Attend Education Seminars to keep up on what is happening in the industry.
- ▶ Remember to get a good night's sleep before your business appointments.
- ▶ Carry plenty of Business Cards
- ▶ Ask Questions – Marketplace volunteers are ready to help.
- ▶ Use all meal functions and social events effectively. These networking opportunities provide you with time to learn more from your colleagues in the industry.
- ▶ Sellers, listen carefully during your appointments. Learn what the Buyer's needs are and then tell them how you can realistically fulfill them.
- ▶ Sellers, remember to do your Marketplace follow-up. Ask the Buyer when the best time is to send the information to their office and follow-up accordingly.
- ▶ Follow ABA on Facebook, Instagram, and LinkedIn for the latest information.

PLANNING YOUR WEEK

DEVELOP YOUR WEEK'S SCHEDULE

- ▶ Block out the days you have appointments.
- ▶ If you are a first-time delegate, make sure you go through the Orientation process.
- ▶ Mark the times for the breakfasts, luncheons, dinners and evening events that you will attend.
- ▶ Select the education seminars that you would like to attend and pencil them into your itinerary.
- ▶ Attend a sightseeing tour on Saturday.
- ▶ Block out time to do research in the Marketplace Delegate Depot on the companies who you will be meeting with during your appointments.
- ▶ Target those companies you would like to meet with and attempt to schedule an appointment with them.
- ▶ If you do not have a mutual appointment time available to meet, try to schedule a meeting outside the Marketplace floor.
- ▶ Make reservations for the dine-around.
- ▶ Schedule some time to volunteer for ABA to meet new friends and get better acquainted with Marketplace.
- ▶ Follow ABA on Facebook, Instagram, and LinkedIn to get the latest updates.

TIPS FOR SURVIVING MARKETPLACE WEEK

- ▶ Schedule some down time for yourself to regroup and relax.
- ▶ Food and drinks are also available on the Marketplace Networking Floor.
- ▶ Be sure to get enough sleep prior to your appointment session.
- ▶ Wear comfortable shoes.
- ▶ Socializing and meeting new contacts is a large piece of the power of Marketplace. Many valuable contacts are made outside of the business floor at social functions and events.
- ▶ Balancing your schedule between networking and adequate rest will be your biggest challenge during the week.

MARKETPLACE BUYER CHECKLIST

Please use this guide to prepare for the American Bus Marketplace. A comprehensive knowledge of your organization's product and/or service will help you effectively communicate during your seven-minute appointments.

- ▶ Minimum supply of 300 business cards
- ▶ Minimum supply of 200 profile sheets
- ▶ Understand your company's product positioning and customer base.
- ▶ Be knowledgeable about your business mix and the types of tours operated
- ▶ Bring an example of catalogue itineraries, promotional flyers, etc.
- ▶ Define your goals for attending Marketplace.
- ▶ Know the future business opportunities under consideration, e.g., new destinations, new market segments, special interest tours.
- ▶ Knowledge of tour production for each destination served and the attractions, restaurants, lodging and receptive services used in the tour program.
- ▶ Listing of key company contacts for tour planning/purchasing and their responsibility
- ▶ Review your company's profile information and know what information you need to bring back from Marketplace.
- ▶ Review and update your company's profile information online.
- ▶ Be in your booth for appointments.
- ▶ Attend Marketplace education seminars to assist in business and personal development and growth.
- ▶ Be prepared for appointments that you did not request.
- ▶ Schedule breaks during appointment scheduling.
- ▶ Use your breaks to take a walk, go to the restroom or grab a snack. Just be sure to place your Official Break card on your table when you leave.

MARKETPLACE DMO CHECKLIST

Please use this guide to prepare for the American Bus Marketplace. A comprehensive knowledge of your organization's product and/or service will help you effectively communicate during your seven-minute appointments.

- ▶ Minimum supply of 150 business cards
- ▶ Concise Profile Sheet (approximately 100) highlighting your services, and key tour contacts.
- ▶ Presentation book such as a loose-leaf binder that offers a pictorial representation of your destination
- ▶ Maps that geographically position your destination and shows access to major roadways, attractions, cities and other tour regions or destinations
- ▶ Suggested itineraries for tours including points of interest, attractions and side trips. Itineraries should include trip time, mileage and note specific information, such as road conditions, restrictions and parking.
- ▶ Escort notes/guide speak for accurate tour narration of local points of interest, sights, attractions, customs and history
- ▶ Dates and descriptions of local events, festivals or activities to enhance an Operator's tour product. Also, highlight value periods/shoulder seasons when tour services are readily available.
- ▶ Blackout periods when special events or conventions may cause difficulty in securing services for operating a motorcoach
- ▶ Knowledge of attractions, restaurants and lodging
- ▶ seeking motorcoach business and able to meet the needs of the Operator and tour passenger. Be able to describe local attractions, operation schedules and fees.
- ▶ Reference lists of step-on guides and/or receptive operators that serve your area
- ▶ Lists of local service facilities for diesel repair, sanitary dump stations, bus wash racks, fuel stations and short/long term bus parking
- ▶ Knowledge of local laws, regulations, ordinances or fees that affect the operation of a motorcoach within your city, state or province
- ▶ Examples of promotional brochures and tour-planning guides that can be sent to the Operator following Marketplace. Multilingual brochures should be available.
- ▶ Availability of transparencies, prints, separations, logos, videos or preprinted brochure shells for the Operator's use in tour promotion
- ▶ Access to coop advertising funds to help the tour company promote your destination
- ▶ FAM trip opportunities
- ▶ Schedule of media advertising (forecast 12-18 months out) that may motivate a Tour Operator to promote your destination

MARKETPLACE ATTRACTIONS CHECKLIST

Please use this guide to prepare for the American Bus Marketplace. A comprehensive knowledge of your organization's product and/or service will help you effectively communicate during your seven-minute appointments.

- ▶ Minimum supply of 150 business cards
- ▶ Concise Profile Sheet (approximately 100) highlighting your services, and key tour contacts.
- ▶ Presentation book such as a loose-leaf binder that offers a pictorial representation of your attraction
- ▶ Maps that geographically position your attraction and shows access to major roadways, cities and other tour regions, destinations or attractions
- ▶ Operation hours and program schedules for the upcoming 12-18 months
- ▶ Escort notes/guide speak for accurate tour narration of your attraction
- ▶ Information regarding handicapped-accessible facilities
- ▶ Reserved or block seating at park events or programs to allow the tour group to be together. Have information on barrier-free facilities.
- ▶ Private, "insider" or special interest tours of your facility
- ▶ Designated group entrance to expedite tour movements
- ▶ with a motorcoach-accessible area reserved for bus parking
- ▶ Blackout periods when special events or conventions may preclude a tour from using your attraction
- ▶ Knowledge of any construction/renovation or traveling exhibits that might affect the tour group's overall experience
- ▶ Multi-tiered pricing with net, tour operator rates to entice the Tour Operator's business
- ▶ Complimentary or special considerations for the escort, driver or group
- ▶ Definitive reservation/deposit/refund policy for tour group admissions and a billing policy
- ▶ Examples of promotional brochures that can be sent to the Operator following Marketplace. Multilingual brochures should be available.
- ▶ Availability of transparencies, prints, separations, or logos for the Operator's use in the tour promotion

MARKETPLACE FOOD SERVICE CHECKLIST

Please use this guide to prepare for the American Bus Marketplace. A comprehensive knowledge of your organization's product and/or service will help you effectively communicate during your seven-minute appointments.

- ▶ Minimum supply of 150 business cards
- ▶ Concise Profile Sheet (approximately 100) highlighting your services, and key tour contacts.
- ▶ Presentation book such as a loose-leaf binder that offers a pictorial representation of your restaurant
- ▶ Maps that geographically position your restaurant and shows access to major roadways, attractions and other tour regions or destinations
- ▶ Clearance knowledge of signs, marquees, low trees, entrances and awnings. You must have a motorcoach-accessible area for parking and information on barrier-free facilities.
- ▶ Capability of managing a large group of people during breakfast, lunch or dinner.
- ▶ Capability of managing a large group of people for meal service in either the restaurant or banquet facilities
- ▶ Meal: plated or buffet-style?
- ▶ Special menus and the capability of accommodating dietary requests such as: Diabetic, Kosher, Gluten Free, No Nuts, No Shellfish, Vegetarian, Halal
- ▶ Blackout periods when special events or scheduled club meetings may preclude a tour from dining at your restaurant
- ▶ Multi-tiered pricing with net, tour operator rates to entice the Tour Operator's business
- ▶ Complimentary or special consideration for the escort, driver or group
- ▶ Knowledge of meal packages in conjunction with hotels or attractions
- ▶ Definitive reservation/deposit/refund policy for tour groups and a billing policy
- ▶ Examples of promotional brochures and menus that can be sent out to the Operator following Marketplace
- ▶ Multilingual, Braille or large print menus or multilingual staff are available, if needed
- ▶ Special menus and pricing with the capability of accommodating dietary requests such as: Diabetic, Kosher, Gluten Free, No Nuts, No Shellfish, Vegetarian, Halal
- ▶ Number of restrooms
- ▶ Information regarding handicapped-accessible facility

MARKETPLACE LODGING CHECKLIST

Please use this guide to prepare for the American Bus Marketplace. A comprehensive knowledge of your organization's product and/or service will help you effectively communicate during your seven-minute appointments.

- ▶ Minimum supply of 150 business cards
- ▶ Concise Profile Sheet (approximately 100) highlighting your services, and key tour contacts.
- ▶ Presentation book such as a loose-leaf binder that offers a pictorial representation of your rooms, facilities and amenities/services. Also, have information on barrier-free facilities.
- ▶ Maps that geographically position your property and shows access to major roadways, attractions, cities and other tour regions or destinations. Also, be able to describe nearby services, including gift shops, drug stores, restaurants, recreation and emergency medical centers.
- ▶ Lists of local service facilities for diesel repair, sanitary dump stations, bus wash racks, fuel stations and short/long term bus parking
- ▶ Understanding of how the tour segment fulfills your market mix and revenue goals
- ▶ Knowledge of when (days of the week/season) tours can most easily be accommodated, and the number of discounted rooms allotted to the group tour market
- ▶ Ability to block rooms together, manage early and late arrivals/departures
- ▶ Provisions for mass baggage handling, hired security or lifeguards
- ▶ Clearance knowledge of marquees, low trees, entrances and awnings. You must have a motorcoach-accessible area for parking.
- ▶ Multi-tiered pricing with net tour operator rates (forecast 12-18 months out)
- ▶ Complimentary or special considerations for the escort, driver or group
- ▶ Definitive reservation/deposit/refund policy for tour groups and a billing policy
- ▶ Knowledge of packages including attractions, special activities or restaurants
- ▶ Dates/descriptions of local events, festivals, or activities to assist an Operator's tour scheduling
- ▶ Blackout periods when special events or conventions may preclude securing rooms and services. Also, highlight value periods/shoulder seasons when rooms are readily available.
- ▶ Capability of managing a large group of people for meal service in either the restaurant or banquet facilities
- ▶ Special menus and pricing with the capability of accommodating dietary requests such as: Diabetic, Kosher, Gluten Free, No Nuts, No Shellfish, Vegetarian, Halal
- ▶ Information regarding handicapped-accessible facilities
- ▶ Examples of promotional brochures that can be sent to the Operator following Marketplace
- ▶ Multilingual, Braille or large print menus or multilingual staff are available, if needed
- ▶ Availability of transparencies, prints, separations or logos for the Operator's use in the tour promotion

PROFILE SHEETS

All members can now upload your profile sheet as a PDF or Word document. This will enable other members to conduct research through the Passport or My ABA/My Member Search to view your company's branded information in a printable format.

To Upload Your Profile in Your Passport or in My ABA

- ▶ Click on the Upload Profile Doc tab at the top of the page.
- ▶ Browse for your profile sheet in Word or PDF format.
- ▶ Click on Upload.

You can change your profile sheet as often as you would like by removing your current, printable profile and uploading a new one. You can also upload images, videos and logos.

In addition to uploading your profile sheet online, remember your onsite Profile Sheet is your calling card at Marketplace. **Profile sheets and business cards are the only collateral allowed on the Business Floor for distribution during appointments.**

PROFILE SHEET GUIDELINES

- ▶ One page, double sided on 8½" x 11" paper
- ▶ 1" left-hand margin and be three-hole punched
- ▶ Copied and ready for distribution before your appointment session
- ▶ Include complete address, phone and fax numbers, e-mail, web address and contact name
- ▶ Feature characteristics of product/location in bullet-point format
- ▶ Use a font and type size that is easy to read and follow
- ▶ Include maps if applicable. Provide a list of "bus friendly" services that are offered.
- ▶ Discuss "what's new" in your location or company
- ▶ List peak seasons of operations
- ▶ Detailed description of products and services
- ▶ Include group policies, incentive booking programs, etc.

IN ADDITION

- ▶ Delegates are not required to provide Profile Sheets.
- ▶ All appointment-taking and Business Floor delegates may distribute Profile Sheets on the Marketplace Business Floor.
- ▶ Forms should not be mailed in advance to Buyers.
- ▶ Profile Sheets may be distributed during your actual appointment or while you are on the Business Floor.

ABA GLOSSARY OF TERMS

AD HOC TOUR - A packaged travel product provided by an operator as a one-time occurrence, e.g., a tour to the Summer Olympics.

APPOINTMENT - A seven-minute, face-to-face meeting that occurs during a Marketplace business session. Each business session consists of 50 appointments. Slots are prescheduled prior to Marketplace by computer, matching Buyer and Seller requests. Additional appointments may be scheduled on-site. A list of prescheduled appointments is sent to each appointment-taking delegate prior to Marketplace. Buyer appointment-taking delegates also receive a book of prescheduled appointments at Registration. Seller appointment-taking delegates will need to print their appointments and bring them to Marketplace, as they will not be given a copy at Registration.

APPOINTMENT REQUEST – MUTUAL - An appointment request submitted synonymously by a Buyer (Motorcoach/Tour Operator) and a Seller (Travel Industry Supplier), to meet with one another at a prescheduled Marketplace business session.

APPOINTMENT REQUEST – BUYER - An appointment request submitted by a Buyer (Motorcoach/Tour Operator) to meet with a Seller (Travel Industry Supplier), at a prescheduled Marketplace business session.

APPOINTMENT REQUEST – SELLER - An appointment request submitted by a Seller (Travel Industry Supplier) to meet with a Buyer (Motorcoach/Tour Operator), at a prescheduled Marketplace business session.

APPOINTMENT-TAKING DELEGATE - A Buyer or Seller permitted to conduct appointments at Marketplace during their assigned business session.

ASSOCIATE MEMBER - An ABA membership category designation for a supplier of goods and services to the motorcoach industry, to include bus manufacturers, equipment companies, insurance carriers, etc.

ATTRACTION, FOOD SERVICE AND RECEPTIVE OPERATOR MEMBER - ABA membership category designations for travel industry suppliers to the motorcoach industry, such as a historic/natural/manufactured site or activity and to include museums, theme parks, casinos, shopping or entertainment venues, restaurants, rail/passenger vessels, receptive tour services, etc.

BUYER DELEGATE - The designation given to Motorcoach and Tour Operators who attend Marketplace to meet with travel industry suppliers (Sellers) to foster business relationships and plan future charters and tours.

BUYER DELEGATE/ APPOINTMENT-TAKING DELEGATE

- A Motorcoach and Tour Operator permitted to conduct Marketplace appointments during their assigned business session.

BUYER DELEGATE/ ROTATION DELEGATE - A Motorcoach and Tour Operator who alternates the Marketplace appointment responsibilities with another company Buyer registrant. Buyers can send one rotation delegate for every appointment-taking delegate registered.

CATALOG - Printed material produced by a motorcoach/tour/wholesale operator to promote their public tour product. This publication may be distributed to travel agents, affinity groups and other tour operators. The catalog description typically offers an itinerary listing of the destination, attractions and activities; departure dates and duration of the tour; and the terms of sale and any disclaimers. Some brochures may list travel suppliers utilized.

CATALOG TOUR - Also referred to as a Public, Per Capita, Retail, Scheduled Tour. A packaged travel product provided by an operator and sold to the public, either directly or through travel agents. Individuals participating in such a tour do not know each other or share a common bond prior to travel. (Also see Series Tour)

CHARTER - A person or an affinity group, such as a bank club, organization, church, school, team, etc., that contracts (hires) a motorcoach for its exclusive use. The motorcoach operator providing the equipment for charter may or may not be involved in selecting tour vendors, such as lodging, meals, sightseeing or attractions.

CITY TOUR - A narrated sightseeing excursion by motorcoach (or alternate transportation) during which a tour guide/escort provides anecdotes, facts and historical information on the area, sites and attractions. The duration of the tour varies from one hour to a half or a full day, which may or may not include disembarkment at the various points of interest.

CVB (CONVENTION AND VISITORS BUREAU) - Also known as a Convention and Visitors Association or Authority. A nonprofit organization supported by membership fee, room tax, user fee, government budget allocations or any combination of these funding mechanisms. Typically, this organization solicits convention, group, tour and transient travel revenues for their area businesses. (also see DMO)

CUSTOM TOUR - Also referred to as Preformed Tour or Group Tour. A packaged travel product provided by an operator and sold to an organized group whose members share a common bond, interest or organizational affiliation, such as a church, school, club, etc. A preformed group is also referred to as an affinity group. (Also see Group Leader, Group Rates, Tiered Pricing, and Ad Hoc Tour)

DMO (DESTINATION MARKETING ORGANIZATION) - An ABA membership category designation for a travel industry supplier to the motorcoach industry, which promotes a city, region, state, province or country for tourism. This organization is funded by membership fee, room tax, user fee, government budget allocations or any combination of these financial sources. (Also see CVB)

DAY TRIP - A one-day tour to a nearby city/area or attraction which may include meals but does not require overnight accommodations. A Day Trip could be an excursion to a theme park, museum, theater, and entertainment venue or shopping/outlet mall.

DELEGATE DEPOT - A Marketplace service area available to all delegates to research all registered companies. Also, office supplies, copiers, computers and charging stations are available to all delegates. This is now a part of the Marketplace Service Center.

DESTINATIONS MAGAZINE - Chock-full of useful tour-planning tips, ABA's Destinations magazine is a full-color, bimonthly publication. This magazine of North American motorcoach tours and travel offers feature articles highlighting exciting group itineraries, profiles of ABA-member companies, and business articles that can help improve operators' bottom-line.

DISTRIBUTION CHANNEL - The means of delivering product/service to the end-user, the tour passenger. These channels are dependent on the type and size of the motorcoach/tour company, and the number of travel industry suppliers utilized to fulfill the tour product/service. (See Catalog Tour, Group Leader, Travel Industry Member)

ESCORTED TOUR - A travel package which includes the professional service of a trained tour escort/director, which travels with and assists travelers during their excursion. The tour director ensures service fulfillment of itinerary arrangements including sightseeing, attractions, accommodations and restaurants. A tour escort/director represents the motorcoach/tour operator. (Also see Receptive Operator)

FAM TOUR (FAMILIARIZATION TOUR) - A comprehensive sightseeing trip sponsored by Travel Industry Suppliers to educate, promote and entice tourism revenues through tour operators, travel writers, travel agents or group leaders.

F.I.T. (FOREIGN INDEPENDENT TRAVELER OR FULLY INCLUSIVE TOUR) - A person(s) who purchases an independent tour package that may include travel elements such as transportation, sightseeing, dining and lodging. This type of traveler wants an organized tour product with the freedom to travel without the confines of a group movement.

GUIDE - A professional person hired by a motorcoach/tour operator to conduct a narrative tour (guide speak) of a specific locality, area or attraction. Some jurisdictions require that a guide be licensed. (Also see Step-on Guide, Receptive Operator)

GUIDE SPEAK - A narrative commentary, including historical, cultural and educational information, presented by tour guide/step-on guide to enhance the tour participants sightseeing experience.

HOTEL/MOTEL MEMBER - An ABA membership category designation for a travel industry supplier to the motorcoach industry, to include individual lodging establishments, hotel management companies and national lodging chains.

HUB AND SPOKE ITINERARY - A tour that utilizes a central destination (hub) and supplements the itinerary with day excursions (spoke) to other area sites, attractions, restaurants, and shopping or entertainment venues. This type of itinerary works well in areas where sightseeing and activities are highly concentrated within a reasonable driving distance.

INBOUND INTERNATIONAL TOUR - A tour (often intermodal) originating from a foreign country, thereby, traveling in to visit a country/destination. Such a tour may be operated by a tour company or is generated by an international tour operator or agency and then serviced by a domestic operator as receptive or charter provider. Hosting inbound international tourism requires additional servicing considerations including foreign consumer protection laws, foreign currency exchange, language translations, and foreign customs, dietary and cultural expectations.

INTERMODAL TOUR - A tour itinerary utilizing two or more modes of transportation such as motorcoach, air carrier, rail or passenger vessel. (e.g., a tour that departs by motorcoach and returns by air)

ITINERARY - A planned routing schedule that details the time, location and all other pertinent information necessary to create and conduct a tour.

LINE RUN - Also known as Scheduled Service. Specified, predetermined regular-route bus service between cities or terminals provided by a motorcoach operator.

LOAD FACTOR - The number of customers booked on a tour, versus the maximum number of tour passengers that can be accommodated on the motorcoach, based on the type of equipment used. A load factor determines the break-even point for profit.

LOCAL RECEPTIVE OPERATOR - Local services provided by a Local Receptive may include meet and greet, sightseeing, ground transportation and vendor selection. Local Receptive Operators are designated as an ABA travel industry supplier member. They may also function as an agent for a Tour Operator.

MANAGEMENT COMPANY OR GROUP - An organization that manages a group of lodging establishments, attractions, food or retail stores/outlets/centers.

MARKETPLACE BUSINESS FLOOR - ABA's business session area at the host convention center, where Buyer and Seller delegates meet to conduct prescheduled appointments. Access to this area is restricted to Appointment-Takers and Business Floor delegates.

MARKETPLACE NETWORKING FLOOR - The all-inclusive Marketplace Networking Floor houses the Marketplace Service Center and allows you to enjoy refreshments in our expansive lounge while visiting with our numerous vendors and sponsors. The Marketplace Networking Floor is open all the time to all delegates.

MOTORCOACH OPERATOR - Motorcoach Operator companies own at least one motorcoach and conduct group tours.

NAME BADGE - A color-coded badge worn by all Marketplace attendees. The badge designates a delegate's membership category, and the business sessions, activities and events that the delegate is permitted to attend. This badge must be worn for the duration of Marketplace week and is non-transferable. A \$100 replacement fee applies for a lost badge.

OPEN JAW ITINERARY - A tour itinerary that originates from a geographic point and terminates at a different point. This tour may result in an intermodal tour. (Also see Intermodal Tour)

OPERATOR BREAKFAST - A hosted Marketplace event exclusively to Motorcoach and Tour Operator Buyers held on Sunday, Monday, and Tuesday mornings, prior to the day's business session.

OPERATOR MEMBER - The ABA membership category designation for a motorcoach owner/operator or tour operator.

ORIENTATION CENTER - Located in the Marketplace Service Center, it is a section designated for, but not limited to, first-time STAR delegates. It should be the STAR delegates' first stop after registration to attend seminars and learn valuable tips and information on ABA's seven-minute appointments and other Marketplace particulars. All delegates are welcome to come for a refresher course.

OUTBOUND INTERNATIONAL TOUR - A tour traveling to a foreign country that involves the additional operational considerations such as immigration requirements (passports, visas, inoculation, etc.), foreign currency, language barriers and customs. An outbound international tour may be operated by a tour company or may be generated by the tour operator and serviced by a domestic operator/service provider in the foreign destination.

PREFORMED TOUR (see Custom Tour)

PROFILE FORM - An 8½" x 11", three hole punched sheet, exchanged by both Buyers and Sellers during Marketplace. The Buyers' profile includes a synopsis of the operation, customer base, tour product, types of tour and destinations being offered and key contacts. The Seller's profile form includes information on the facilities/services for the motorcoach/tour market, location, hours of operation, policies, rates etc. Sample profile forms are available from ABA.

RECEPTIVE OPERATOR - A multi-faceted destination specialist whose company provides some or all components of a tour package for resale by a motorcoach/tour/wholesale operator. Tours may also be sold directly to a preformed group. Local services provided by a Local Receptive may include meet and greet, sightseeing, ground transportation and vendor selection. Receptive Operators are designated as an ABA travel industry supplier member. They may also function as an agent for a Tour Operator.

SAMPLE ITINERARY - A suggested tour prepared by a Destination Marketing Organization (DMO), to market a city/area/region as a tour stop or destination to the motorcoach/tour operator. Typically, a sample itinerary educates the operator on routing, timing, commentary, attraction and supplier information.

SELLER DELEGATE - An ABA registration type for any Travel Industry Supplier. Sellers attend Marketplace to meet with Buyers (motorcoach/tour operator) to foster business relationships, solicit tourism dollars, and become more knowledgeable through education seminars and networking opportunities.

SELLER DELEGATE – APPOINTMENT-TAKING - A registered Travel Industry Seller permitted to conduct Marketplace appointments during their assigned business session.

SELLER DELEGATE – BUSINESS FLOOR - A registered Travel Industry Supplier who is not taking appointments. Business Floor delegates may participate in all Marketplace activities, seminars and events, except pre-scheduled appointments.

STAR DELEGATE - An exclusive ABA designation given to first-time Marketplace attendees. A STAR delegate's name badge is specially recognized by a blue ribbon with a star. Special education seminars and an Orientation Program have been designed for STAR delegates.

STEP-ON GUIDE - A professional person contracted locally by an Operator or provided by a Receptive Operator, to conduct a narrative tour (guide speak) of a specific locality, area or attraction. A Step-on Guide provides "local color/flavor" to a tour experience.

TIERED RATES - Also known as tiered pricing. A graduated rate structure designed to offer professional operators (Buyers) percentage discounts based on volume, production and/or their position in the distribution channel from wholesaler, motorcoach/tour operator, receptive operator and travel agent. Sellers providing tiered rates protect the Buyer relationship with customers and Group Leader. Each Buyer in the distribution channel must mark up the price to realize a profit and be able to present the traveling consumer a cost-effective tour product. (Also see Group Leader, Group Rates)

TOUR - A packaged travel product coordinated and executed by a motorcoach/tour operator. A tour consists of components including transportation, sightseeing/guide service, attractions, shopping, meals, entertainment, and lodging or any combination of these elements.

TOUR DIRECTOR - Also known as a tour escort. An employee, or contracted representative of a motorcoach/tour operator, responsible for coordinating the daily itinerary of an escorted tour and ensuring the wellbeing of passengers.

TOUR PLANNER - An employee of a tour/motorcoach company, responsible for developing a tour itinerary and/or purchasing services such as attractions, meals, lodging and transportation.

TOUR OPERATOR - An ABA membership category designation for a tour operator who arranges motorcoach tours but does not own buses. Also, a general term to describe a professional company that develops a tour product and executes contracted services for groups of people. A tour operator may provide a preformed and/or public tour product. (Also see Wholesaler, Receptive Operator)

TOUR VOUCHERS - Also known as tour coupons. Documents issued by a motorcoach/tour operator having a predetermined cash value and exchanged for accommodations, meals, sightseeing and other services with contracted vendors.

TOUR WHOLESALER - Also known as a Wholesaler. A company that may or may not create the tour product and markets all-inclusive tours sold through travel agents, tours operators or to preformed groups. Wholesalers typically do not sell at retail or fulfill local services.

TRAVEL INDUSTRY MEMBER - An ABA membership category for suppliers to the motorcoach industry including destinations, attractions, restaurants, rail/passenger vessels, hotels, local receptives, etc. (also see DMO, Attraction, Food Service and Local Receptive Operator, Hotel/Motel Member)