

DELEGATE PATHWAY

THE EXPERIENCE SEEKER

REGISTRATION TYPES

Delegates who value connection, inspiration, and the overall Marketplace experience alongside business outcomes



American Bus Association™

Marketplace

Calgary | Feb 6-9, 2027

SEEKER

All Roles

PRIMARY GOAL AT MARKETPLACE

Be inspired, entertained, and immersed.

01●

MORE THAN A MARKETPLACE

Marketplace is more than appointments and ROI — it is an opportunity to experience a new destination, build meaningful connections, and discover fresh ideas shaping the industry.

02●

ENGAGE IN EXCLUSIVE MOMENTS

Memorable moments, local flavor, and “only at Marketplace” experiences.

03●

PLAN YOUR EXPERIENCE

There’s always something happening at Marketplace — planning ahead helps attendees make the most of every opportunity.

PRE-MARKETPLACE | You will be able to download the Marketplace app to build your own schedule and receive notifications for your all-inclusive access.

MAXIMIZE YOUR TIME ONSITE

Events highlighted in gold are suggested events for the Experience Seeker

THURSDAY

FEB 4

8:00a – 6:00p
National Bus Traffic Association Meeting

**SMART
ADD-ON**

**Volunteer onsite
and see how
Marketplace
functions behind
the curtain for a
new experience.**

FRIDAY

FEB 5

8:00a – 6:00p
Registration Open

8:00a – 6:00p
Sightseeing Ticket Pick-Up

8:00a – 6:00p
Exhibitor/Sponsor Move-In

8:00a – 6:00p
National Bus Traffic Association Meeting

10:00 – 11:00a
Hispanic Motorcoach Council Meeting

11:00a – 12:00p
Next Era Leadership Council Meeting

12:00 – 1:00p
Driving Force Council Meeting

1:00 – 5:00p
Women in Buses Day

4:00 – 5:00p
ABA Board Executive Committee Meeting
Invitation Only

5:00 – 6:00p
All Council Reception

SATURDAY

FEB 6

7:00 – 8:00a
Sightseeing Pick-Up

7:00a – 6:00p
Registration Open

8:00a – 12:00p
ABA Board Breakfast/Meeting
Invitation Only

8:30a – 1:00p
Sightseeing Tours

9:30a – 12:00p
Education Seminars

12:30 – 1:30p
ABA Insurance Report Briefing

1:35 – 6:00p
Ribbon Cutting Ceremony

1:45 – 6:00p
Networking Floor Reception

2:00 – 3:00p
African American Motorcoach Council Meeting

3:00 – 5:30p
Education Seminars

5:30 – 6:30p
Operator Reception

7:00p
ABA Board Dinner
Invitation Only

7:00p
Experience Calgary on Your Own

SUNDAY

FEB 7

7:00a – 6:00p
Registration Open

7:45 – 8:45a
Operator Breakfast

9:00 – 10:30a
Driving Force CEO Roundtables

9:00a – 5:30p
Bus Industry Safety Council Meeting & Education Sessions

9:00a – 5:19p
DMO/Receptive Appointment Sessions

11:00a – 5:30p
Education Seminars

12:16 – 2:30p
All-Delegate Lunch + State of Industry

7:00 – 9:30p
All-Delegate Evening Event

MONDAY

FEB 8

7:00a – 6:00p
Registration Open

7:45 – 8:45a
Operator Breakfast

9:00a – 5:19p
Lodging/Attraction/Associate/ Allied Appointment Sessions

9:30a – 12:00p
Education Seminars

9:30a – 4:00p
BISC/BusMARC Meetings & Education

12:16 – 2:30p
All-Delegate Lunch

3:00 – 4:00p
Travel and Tourism Policy Meeting

4:00 – 5:00p
Transportation Policy Meeting

5:00 – 6:00p
BusPAC Fundraiser Reception
BusPAC Donors Only

7:00p
Dine Around Calgary

9:00p – 12:00a
Foundation Afterglow

TUESDAY

FEB 9

7:00a – 6:00p
Registration Open

7:45 – 8:45a
All Delegate Coffee and Connections

9:00a – 3:00p
BusMARC Meetings Offsite

9:00a – 4:35p
Lodging/Attraction/Associate/ Allied Appointment Sessions

9:30a – 12:00p
Education Seminars

12:30 – 2:00p
All-Delegate Awards Lunch + Annual Meeting

4:45 – 8:00p
Exhibitor Move-Out

7:00 – 8:30p
Closing All-Delegate Reception

8:45 – 10:30p
ABA Jam Band After Party