

DELEGATE PATHWAY

THE RELATIONSHIP BUILDER

REGISTRATION TYPES

Operators prioritizing relationships over structured appointments



American Bus Association™

Marketplace

Calgary | Feb 6-9, 2027

NETWORKER

Bus & Tour Operator

Representative

PRIMARY GOAL AT MARKETPLACE

Build meaningful relationships and strengthen industry connections.

01●

WHERE THE INDUSTRY CONNECTS

Marketplace creates opportunities for authentic conversations and informal networking through receptions, social events, lounges, and shared experiences.

02●

THE PEOPLE YOU NEED TO MEET

Face-to-face interactions help you build trust, strengthen partnerships, and create lasting professional relationships.

03●

EVENTS DESIGNED JUST FOR YOU

Exclusive events and targeted meetups connect attendees with peers who share your common interests and business goals.

PRE-MARKETPLACE | Review the attendee list and make your own list of the “Who’s Who” you want to engage.

MAXIMIZE YOUR TIME ONSITE

Events highlighted in gold are suggested events for the Relationship Builder

THURSDAY

FEB 4

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

**SMART
ADD-ON**

**Be in the room
with key
policy players
and leadership
at the BusPAC
Reception.**

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 Sessions

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