

DELEGATE PATHWAY

# THE REVENUE DRIVEN OPERATOR

## REGISTRATION TYPES

Charter & Tour Bus Operators • Tour Operators • Tour Planners



American Bus Association™

# Marketplace

Calgary | Feb 6-9, 2027

## BUYER

Appointment-Taker

Rotation

## PRIMARY GOAL AT MARKETPLACE

Secure new business opportunities, maximize ROI per appointment, and build profitable tour itineraries.

01●

### FILL YOUR PIPELINE IN 3 DAYS

150 pre-scheduled, high-quality appointments designed to maximize business development opportunities in a concentrated timeframe

02●

### WHO YOU'LL MEET AT MARKETPLACE

More than a thousand reliable partners at destinations, hotels, attractions

03●

### TURN APPOINTMENTS INTO REVENUE

Turn conversations into new and exclusive packaging opportunities to bring back to your tour and charter division and increase sales

**PRE-MARKETPLACE** | Build your online profiles and make your appointment requests and control the match-making process based on your interests and priorities.

## MAXIMIZE YOUR TIME ONSITE

Events highlighted in gold are suggested events for the Revenue Driven Operator

### THURSDAY

FEB 4

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

**SMART  
ADD-ON**

**Pre-FAM  
Tours where  
you can  
experience  
Alberta.**

### 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