

MARKETPLACE 2005
AMERICAN BUS ASSOCIATION



MARKET YOUR Place at

MARKETPLACE

FEB 4-9, 2005
CHICAGO, ILLINOIS





- **QUALITY APPOINTMENTS**
- **UNLIMITED NETWORKING**
- **PROFESSIONAL EDUCATION**



“What I enjoy most about the ABA Marketplace is that you can meet and build relationships with so many people in such a short time. Relationships that will grow my business for years to come.”

-David Eaton

2005 MARKETPLACE CHAIRMAN
CONWAY TOURS/GRAY LINE OF RHODE ISLAND

MARKET YOUR PLACE AT MARKETPLACE



Welcome to Chicago, Illinois – your kind of town.

Whether 2005 American Bus Marketplace is your first trip to Chicago or a return visit, you'll be surprised and delighted by our beautiful city and our hospitable people. We're pulling out all the stops to make this the biggest and best Marketplace ever!

From fantastic tours to thrilling evening events to savory Dine Around choices, we will show you the best of our city and state. You'll want to experience every minute of this non-stop week of activities designed just for you.

Great food, terrific arts and culture, breathtaking architecture, legendary shopping, spectacular theatre – no wonder Chicago is a favorite destination for every type of visitor, from The Magnificent Mile and State

Street to our distinctive neighborhoods. Where else can you look out on a lake as big as an ocean with the skyline of a beautiful metropolis behind you?

Illinois is ready to greet you and be your guide for one of our fabulous Pre or Post Familiarization Tours. Beyond Chicago's borders, Illinois offers enormous variety and memorable experiences throughout the state. See soaring eagles, beautiful antiques, the mighty Mississippi River, Frank Lloyd Wright architecture, unparalleled shopping, Abraham Lincoln and much more as you explore Illinois' mile after magnificent mile!

Chicago and Illinois look forward to hosting you at a rewarding and successful 2005 American Bus Marketplace. See you in February!

Exciting dazzling
amazing

surprising
and friendly!

CHICAGO

Feb 4-9,
2005





MARKETPLACE 2005 • AMERICAN BUS ASSOCIATION

APPOINTMENT SESSIONS

Marketplace appointment sessions are based on your company's membership category and are scheduled as follows:

- **Destination Marketing Organization Sellers**

Meet Saturday afternoon and Sunday morning with Operator Buyers.

- **Lodging Organization Sellers**

Meet Monday morning and Tuesday morning with Operator Buyers.

- **Attraction, Local Receptive Operator and Other Sellers**

Meet in two out of three sessions on Monday afternoon, Wednesday morning and Wednesday afternoon with Operator Buyers.

ABA's Marketplace offers seven-minute prescheduled appointments, where **Motorcoach and Tour Operator Buyers** obtain information and create business relationships with **Travel Industry and Service Supplier Sellers**. These face-to-face appointments are the core of Marketplace week.

Buyer appointment-taking delegates are seated at individual booths for the entire Marketplace week and have appointments on Saturday, Sunday, Monday, Tuesday and Wednesday. There are 182 appointment slots available in the Buyer appointment schedule.

Seller delegates do not have booths, but move from Buyer to Buyer for their appointments. There are 52 appointment slots available in the Seller appointment schedule.

ABA purposely limits the number of appointment-taking Sellers per session, based on the number of registered appointment-taking Buyers, in order to assure quality appointments.

MATING AND NETWORKING SESSION

Take advantage of this networking opportunity to meet and greet Buyers with whom you don't have a prescheduled appointment. This half hour session is the time to exchange business cards, drop off profile forms and connect with potential business leads. All Buyers are required to be seated at their booths to maximize the benefit of this session.

DMO Mating and Networking Session

Saturday 12:00 pm–12:30 pm

Lodging Mating and Networking Session

Monday 9:00 am–9:30 am

Attraction / LRO / Other Mating and Networking Session

Monday 2:15 pm–2:45 pm

MARKETPLACE DRESS CODE

Business attire is required for all Marketplace business functions. Jeans are not permitted.

DEADLINE DATES

June 25, 2004

Registration materials mailed to all active ABA members. Travel Industry Sellers are registered on a first-come, first-served basis.

June 30, 2004

Registration materials available on-line at www.buses.org.

Oct. 4, 2004

Deadline for Buyer Early Bird Registration.

Nov. 1, 2004

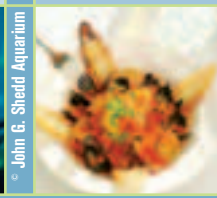
Appointment requests begin. Deadline to cancel and receive a 50% refund. No refunds will be given after this time.

Jan. 7, 2005

Deadline to submit appointment requests.

Jan. 12, 2005

Final mailing to all attendees. Appointments are scheduled, giving delegates the ability to view and customize their appointments.



© John G. Shedd Aquarium

MARKETPLACE 2005 • AMERICAN BUS ASSOCIATION

CHICAGO EVENING EVENTS

Friday, Feb. 4 and Sunday, Feb. 6

Dine Around Chicago!

Sponsored by Chicago CTB, Chicago Office of Tourism and Illinois Bureau of Tourism

Chicago is a city for people who love good food. If that's you, welcome to paradise! Chicago mainstays such as a perfectly grilled steak, deep-dish pizza and hot dogs with all the fixings are what make us unique. But why stop there when we have everything from the freshest seafood and ethnic delicacies to haute cuisine and scrumptious desserts.

Chicago's diverse restaurant scene offers many excellent choices from budget to high-end. Area chefs await your visit and are prepared to whisk your taste buds away on a culinary tour they will never forget.

Dine underground or high above the city as you enjoy local flavors, old favorites, trendy new restaurants and 5-star experiences. Dine Around will most certainly satisfy your palate and exceed your expectations!

Saturday, Feb. 5

Walking in a Water Wonderland

Sponsored by The John G. Shedd Aquarium

Location: John G. Shedd Aquarium, Museum Campus

On the shores of Lake Michigan lies a gateway to an underwater world unlike anything you've ever seen, heard or touched. Have an up-close and personal encounter with dozens of sharks in our newest exhibit, Wild Reef, or see dolphins leap at our Marine Mammal Presentation in the Oceanarium. At Shedd Aquarium, it's all possible.

The night begins in the Oceanarium with cocktails and hors d'oeuvres while overlooking a temperate rainforest, home to the whales, dolphins and sea otters. Next, explore the Aquarium's galleries as you dine on the finest dishes and enjoy impeccable service by an attentive staff. A diver in the 90,000-gallon, circular Caribbean Reef Exhibit feeds the fish while you watch. Dance the night away to one of Chicago's hottest jazz bands in the main foyer.

So strap a mask and flippers onto your imagination and chart a course to Shedd, the world's largest indoor aquarium.

Monday, Feb. 7

The Place To Be

Sponsored by The Field Museum

Location: The Field Museum, Museum Campus

The Field Museum is a world-class institution and the home of "SUE" – the largest and most complete Tyrannosaurus rex fossil ever discovered, 35 permanent exhibitions and blockbuster traveling exhibitions like Jacqueline Kennedy: The White House Years – Selections from the John F. Kennedy Library and Museum. It is known as one of Chicago's most elegant venues and host of the 2003 Major League Baseball All-Star Gala and the Grand Reception for Her Royal Highness, Princess Diana.

This evening, as you greet old friends and meet new ones, you will enter Stanley Field Hall welcomed by plentiful food, drink and great music. You can mingle with the mummies, dance with a dinosaur and don't forget the unique opportunity to view Jacqueline Kennedy: The White House Years and browse in our award-winning retail shops. You won't want to miss it! It is "The Place To Be."

Tuesday, Feb. 8

An Evening of Broadway in Chicago

Sponsored by Broadway in Chicago and the Illinois Bureau of Tourism

Reception Location: James R. Thompson Center / State of Illinois Building and the Chicago Theatre District

Broadway In Chicago and the Illinois Bureau of Tourism host your exploration of Chicago's Theatre District, where visitors see the Best of Broadway before it goes to Broadway. The biggest hits of this decade including: "Mel Brooks – The Producers, Billy Joel and Twyla Tharp's "Movin' Out" and Disney's "The Lion King" appear on the stages of the gloriously restored Shubert Theatre, Oriental Theatre, Cadillac Palace and Auditorium Theatre of Roosevelt University.

A taste of Chicago's Theatre District begins in one of Chicago's architectural delights, the breath-taking atrium of the James R. Thompson Center / State of Illinois Building. Sample the finest restaurants and caterers of Chicago before being transported to an exciting Broadway show. Truly an evening of great food and outstanding theatre, this is a star-studded event not to be missed.



**Suggested attire for all evening events is casual.*



MARKETPLACE 2005 • AMERICAN BUS ASSOCIATION

MARKETPLACE NETWORKING FLOOR

“Marketplace is the only place to be! Marketplace provides a multitude of sponsored functions, networking opportunities and incredible appointments. It is an amazing convention, and one that shouldn't be missed!”

- Jennifer Hopkins George, CTIS
PALLADIN TOUR & TRAVEL

You asked, ABA listened! The all-new, all-inclusive **Marketplace Networking Floor** will make its debut in Chicago at Marketplace 2005. Utilize the Message Center, Learning Center, Orientation Center and E-Mail Center while enjoying snacks and refreshments in our expansive lounge. You can also visit with our numerous vendors and sponsors. The **Marketplace Networking Floor** is open to all delegates all the time, and gives you another opportunity to Market YOUR PLACE at Marketplace!

FIRST-TIME “STAR” ATTENDEES

ABA is proud to offer “Reach for the STARS”, a top-rated program which helps first-time attendees prepare for Marketplace week. From the time you register until you leave Chicago, Marketplace veterans take you through ABA's Marketplace step-by-step. You'll learn tricks of the trade, strategies for a successful Marketplace and how to best present your organization all while making good friends and contacts in the ABA family. Take advantage of this great opportunity by spending time in the **Orientation Center**.

LEARNING CENTER

ABA's on-site Learning Center provides a relaxed environment for you to prepare for your appointments. The Learning Center gives you the resources you need to obtain valuable information on Marketplace Buyers and Sellers through our interactive databases and printed materials. You can also access these valuable tools anytime at www.buses.org.

E-MAIL CENTER

ABA's E-mail Center allows you to stay connected to your work or personal e-mail via the Internet – free of charge. The service is available during registration hours.

MESSAGE CENTER

Communicate internally with your fellow Marketplace delegates through our computerized Message Center. Schedule meetings outside the Marketplace Business Floor, pick up additional appointments or just say hello with this easy to use system.

WWW.BUSES.ORG

- Register on-line
- Update company and personal portfolio
- Research companies
- Request appointments
- View and customize appointment schedule
- Access Marketplace information and tips
- Correspond with other delegates
- Volunteer
- Preview the education schedule
- Reserve housing



MARKETPLACE 2005 • AMERICAN BUS ASSOCIATION

NETWORKING OPPORTUNITIES ALL WEEK

ALL-DELEGATE SOCIAL FUNCTIONS

ABA's generous number of all-delegate functions is continuously cited as one of the top three items most enjoyed at Marketplace. Marketplace week offers **sixteen networking opportunities for all delegates.**

Friday	Dine Around Chicago!
Saturday	All-Delegate Breakfast
Saturday	Opening Ceremony
Saturday	Evening Event
Sunday	Sightseeing Tours
Sunday	Dine Around Chicago!
Sunday	Hospitality Suite
Monday	All-Delegate Lunch
Monday	Evening Event
Monday	Hospitality Suite
Tuesday	All-Delegate Lunch
Tuesday	Sightseeing Tours
Tuesday	Evening Event
Tuesday	Foundation Afterglow
Wednesday	All-Delegate Lunch
Wednesday	Evening Event

EDUCATION SEMINARS

ABA offers nearly 50 quality seminars conducted by top-rated national speakers and industry experts. The 2005 Marketplace education program offers timely topics on three tracks: Professional Development, Industry Tools and Business Management. Seminars are offered daily and are often repeated in order to fit your busy schedule. If you have already enrolled in our Certified Travel Industry Specialist (CTIS) Program, a continuing education program created exclusively for the motorcoach and group tour industry, these seminars are an excellent way to fulfill some of your certification requirements.

VOLUNTEER

Volunteering your time at Marketplace is another great way to network, gain business contacts and make friends. ABA offers many areas for you to volunteer, whether this is your first-time to Marketplace or you are a seasoned pro. In November, ABA will notify all Marketplace delegates that the Volunteer Database is on-line and available for use. It couldn't be easier! Remember to save some time in your busy schedule to volunteer.

“The ABA Marketplace is a tremendous value for the Cendant Hotel Group. In addition to the great exposure it offers our brands to the tour trade, the educational content is first rate. Best of all, this premier industry show gets better and better every year. We will continue to be major sponsors of ABA's efforts for many years.”

- Bob Chafey
CENDANT HOTEL GROUP

FOUNDATION AFTERGLOW

ABA is proud to partner with Hard Rock Café International to host the annual Afterglow party, the Fundraiser for the ABA Foundation. The Foundation supports the motorcoach industry by hosting the George T. Snyder Scholarship Fund, conducting important industry research and disseminating information to build knowledge about the motorcoach travel industry. This event allows you to donate to a worthy cause while having a great time!

Tickets are \$25 in advance, or \$35 at the door and all ticket proceeds benefit the work of the Foundation. Use your registration form to purchase tickets.

See you at the Hard Rock Café Chicago!



MARKETPLACE 2005 • AMERICAN BUS ASSOCIATION

REGISTRATION FEES

All Delegates Receive:

- Full week participation
- Full access to the Marketplace Networking Floor
- Sixteen all-delegate networking functions
- Education seminars
- Sightseeing tours
- On-line research tools
- Complimentary e-mail access at Marketplace
- Complimentary airport transportation
- Low hotel rates

BUYER REGISTRATION FEES

Buyer appointment-taking delegates receive prescheduled appointments and are seated at individual tables on the Marketplace Business Floor for the entire week. For every Buyer appointment-taking delegate registered, a company may send one Buyer rotation delegate. Buyer rotation delegates have unlimited access to all Marketplace functions and areas, but do not have prescheduled appointments. Rotation delegates can take appointments for appointment-taking delegates at any time. This gives appointment-taking delegates the opportunity to take advantage of the nearly 50 education seminars offered during Marketplace week.

Fees also include:

- Marketplace business appointment sessions
- Full access to the Marketplace Business Floor
- Four Operator-only breakfasts
- Pre and Post FAMs

\$250 per Buyer delegate if received by Oct. 4, 2004.
\$350 per Buyer delegate if received after Oct. 4, 2004.
\$250 per Buyer guest.

SELLER REGISTRATION FEES

If registered before the appointment session fills, all Seller organizations are eligible to have one appointment-taking delegate. Additional appointment-taking delegates from the same company are registered based on the number of Buyer requests the Seller organization received the previous year. Additional delegates from organizations who are eligible for only one appointment-taking delegate will be registered as observer delegates. Observer delegates do not have prescheduled appointments but are allowed on the Marketplace Business Floor on their session day.

Fees also include:

- Marketplace business appointment sessions (appointment-taking delegates only)
- Full access to the Marketplace Business Floor on your appointment session day

\$1045 per appointment-taking delegate.
\$1045 per observer delegate.
\$500 per guest.

ASSOCIATE REGISTRATION FEES

Associate delegates attend Marketplace to meet and network with Operators and Travel Industry members. Associate members can come as appointment-taking Sellers or Associate representatives. They can also display their products on the Marketplace Networking Floor.

Fees also include:

- Marketplace business appointment sessions (appointment-taking delegates only)
- Full access to the Marketplace Business Floor on your appointment session day

\$1045 per appointment-taking delegate.
\$600 per representative delegate.
\$500 per guest.
\$1000 per 10' x 10' exhibit space.
\$3000 per motorcoach exhibit.

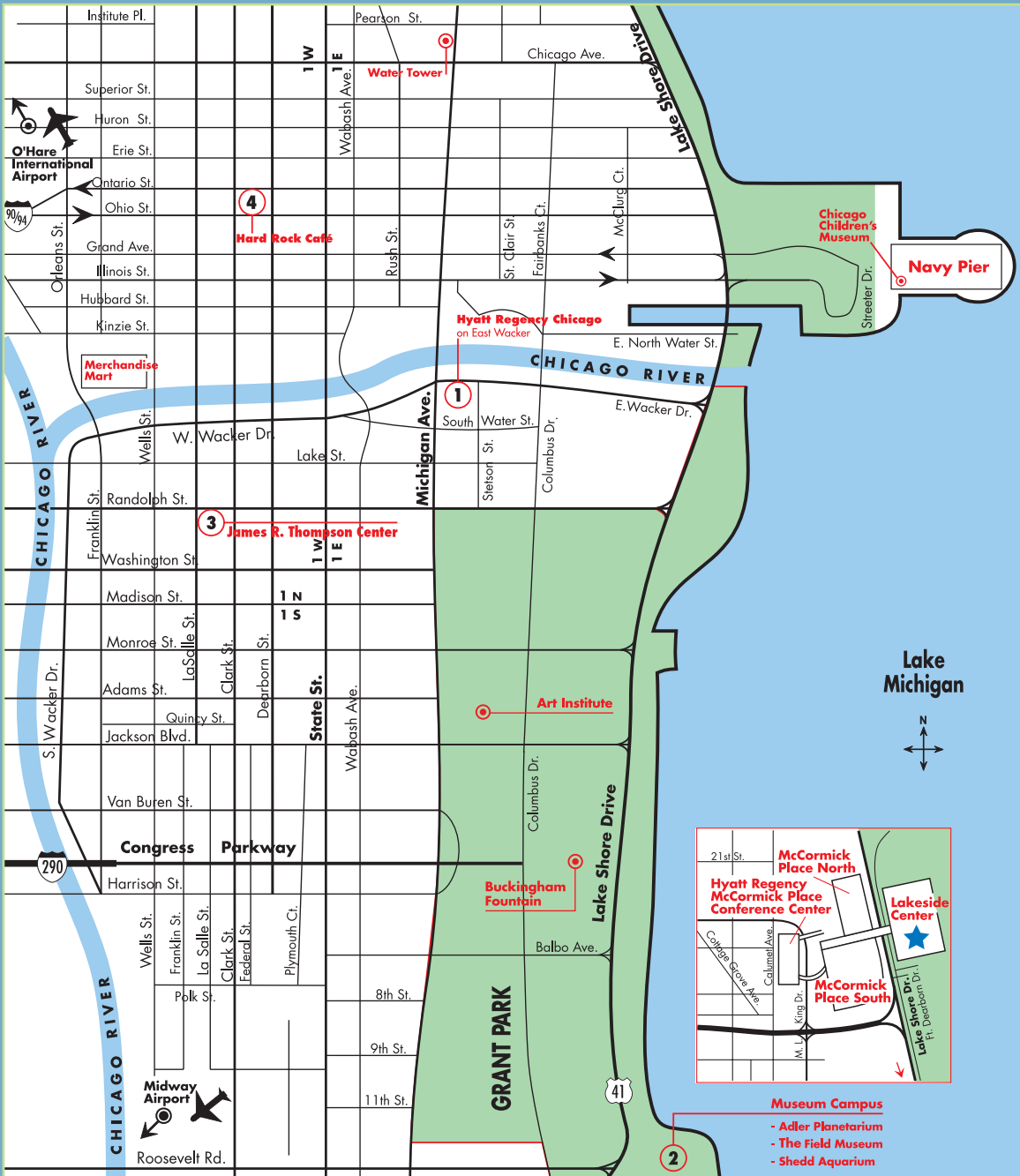
“Networking and building relationships with group tour and motorcoach operators would not be complete without ABA's Marketplace. This is the best group travel industry show in the country!”

- Steve Brinkman
 BELZ ENTERPRISES



MARKETPLACE 2005 • AMERICAN BUS ASSOCIATION

HOTEL INFO, AIRPORT TRANSPORTATION & MAP



KEY

- ★ Lakeside Center at McCormick Place
- 1 Hyatt Regency Chicago
- 2 Shedd Aquarium and The Field Museum
- 3 James R. Thompson Center
- 4 Hard Rock Café

Hyatt Regency Chicago

151 East Wacker Drive
Phone: (312) 565-1234

Buyer rate: \$105.00
Seller rate: \$135.00

Use the enclosed housing form or visit www.buses.org to make your hotel reservation.

Visit the hotel at www.chicago.hyatt.com

Airport Transportation Schedule

Chicago and Illinois are offering complimentary airport transportation from Jan. 28 through Feb. 13. The complimentary service will be offered via Continental Airport Express from O'Hare International Airport and Midway International Airport to the Hyatt Regency Chicago. Vouchers will be sent for your use as we get closer to Marketplace.



MARKETPLACE 2005 • AMERICAN BUS ASSOCIATION

MARKETPLACE SPONSORS



LEVEL 3

ABC Companies
Faribault, MN
Sponsorship: Sunday Operator Breakfast

Atlantic City Delegates
Atlantic City, NJ
Sponsorship: Sunday Hospitality Suite – Post Super Bowl Party

Greater Birmingham CVB
Birmingham, AL
Sponsorship: Operator-to-Operator Reception

Broadway in Chicago
Chicago, IL
Sponsorship: Tuesday Evening Event

Team Canada
Sponsorship: E-mail Center

Cendant Hotel Group
Parsippany, NJ
Sponsorship: Floor Lounge

Chicago CTB
Chicago, IL
Sponsorship: "We're Glad You're Here!" Events

Chicago Office of Tourism
Chicago, IL
Sponsorship: "We're Glad You're Here!" Events

Choice Hotels International
Silver Spring, MD
Sponsorship: Floor Lounge

CoachQuote.com
Pigeon Forge, TN
Sponsorship: Registration Bags

Days Inn Worldwide
Parsippany, NJ
Sponsorship: Floor Lounge

Destinations of New York State
Sponsorship: Monday Hospitality Suite – New York Auction

The Field Museum
Chicago, IL
Sponsorship: Monday Evening Event

Foxwoods Resort Casino
Mashantucket, CT
Sponsorship: Floor Lounge

Gaylord Opryland Nashville
Nashville, TN
Sponsorship: Wednesday Evening Event

Gaylord Texan Resort
Grapevine, TX
Sponsorship: Wednesday All-Delegate Lunch

Group Sales Box Office
New York, NY
Sponsorship: Monday All-Delegate Lunch

Hard Rock Café International
Orlando, FL
Sponsorship: Foundation Afterglow

Howard Johnson International Inc.
Parsippany, NJ
Sponsorship: Floor Lounge

Team Illinois
Sponsorship: Floor Lounge

Illinois Bureau of Tourism
Sponsorship: "We're Glad You're Here!" Events, Tuesday Evening Event

The John G. Shedd Aquarium
Chicago, IL
Sponsorship: Saturday Evening Event

Marriott International
Washington, DC
Sponsorship: Research Databases

Motor Coach Industries
Schaumburg, IL
Sponsorship: ABA Board of Directors Dinner, Sunday Operator Breakfast

Nashville CVB
Nashville, TN
Sponsorship: Wednesday Evening Event

Pennsylvania Travel Industry
Sponsorship: Wednesday Operator Breakfast

Prevost Car Inc.
Lyndhurst, NJ
Sponsorship: Sunday Operator Breakfast

Ramada Franchise Systems Inc.
Parsippany, NJ
Sponsorship: Floor Lounge

SETRA of North America Inc.
High Point, NC
Sponsorship: Sunday Operator Breakfast

Sullivan County Catskills CVB
Monticello, NY
Sponsorship: Directory of Participants Back Cover

Travelodge
Parsippany, NJ
Sponsorship: Floor Lounge

Virginia Tourism Suppliers
Sponsorship: Monday Operator Breakfast

Northern Virginia Delegates
Sponsorship: Floor Lounge

Washington, DC CTC
Washington, DC
Sponsorship: Saturday All-Delegate Breakfast

Circle Wisconsin
Sponsorship: Floor Lounge

Wisconsin Department of Tourism
Sponsorship: Floor Lounge

LEVEL 2

Adirondack / Lake George Area
Sponsorship: Operator Profile Binders

Alaska Marine Highway
Juneau, AK
Sponsorship: Education Speaker

Alaska Travel Industry Association
Sponsorship: Education Speaker

Golden Corral Corporation
Raleigh, NC
Sponsorship: Appointment Clock

Maryland Office of Tourism Development
Sponsorship: Program At A Glance Cards

Northern Indiana
Sponsorship: Operator Shipping Boxes

See Ohio Inc.
Sponsorship: Education Speaker

Ohio Division of Travel and Tourism
Sponsorship: Education Speaker

Pennsylvania Dutch CVB
Lancaster, PA
Sponsorship: Operator Staplers

Philadelphia CVB
Philadelphia, PA
Sponsorship: All-Delegate / Volunteer Refreshments

Theatre Direct International / Broadway.com
New York, NY
Sponsorship: Education Speaker

LEVEL 1

Arabian Nights Dinner Attraction
Kissimmee, FL
Sponsorship: Operator Gift

The Carolina Opry
Myrtle Beach, SC
Sponsorship: Ecumenical Service

'50s At The Hop
Branson, MO
Sponsorship: Operator Gift

Pigeon Forge Dept. of Tourism
Pigeon Forge, TN
Sponsorship: Operator Gift

Ryan's Restaurant Group Inc.
Greer, SC
Sponsorship: Delegate Gift

MARKETPLACE ADVISORY COMMITTEE

CHAIRMAN

David Eaton

Conway Tours / Gray Line of Rhode Island
Cumberland, RI

VICE CHAIRMAN

Jennifer Hopkins George, CTIS

Palladin Tour & Travel
Absecon, NJ

VOLUNTEER CHAIRMAN

Steve Haddad

Carl R. Bieber Tourways
Kutztown, PA

TOUR OPERATOR REPRESENTATIVE

Anthony Rende

A.A.W. Travel
Brooklyn, NY

DMO REPRESENTATIVE

Jennifer Sutcliffe

Arizona Office of Tourism
Phoenix, AZ

ATTRACTION REPRESENTATIVE

Kristin Miller

Sea World / Busch Gardens /
Anheuser-Busch Adventure Parks
Orlando, FL

HOTEL REPRESENTATIVE

Bob Chafey

Cendant Hotel Group
Parsippany, NJ

EDUCATION SUBCOMMITTEE CHAIRMAN

Suzanne Tolbert

Nashville Convention & Visitors Bureau
Nashville, TN

LEARNING CENTER

SUBCOMMITTEE

CHAIRMAN

Christina Rackmyre, CTIS

The Queensbury Hotel
Glens Falls, NY

ORIENTATION SUBCOMMITTEE

CO-CHAIRMEN

Steve Brinkman

Belz Enterprises
Orlando, FL

Lois Stoltzfus, CTIS

Dutch Apple Dinner Theatre
Lancaster, PA

DIVERSITY COMMITTEE

CHAIRMAN

Marcia Milton

First Priority Tours Inc.
District Heights, MD

2005 HOST REPRESENTATIVES

Joleen Domaracki

Chicago Convention & Tourism Bureau
Chicago, IL

Kelsey Holt

Illinois Bureau of Tourism
Chicago, IL

2004 HOST REPRESENTATIVES

Reagan Stulbaum

NYC & Company Convention
& Visitors Bureau
New York, NY

Roy Akins, CTP

New York State Dept. of Economic
Development, Division of Tourism
Albany, NY

2006 HOST REPRESENTATIVES

Deana Ivey

Nashville Convention
& Visitors Bureau
Nashville, TN

Jada Cooper

Gaylord Opryland Nashville
Nashville, TN

AT-LARGE MEMBERS

Doug Anderson

Anderson Coach and Travel
Greenville, PA

Butch Beckwith, CTIS

Turner Coaches Inc.
Terre Haute, IN

Dave Bolen

New World Tours
Bristow, VA

Don DeVivo

Dattco Inc.
New Britain, CT

Don Ferrone

American Sightseeing Tours-Chicago
Chicago, IL

Bruce Matthews, CTIS

Upstate Tours
Saratoga Springs, NY

Lynne Matthews, CTIS

Upstate Tours
Saratoga Springs, NY

Billy Ray Rhyne

America Charters-Charlotte
Charlotte, NC

Stuart Weisberg, CTIS

One If By Land Tours Inc.
Flushing, NY