

## Need help getting to Marketplace? Try these leveraging tools:



**Your boss/board:** *“But we already attend other appointment shows in the industry.”*

**You:** *“While there are other industry shows, Marketplace is held at the time of year when decisions are being made and products are being bought. Operators and sellers choose to come to Marketplace because of the opportunities and tools to build successful business relationships, making it the must-attend show in the industry.”*

- With over 500 Buyers (Bus AND Tour Operators) and 2,000 Sellers there are new markets to explore, unique and different tours to destinations that are new to customers as well as old favorites.
- All Marketplace delegates have access to the best tools pre-Marketplace and on-site to research and communicate on the best prospects to build their business through their individual Marketplace Passport and the most advanced appointment scheduling system in the industry. So they pick-up trackable business from their experience at Marketplace.
- On-site, Marketplace takes away any distractions from the business on the Business Floor. With Marketplace’s separate Business Floor you can make the most of your seven-minutes without worry of interruptions.

**Your boss/board:** *“But your appointments are only two days, you don’t need to be there all week.”*

**You:** *“While quality appointments are the 7-minute core of Marketplace, there are numerous opportunities to do business off of the Business Floor.”*

- With over 40 professional education seminars led by industry experts and professional speakers, all Marketplace delegates are able to develop skills in business management, enhance their professional and personal development and access the most up-to-date information in the industry, bringing these skills back to the office.
- With an open Networking Floor and the most all-delegate events, Buyers and Sellers continuously mingle and network throughout the entire Marketplace week.

**Your boss/board:** *“But we don’t have the money in the budget.”*

**You:** *“As a member only show, Marketplace is the best return on investment for our membership in the American Bus Association as well as any show in the industry.”*

- Marketplace’s all-inclusive registration includes quality appointments, limitless networking and professional education.
- Operators who represent up to **60% of all motorcoaches** in the United States and Canada, bringing tourism business and groups to your area will attend Marketplace.
- Marketplace 2006 promises to be a productive and valuable week. Just one bus to your state or province for only 24 hours brings up to **\$13,000 in new revenue** and you can be a part of that!

### Here’s what delegates are saying about Marketplace:

Most of the people I deal with are those who we’ve developed relationships with through ABA. I deal with receptive operators and attraction representatives I meet at ABA’s marketplace. I meet them during our appointments and get to know them at the social events. There are some venues out there that don’t belong to anything. They don’t have the relationship quality that we have with ABA members. They don’t have the credibility.

John Frankenburg, The Tours Program Inc., Alexandria, Va.

I came to Marketplace as special non-member incentive offered by ABA, and I thought the show was great. I want to go again. Probably the number one thing that made Marketplace stand out from other shows is the huge numbers of representatives from the Western States. It was great to be able to meet with so many DMOs and individual attractions from the West.

Carol Steele, Tartan Tour, Barrie, Ontario

The 2005 American Bus Marketplace in Chicago was my first time to Marketplace in three years, and I loved it. The floor layout, display areas, atmosphere, and friendliness of everyone were fantastic. [The experience] proved that ABA’s Marketplace is where I belong.

Bernie Dever, Curran Travel Inc. in Blue Bell, Pa.

**There’s the proof that you need to  
Market YOUR PLACE at Marketplace.  
Marketplace 2006 is the place where  
YOUR Business will be Center Stage!  
Register for Marketplace today.  
[www.buses.org/marketplace](http://www.buses.org/marketplace) or call 800-283-2877**