

Marketplace Buyer Checklist

Please use this guide to prepare for the American Bus Marketplace. A comprehensive knowledge of your organization's product and/or service will help you effectively communicate during your seven-minute appointments.

Operators

- A minimum supply of 300 business cards.
- A minimum supply of 200 profile sheets.
- Understand your company's product positioning and customer base.
- Be knowledgeable about your business mix and the types of tours operated, e.g., retail, pre-formed student, adult, and special interest.
- Bring an example of catalogue itineraries, promotional flyers, etc.
- Define your goals for attending Marketplace.
- Know the future business opportunities under consideration, e.g., new destinations, new market segments, special interest tours.
- Be knowledgeable about your tour production for each destination served and the attractions, restaurants, lodging and receptive services used in the tour program.
- Have a listing of key company contacts for tour planning/purchasing and their responsibility, e.g., retail, charter, geographic regions.
- Review your company's profile information and know what information you need to bring back from Marketplace.
- Review and update your company's profile information on-line.
- Prior to Marketplace, send 2 copies of your brochure, fliers, website information for use in the Resource Central.
- Be in your booth for appointments and the Mating & Networking Session.
- Attend Marketplace education seminars.
- Be prepared for appointments that you did not request.