

- [Market YOUR Place at Marketplace](#)
- [Kickstart Your Marketplace](#)
- [Marketplace Microphone](#)
- [Marketplace Tool](#)
- [Hospitality](#)
- [Quality Appointments](#)
- [Limitless Networking](#)
- [Professional Education](#)

April Update

Market YOUR Place at Marketplace

Everything is bigger in Texas...

BIGGER Business...BIGGER Opportunities...BIGGER Results

Our industry is ever changing, and we need to stay abreast of those changes. What's going in our industry this year is different from last year. The demographics are changing, new products are being developed, and properties change. Each year the show is different. It's in a different city and different part of the country, showing all that area has to offer.

Marketplace is the premier show in the group travel industry because it is delegate-driven and designed to exceed your expectations. Added value and a greater business return make Marketplace the **MUST attend** show.

Marketplace is your opportunity to build business relationships through pre-qualified face-to-face meetings with members of the group travel industry. ABA helps you become a part of the more than \$35 million in motorcoach group business that is generated during Marketplace week by offering:

- **Quality Appointments:** You can conduct a year's worth of pre-screened sales calls in one week.
- **Professional Education:** Professional Development, Industry Tools and Personal Development seminars help your delivery on-site as well as your career post-Marketplace.
- **Limitless Networking:** In addition to the formal business appointments, 16 all-delegate events allow you to network with the decision makers in the industry.
- **Innovative Tools and Resources:** Marketplace tools make the work of Marketplace easier and the results unsurpassed.
- **Excellence in Customer Service:** As a first-time attendee, STAR delegate, or a veteran with questions, delegates are instructed and guided through the Marketplace week to make the most of their Marketplace experience.

[\(Back to Top\)](#)

Kickstart Your Marketplace

Marketplace registration begins July 17, 2006! Look here for future registration specials.

[\(Back to Top\)](#)

Marketplace Microphone: Your Chance to Keep Marketplace Delegate-driven

In the past, Marketplace appointment-taking delegates were able to pick up appointments through the Mating and Networking session. Due to the advancement of our appointment software and manual scheduling system, delegates can now add appointments before they get on-site at the show. As a result many delegates arrive at Marketplace with full appointment books.

That being said, new buyers, buyers with open appointment books and sellers with cancellations can still use the Mating and Networking session to make contacts, but the ability to schedule appointments is minimal.

How else can this time period be used? How can we make this time more beneficial for buyers and sellers? E-mail us at meetingsdept@buses.org by May 20, 2006.

[\(Back to Top\)](#)

Marketplace Tool: A Resource to Make Your Marketplace Experience

Your [Marketplace Website](#) provides you with all the up-to-date information you need to make your Marketplace experience more valuable. From planning your Marketplace week to learning about our Marketplace hosts to helping you get more return for your investment, the Marketplace website is one of the innovative tools and resources available to you.

[\(Back to Top\)](#)

Hospitality of the "Friendship" State: Marketplace General Information

Important Dates:

July 14: Registration Materials Mailed to all ABA Members.

July 17: On-line Registration Begins.

October 2: Deadline for Buyer Early Bird Registration. Research Databases live.

October 23: Appointment Requests begin.

December 13: Appointment Requests due.

December 18: Appointment Schedules Sent. Manual scheduling begins.

January 5: Manual scheduling closes until Marketplace.

January 27: Marketplace begins. Manual scheduling opens.

February 1: Marketplace Concludes/Business Follow Up Begins

Registration Fees:

Marketplace is an investment in the group travel business. With all of the access you have to quality business leads you can make a great return on your investment. Nowhere else in the industry can you pay as little as \$8.50 for a quality business opportunity with proven results. Marketplace Registration Fees

Want to charge for Marketplace in this fiscal year you may pre-pay your Marketplace registration. You can submit a check or credit card for payment. You will receive a receipt and be ready to register on July 17, 2006.

If you need an invoice to prepare for Marketplace registration, do not hesitate in contacting us for one at meetingsdept@buses.org.

Sponsorships:

Looking for a way to get more attention from ABA's motorcoach and tour operators? Contact us you are interested in our many and varied exciting sponsorship opportunities.

[\(Back to Top\)](#)

Quality Appointments: Appointment Schedule

You asked and we listened. The [Marketplace 2007 Schedule](#) reflects changes that will increase your return on investment - BIGGER Business, BIGGER Opportunities, BIGGER Results

- DMO Appointments all in one day, Monday, January 29, 2007!
- Lodging Appointments – Tuesday AM and Thursday AM so you will have more time to experience all Marketplace has to offer.
- Attractions/LRO/Other Appointments – pre-scheduled appointments in 2 of the 3 sessions on Tuesday PM, Wednesday AM, Thursday PM and access to the business floor for all three sessions so you can continue to make business connections.

[\(Back to Top\)](#)

Limitless Networking: Our Texas Hosts

Once again, Gaylord plays host to ABA's Marketplace, this time in Grapevine, TX, Saturday, January 27 - Thursday, February 3, 2007. Surrounded by rolling pastureland and overlooking beautiful Lake Grapevine, the magnificent [Gaylord Texan](#) pays tribute to everything Texas as only Texas can: on a grand scale.

[Grapevine](#) is the oldest settlement in Tarrant County, originating under the Lone Star flag in 1844, a year before Texas became a part of the United States. Grapevine will be an opportunity to conduct today's business in the charming atmosphere of history.

[\(Back to Top\)](#)

Professional Education: CTIS

Differentiate yourself! Branding is one way to differentiate your business and products from the vast variety of opportunities in our industry. But much of our industry is the one-on-one business relationships that are developed between the operators and the suppliers. Branding yourself can make all of the difference in the success of your business and your career.

Marketplace seminars provide one critical part of the program. Educational seminars are held throughout the show with key speakers repeating seminars as well as 2 part seminar series for more advance material. We will also be introducing

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an Operator Track that will contain seminars, round tables and other operator resources.

It is not too late to enroll in the [2006 CTIS Program](#).

[\(Back to Top\)](#)

Produced by the American Bus Association, the leader in the motorcoach and group travel industry.



Ph: (800) 283-2877

Fax: (202) 898-1575

[Send us an e-mail](#)

700 13th Street NW, Suite 575

Washington, DC 20005

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