



American Bus Marketplace

grapevine, tx

jan 27 - feb 1

BIGGER BUSINESS, BIGGER OPPORTUNITIES, BIGGER RESULT

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August Update

Market YOUR Place at Marketplace

Everything is bigger in Texas...

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

Marketplace can be YOUR show! In September the Marketplace Advisory Committee and several subcommittees will meet in Grapevine to make certain Marketplace 2007 is delegate-driven and a success. The [Marketplace Advisory Committee](#) is committed to you, the delegate. Our registration numbers are impressive (almost 300 appointment-taking buyers - 20% ahead of last year), but our goal is to impress you. Please let us know if you have [any suggestions](#) for the committee - it is not too late to make a difference for the 2007 Marketplace!

[Register today](#) and be a part of the premier show in the industry.

Company ID: [CmpNum]

Company Password: [CmpPass]

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Kickstart Your Marketplace

Remember to take advantage of the [Airline Discount](#) for Marketplace. We will have complimentary airport transportation from Dallas-Ft. Worth Airport to Marketplace Host Hotels for the entire show.

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Marketplace Microphone: Your Chance to Keep Marketplace Delegate-driven

Quality Appointments are about great business from good leads. What information would you like to see on the Research Databases to help you determine the best qualified leads for your company?

E-mail us at meetingsdept@buses.org by September 19, 2006.

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Marketplace Tool: A Resource to Make Your Marketplace Experience

Your [Marketplace Passport](#) is key to making the most out of your investment. Check out your Passport, update your profile, and organize your Marketplace experience.

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Frontier Hospitality: Marketplace General Information

[Important Dates:](#)

July 14: Registration Materials Mailed to all ABA Members.

July 17: On-line Registration Began.

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

Marketplace Housing:

Housing opened on July 17th. Some of the host hotels are sold out but there is still space available. There will be no wait list maintained by the ABA Housing Bureau. Delegates should use the on-line housing reservation system to check availability in host hotels or change an existing reservation. Delegates are responsible for any cancellation fees, etc. resulting from changing housing reservations.

Making changes to an existing reservation or checking availability at other host hotels:

<http://www.b-there.com/breg/abamarketplace2007>

- Select LOGIN at the top of the page. Do not complete the guest information again.
- Enter your housing confirmation username and password.

Rental Car and Airline discounts information also are available.

Sponsorships:

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

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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.

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Limitless Networking: FAM Tours

[Where the Cowboys Live On - Cowboys and Culture Tour](#): Western heritage comes alive on the Texas Frontier. Cowboys, Indians, pioneer families and hopeful and hardy trailblazers sought new beginnings when they bravely settled on this land west of the Brazos River. Places like Thurber, Abilene, Buffalo Gap, Albany and Graham tell the stories and legacies left by those courageous frontier folk.

- "Fort Worth may be where the West begins, but Abilene is where it's in full gallop...it is one of the last places where true West flavor truly resides." Texas Highways magazine
- Visit Buffalo Gap Historic Village, preserving the heritage of the Texas frontier
- Tour Frontier Texas!, where you will meet - at least figuratively - some of the real people who lived and died on the Texas frontier between 1780 and 1880
- Tour the Paramount Theater, a fully restored 1930's theatre offering magnificent architecture
- Visit Albany, "Home of the Hereford"
- Tour the Old Jail Art Center, the first permanent jail in the county seat, now housing a variety of exhibits from Chinese tomb figures to pre-Columbian art
- Prepare for your very own "Hands on Cowboy Experience" at the Wildcatter Ranch

There will be both pre- and post-FAMs for Marketplace 2007. Each trip will have spaces for both Buyers and Sellers. You must be a registered delegate to sign up for a FAM tour. For [more FAM information, other FAM Tour destinations and registration forms](#) you can visit our web site.

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Professional Education: Marketplace Service Centers and Subcommittees

Working with the Marketplace Advisory Committee we have three subcommittees to make Marketplace a success.

Education Subcommittee

The Education Subcommittee is responsible for creating, promoting and managing a well-balanced seminar curriculum for the American Bus Marketplace. To fulfill this mission, seminar programming must be relevant, appeal to ABA's diversified membership and satisfy the learning objectives of many career-levels, from novice to veteran.

To produce an Education program, subcommittee members develop topics ranging from personal development to business management, operations, sales and marketing. Members anticipate industry trends and emerging issues for potential development. In addition, the Education Subcommittee provides speaker recommendations to ABA staff.

Orientation Subcommittee

The Orientation Subcommittee serves to instruct and guide newcomers, called STAR delegates, during their first American Bus Marketplace. Subcommittee members cultivate communication, instruction and delivery methods to best service the new attendees, thereby providing an integral component to the Marketplace experience. This mission is achieved by operating the Orientation Center, conducting Marketplace Floor Tours, and producing a STAR education workshop.

The Orientation Center offers personalized counseling sessions performed by subcommittee members and/or Marketplace volunteers. In a friendly member-to-member format, new attendees learn about Marketplace practices, Marketplace procedures, expectations and activities from industry veterans. STAR delegates also have the opportunity to tour the Marketplace floor before their appointment session and to broaden their ABA and industry insight in specially designed STAR workshops. Throughout the week, subcommittee members also serve as Marketplace mentors aiding and guiding STAR delegates.

Resource Central Subcommittee

The Resource Central Subcommittee is responsible for delivering data, reference materials, and research information to Marketplace delegates. The primary assignment of the Subcommittee is to develop and execute an on-site Resource Central: Your Office Space at Marketplace, where delegates go to research companies and prepare for their appointments. Subcommittee members focus on the research, technology and methodology of each category of membership and provide tools to enhance the ability of delegates to conduct business.

Think that you want to be involved? All delegates will receive an e-mail after Marketplace to self-nominate

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



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