



American Bus Marketplace

grapevine, tx

jan 27 - feb 1

BIGGER BUSINESS, BIGGER OPPORTUNITIES, BIGGER RESULTS

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July Update

Market YOUR Place at Marketplace

Everything is bigger in Texas...

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

Plan to join us in Grapevine, because your competition is!

The record-setting results of Week One of Marketplace Registration:

- 1053 Individual companies are registered for Marketplace;
- 1422 Delegates have signed up for the Marketplace Experience;
- More than 400 Buyers have chosen Marketplace as their show; and
- More than 240 Appointment-taking Buyers are ready for business.

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 makes Marketplace the **MUST** attend show.

The American Bus Marketplace provides a professional and interactive on-site structure for members of the group travel industry to build business relationships in a cost effective manner. At the core of Marketplace are the formal business appointments between pre-screened and qualified buyers and sellers of group travel products where one can conduct a year's worth of quality sales calls in one week. To further strengthen the business relationships, Marketplace provides

informal networking opportunities, innovative tools for business development and research, and professional educational opportunities with the goal of customer service excellence.

- **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, 18 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.

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Kickstart Your Marketplace

[Marketplace registration](#) began July 17, 2006! Register on-line today!

Company ID: [CmpNum]

Company Password: [CmpPass]

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Marketplace Microphone: Your Chance to Keep Marketplace Delegate-driven

Marketplace is a place to conduct group travel business. It is an opportunity for operators and travel industry suppliers to work together in this competitive industry. What are the ethics of this business and what role does Marketplace play?

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

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Marketplace Tool: A Resource to Make Your Marketplace Experience

Your [Marketplace Web site](#) 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 web site is one of the innovative tools and resources available to you.

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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 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.

Marketplace Housing:

Housing will open on July 17. Book early to secure a reservation at a Marketplace host hotel! 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: Pre-FAM Tours

Oklacool and Texappeal Tour: Oklahoma and Texas can both be considered true vacationer's paradises offering abundant outdoor activities and scenery, world-class museums and attractions, cosmopolitan urban centers and quaint rural communities, and a rich and diverse heritage that includes Native American, pioneer and cowboy history unrivaled anywhere! We invite you to join us on a tour that will appeal to all of your senses featuring everything that's "Oklacool" loaded with "Texappeal" and everything in between.

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: 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 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](#).

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



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