

BIGGER BUSINESS BIGGER OPPORTUNITIES



BIGGER RESULTS

FINAL MAILING



ABA MARKETPLACE 2007 ★ JAN 27 - FEB 1 ★ GRAPEVINE, TX

2007 MARKETPLACE SCHEDULE

SATURDAY, JAN. 27, 2007

10:00 am – 5:00 pm Marketplace Networking Floor Open
 12:00 pm Foundation Golf Tournament

1:00 pm Wine Trail Foundation Fundraiser
Sponsored by the Grapevine CVB

7:00 pm Gaylord Texan Idol Showcase
Sponsored by the Gaylord Texan Resort

Join the Gaylord Texan for the Opening Reception and the first "Texan Idol!" The evening celebration will include a dance band, food and libations.

SUNDAY, JAN. 28, 2007

7:30 am – 8:00 am Ecumenical Service
Sponsored by Carolina Opry/Tribute!

8:00 am – 9:30 am Operator Forum and Continental Breakfast
Sponsored by ALFA International

10:00 am – 11:30 am Opening Ceremony and ABA Annual Meeting
Sponsored by the Grapevine CVB and ABA

12:00 pm – 4:30 pm Sightseeing Tours
Sponsored by the Grapevine CVB

3:00 pm – 4:30 pm Tour Operator Meeting

4:30 pm – 6:00 pm Marketplace Networking Floor Reception
Sponsored by ABC Companies, DaimlerChrysler Commercial Buses North America, Motor Coach Industries and Prevost

6:30 pm – 9:30 pm Matisse and Martinis Evening Event in Dallas
Sponsored by the Dallas CVB, AEI and Fun Factory Events

Three world-class Dallas museums unite to ensure that Matisse and Martinis will enhance your visual senses and leave you wanting more.

9:30 pm – 12:30 am Foundation Afterglow at Hard Rock Café Dallas
Sponsored by Hard Rock International

MONDAY, JAN. 29, 2007

8:00 am – 9:00 am Operator Breakfast
Sponsored by Busch Gardens Europe – Williamsburg, VA

9:10 am – 9:30 am DMO-Mating and Networking Session

9:30 am – 1:00 pm DMO Appointment Session I

1:15 pm – 2:45 pm All-Delegate Lunch
Sponsored by Group Sales Box Office

3:00 pm – 5:34 pm DMO Appointment Session II

7:00 pm – 10:00 pm A Night in the Fort Worth Stockyards
Sponsored by the Fort Worth CVB

Enjoy the many attractions of Stockyards Station and Exchange Avenue before heading to Billy Bob's Texas, the "World Largest Honky Tonk".

10:00 pm – 12:30 am New York Auction Hospitality Suite
Sponsored by Destinations of New York State

TUESDAY, JAN. 30, 2007

7:30 am – 9:00 am Continental Breakfast for Sellers
Sponsored by ABA Operators

8:00 am – 9:00 am Operator Breakfast
Sponsored by Prime Outlets

8:00 am – 9:00 am State / Provincial Caucuses

9:10 am – 9:30 am Lodging Mating and Networking Session

9:30 am – 10:30 am DMO Representatives Meeting

9:30 am – 12:32 pm Lodging Appointment Session I

12:45 pm – 2:15 pm All-Delegate Lunch
Sponsored by Branson/Lakes Area Chamber of Commerce & CVB

2:25 pm – 2:45 pm Attraction/LRO/Other Mating and Networking Session

2:45 pm – 5:47 pm Attraction/LRO/Other Appointment Session I

5:45 pm – 7:00 pm Operator-to-Operator Reception
Sponsored by Greater Birmingham CVB

7:00 pm Dine Around Evening
Transportation Sponsored by the Grapevine CVB

9:30 pm – 12:30 am Evening in the Sun Hospitality Suite
Sponsored by Mohegan Sun

WEDNESDAY, JAN. 31, 2007

8:00 am – 9:00 am Operator Breakfast
Sponsored by Pennsylvania Travel Industry

9:10 am – 12:12 pm Attraction/LRO/Other Appointment Session II

1:00 pm – 5:00 pm Sightseeing Tours
Sponsored by the Grapevine CVB

7:00 pm – 10:00 pm Evening in Texas Event
Sponsored by Texas Tourism and Team Texas

Enjoy celebrated cuisine from all seven regions of the state, visit with "Tall Texas" characters and kick up your heels to boot scootin' live music.

THURSDAY, FEB. 1, 2007

8:00 am – 9:00 am Operator Breakfast
Sponsored by Washington, DC CTC

9:10 am – 12:12 pm Lodging Appointment Session II

12:30 pm – 2:00 pm All-Delegate Lunch
Sponsored by Visit Charlotte

2:15 pm – 5:17 pm Attraction/LRO/Other Appointment Session III

5:30 pm – 6:30 pm CTIS Graduation
Sponsored by the ABA

7:00 pm – 10:00 pm Beach Splash Bash Evening Event
Sponsored by Virginia Beach CVB and Virginia Tourism Corporation

Dress casually and boogie to the splashy sounds of "Bootylicious," an exciting band founded and born on the beach.

MARKETPLACE ACTION ITEMS

PRE-MARKETPLACE

- Print out your **appointment schedule** for your business sessions.
- Bring a minimum supply of 300 **business cards**.
- Update your concise **profile sheet** (approximately 200 sheets), highlighting your services and key tour contacts. Include your toll-free, direct and fax numbers, and e-mail and web address.
- Review the **Checklists** on our web site.
- Complimentary **Airport Shuttle** will be provided between the DFW International and Love Field Airports and Marketplace host hotels on a schedule. Visit the Marketplace section at www.buses.org for this schedule and a discount voucher if you are traveling on other days.
- Remember the Marketplace **Dress Code**. Business attire is required for all Marketplace business functions. Jeans are not permitted in the exhibit hall. Suggested attire for the evening events is casual. Shorts and flip-flops are welcome at the Thursday night beach party! You should pack a light jacket for the evening and outdoor events.
- Confirm your **Housing Reservations** and verify your arrival and departure dates. Complimentary shuttle service will be provided between Marketplace host hotels and all Marketplace events.
- Review the **Marketplace Delegate Packet** on our web site under Marketplace Resources.

DURING MARKETPLACE

- Attend the **Eighteen All-Delegate** meal and social functions.
- Manually schedule** additional appointments at the Message and E-Mail Center.
- Make time for some **Educational Seminars**. Operators should participate in the specially designed **Operator Track** seminars.
- Differentiate yourself with enrollment in the **Certified Travel Industry Specialist (CTIS) Program**.
- Make reservations for the **Dine Around** on Tuesday night.
- Support the **ABA Foundation** events and silent auction.
- Take advantage of the Marketplace on-site **Service Centers**. The service centers include: Resource Central, Orientation Center, and the Message and E-mail Center.
- Visit the **Grapevine Hospitality Booth** for specifics on the Evening Events, Dine Around, Sightseeing Tours, Airport Transportation and general Grapevine and Texas information.
- Build your business leads by attending your **State/Provincial Caucus** on Tuesday morning.
- Volunteer** your free time.

AFTER MARKETPLACE

- Focus right now on those leads and contacts that are the **highest priority** and the most time sensitive.
- Don't swamp this hot lead with reams of brochures or pictures. Sometimes you can close the deal with a **simple phone call**.
- You will find that follow-up is most productive if you use a **targeted approach**. A mass market spamming approach is expensive and guaranteed to irritate even the most tolerant buyers.
- Put together a focused **follow-up message** for each of your contacts with the exact product or service that you discussed at Marketplace.
- Use the **correct salutation and personally sign** each letter you send.
- Identity yourself** as an ABA member. Many members need to justify their Marketplace registration and membership in ABA. They can use another member's ABA affiliation to prove the value of membership in growing their business.

MARKETPLACE SPONSORS

LEVEL 3

ABC Companies

AEI

ALFA International

American Transfers & Tours

Atlantic City CVA

Greater Birmingham CVB

Branson/Lakes Area
Chamber of Commerce
& CVB

Broadway Inbound

Busch Gardens
Europe-Williamsburg VA

Carnival Cruise Lines

Central Market

Visit Charlotte

Choice Hotels International

Coach America

The Crow Collection
of Asian Art

Dallas CVB

DaimlerChrysler
Commercial Buses
North America

Dallas Museum of Art

Days Inn Worldwide

Destinations of
New York State

Disney Theatrical
Productions, Ltd.

Fort Worth CVB

Foxwoods Resort Casino

Fun Factory Events

Gaylord Texan Resort

Grapevine CVB

Group Sales Box Office

Hard Rock International

Howard Johnson
International

Team Illinois-A Program of
the Illinois Council of CVB's

InterContinental
Hotels Group

Las Vegas CVA

Marriott International

Explore Minnesota Tourism

Mohegan Sun

Motor Coach Industries

MyOrlandoGroup.com

Nasher Sculpture Center

New Jersey Office of
Travel & Tourism

New York State Division
of Tourism

Outer Banks Visitors
Bureau

Pennsylvania Association
of CVB's

Pennsylvania Travel
Industry

Philadelphia CVB

Prevost

Prime Outlets

Ramada Worldwide

Seneca Niagara
Casino & Hotel

Team Texas-A Coalition of
the Seven Regions of Texas

Texas Tourism

Texoma Tours

Travelodge

Virginia Beach CVB

Virginia Tourism
Corporation

Washington, DC CTC

Circle Wisconsin

Wisconsin Department
of Tourism

Wyndham Hotel Group Inc.

Wynnewood Culinary
Art Expressions

LEVEL 2

Adirondack/Lake George
New York Area

Alaska Travel Industry
Association

American Girl Place, Inc.

Baltimore Area CVA

Boyds Bear Country

Team Canada

Visit Charlotte

Chicago CTB

Country Music Hall of
Fame and Museum

Destinations2Discover.com

Gateway Gettysburg

Georgia Tourism

Golden Corral Corporation

Greater Houston CVB

Northern Indiana Tourism
Development Commission

Tour Indiana

Live Nation

Louisville CVB

Maryland Office of Tourism

Nederlander Group Sales

Pennsylvania Dutch CVB

Rhode Island Tourism
Division

Seneca Niagara
Casino & Hotel

Six Flags Theme Parks

Theatre Direct/
Broadway.com

Williams Sound Corp.

LEVEL 1

Arabian Nights
Dinner Attraction

The Carolina Opry

Coakley & Williams
Hotel Management Co.

Delaware Tourism Office

'50s At The Hop Show

www.groupourplanner.com

Norfolk CVB

Prime Outlets

Ryan's Restaurant Group Inc.