



American Bus Marketplace

grapevine, tx

jan 27 - feb 1

BIGGER BUSINESS, BIGGER OPPORTUNITIES, BIGGER RESULT

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November Update

Market YOUR Place at Marketplace

Everything is bigger in Texas...

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

[PerFirstLastName], plan ahead to make Marketplace the most productive show you attend.

Delegate Name: [PerFirstLastName] [PerDesignation]

Delegate Number: [PerNum]

Delegate Password: [PerPass]

Company Registration Type: [CmpRegRegType]

Delegate Event Role: [PerRegEventRole]

Delegate Appointment Schedule: [PerRegSchMinorDescList]

Quality Appointments

- Update your company's profile thru your Passport.
- Research your Marketplace prospects (step-by-step directions).
- Submit your appointment requests (step-by-step directions).
- Compare your appointment requests to those companies who have requested you.
- Review your appointment requests and resubmit if necessary.
- Develop your company's profile sheet.
- Send 2 copies of your current catalog to ABA or complete the 2007 Trends Survey for the Resource Central Library- BUYERS ONLY.

Professional Education

- View the educational schedule and make time for some seminars.
- Plan to participate in the Operator Track seminars for tools and resources for immediate implementation for Bus and Tour Operators.
- Learn about the Certified Travel Industry Specialist (CTIS) Program and plan to enroll at Marketplace. All ABA primary contacts will be receiving our new 2007 brochure next week - enroll or pass it on to someone else in your company.

Limitless Networking

- Reserve your hotel for the entire show so you won't miss any of the 18 all-delegate networking activities. (NOTE: The Gaylord Texan will be 100% smoke-free as of January 7, 2007.)
- Register for Sightseeing and FAMs before the deadline. (NOTE: Fax Number is 817-410-3038.)
- Volunteer and Market YOURSELF at Marketplace.
- Plan for your Dine Around event on Tuesday night.
- Support the ABA Foundation.

Innovative Tools and Resources

- Read the Marketplace Delegate Packet.
- Access the website often for up-to-date information.

Customer Service

- Check out the FAQ section for fast answers.
- View the Checklist for Associates - Sellers - Buyers.
- Submit any name changes to ABA for quick action and better communications.
- Secure your transportation to Grapevine and we will take care of your transportation from DFW Airport, the Marketplace show, all Marketplace events and all Marketplace host hotels.
- Contact ABA with any questions or concerns - this is your show, so just ask!

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.

- 18 All-Delegate events plus a Travel Industry Breakfast sponsored by the [Marketplace Operators](#)

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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

Looking forward, what new ideas would you like to see us include in Marketplace 2008 in Virginia Beach?

E-mail us at meetingsdept@buses.org by December 22, 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.

Are you a first time attendee at marketplace? Make certain your Passport has you marked as a STAR delegate. STAR delegates will receive pre-Marketplace newsletters, phone calls and other trainings to prepare you for the BIG business at Marketplace.

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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 began.

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 depending on arrival and departure dates. 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: Profile Sheets

Appointment requests have begun. But what do you need to do once you have your appointment requests completed - you need a Profile Sheet for on the Marketplace business floor. For Profile guidelines and samples visit our website.

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Limitless Networking: ABA Foundation

◆ Grapevine Wine Trail Foundation Fundraiser

Join us Saturday afternoon as we explore the Grapevine Wine Trail. Savor the flavor of award-winning Texas wines, as well as the unique atmosphere of Grapevine's nine winery tasting rooms and see for yourself why Texas is now the fifth largest wine producing state in the nation. Lose yourself in the splendor of the Grapevine Wine Trail, where you can explore wine experiences from sampling to blending and bottling wine and creating personal labels. Help raise money for ABA's Foundation and share a toast as we kick off the Texas Marketplace 2007!

● Foundation Golf Tournament at Bear Creek Golf Club

You might not want to mess with Texas but we hope you would take a swing at our first ever Marketplace Golf Tournament. We hope you will take this opportunity to experience the splendor of the Bear Creek Golf Club on Saturday. This is an opportunity to challenge your game and help the Foundation raise money to support education and research initiatives. Join us as we kick off the Texas Marketplace 2007!

● Foundation Afterglow at Hard Rock Café Dallas

ABA is proud to once again partner with Hard Rock Café International to host the annual Afterglow party, a Fundraiser for the ABA Foundation. The Foundation supports the motorcoach, travel and tourism industry by hosting the George T. Snyder Jr. Scholarship Fund, providing research and education and disseminating information to build knowledge and promote the travel industry. Tickets are \$35 in advance, or \$45 at the door. All ticket proceeds benefit the work of the Foundation. Don't miss out on one of the best parties of the week!

● Foundation Silent Auction

Don't miss the Foundation Silent Auction on the Networking Floor during Marketplace. This fundraiser provides lots of opportunity to bid on fun and valuable prizes while supporting a good cause.

Support the ABA Foundation and [sign up today!](#)

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Professional Education: Educational Seminars

Start planning now; make room in your schedule for Marketplace 2007 seminars. We have brought back your favorites and are excited to introduce you to new leaders in the industry. Marketplace 2007 will introduce an Operator Track of seminars based on topics and issues our tour and bus operators have requested. No registration for individual sessions is needed.

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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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