



American Bus Marketplace

grapevine, tx

jan 27 - feb 1

BIGGER BUSINESS, BIGGER OPPORTUNITIES, BIGGER RESULTS

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October Update

Market YOUR Place at Marketplace

Everything is bigger in Texas...

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

[PerFirstLastName], the BIG Business of Marketplace has begun. Appointment requests began October 23rd. Appointment-taking delegates have until December 13 to submit your appointment requests.

The ABA Appointment system uses your requests to pre-schedule the maximum number of appointments. Thus, you are assured quality appointments with the companies you want to see. We match you with the companies you identified during your research so you don't have to do the work again later. However, after you receive your appointment schedule in December, you will be able to participate in our [Manual Scheduling Process](#) if you have spots to fill. This is the third year Marketplace delegates have been able to add appointments into their schedule before the show opens and during the Marketplace week.

[Research Databases](#) and [Appointment Requests](#) are available in your Marketplace Passport.

We have a [Quality Appointment Guide](#) to assist you in securing the quality appointments you expect from Marketplace.

Delegate Name: [PerFirstLastName] [PerDesignation]

Delegate Number: [PerNum]

Delegate Password: [PerPass]

Company Registration Type: [CmpRegRegType]

Delegate Event Role: [PerRegEventRole]

Delegate Appointment Schedule : [PerRegSchMinorDescList]

- DMO Sellers have appointments on Monday morning and Monday afternoon. (Mating and Networking session will be on Monday, Jan. 29 - 9:10 AM - 9:30 AM))
- Lodging Sellers have appointments on Tuesday morning and Thursday morning. (Mating and Networking session will be on Tues., Jan. 30 - 9:10 AM – 9:30 AM)
- Attraction and Local Receptive Sellers are scheduled in two out of three sessions on Tuesday afternoon, Wednesday morning and Thursday afternoon. (Mating and Networking session will be on Tues., Jan. 30 - 2:25 pm – 2:45 pm.)
- Only registered Appointment-taking, Rotation, or Observer delegates will have access to the Business Floor based on your Company Registration Type.
- If your delegate type is observer, rotation delegate, representative, day pass or guest, you will not have a delegate appointment session or prescheduled appointments.

What can you do to prepare for Marketplace? Check out your [Marketplace Passport and Show Information](#). The Passport is where you can view all of your Marketplace registration information.

- **Did you update your company's profile?** This is your opportunity to communicate with Buyer and Seller delegates regarding what you are looking for from your Marketplace experience. It is this Profile that is used as the information for the Research Databases.
- **Did you sign up for Foundation activities?** This year we have 3 optional activities to benefit the ABA Foundation. Complete the [Foundation Events form](#) and fax it back.
- **Did you secure your Marketplace Housing?** We have [4 host hotels](#). Some of the host hotels are sold out but there is still space available depending on arrival and departure dates. Also, make certain that you are scheduled to leave on Friday, February 2 - you don't want to miss the grand finale event hosted by Virginia Beach on Thursday evening.
- **Did you sign up for sightseeing tours and/or FAM tours?** It is not too late to experience Texas and the Grapevine area. [Sign up on-line](#) for both types of tours and plan to see the best of Texas or fax your form to **817.410.3038** (NOTE: this is a new fax number from the form).
- **Did you mark your calendars for important dates and deadlines?** Make certain you make time for the [Marketplace events, dates and deadlines](#), pre-Marketplace and at Marketplace.

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

How is the appointment requests process? How can we improve it? What additional information would you like to see?

E-mail us at meetingsdept@buses.org by November 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: Dine Around

Marketplace is more than appointments, it is about building on those business relationships. Take advantage of the evening events at Marketplace for excellent networking opportunities while you experience the best Texas has to offer. On Tuesday evening's [Dine Around](#), the ultimate dining experience awaits you, including spicy Tex-Mex, bold barbecue, juicy steaks, savory seafood, and scrumptious catfish — all washed down with your favorite Texas beverage. From upscale and trendy, to down-home and tasty, dining in Grapevine is a mouthwatering experience.

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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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