



## American Bus Marketplace

grapevine, tx

jan 27 - feb 1

**BIGGER BUSINESS, BIGGER OPPORTUNITIES, BIGGER RESULTS**

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## September Update

### Market YOUR Place at Marketplace

Everything is bigger in Texas...

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

[PerFirstLastName], Marketplace is YOUR show! The energy for Marketplace is increasing, registration numbers are rising, appointment requests will open in October - your Marketplace experience is taking off full-speed.

All delegates will have access to our Research Databases beginning October 2. This innovative tool is created by delegates to provide you with the up-to-date information regarding the buyers and/or sellers to make qualified business decisions. On October 23, all appointment-taking delegates will begin to make his/her appointment requests. A Quality Appointment Guide will be available online as well as mailed to all appointment-taking delegates to help you make the most of your Marketplace quality appointments.

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. This month's highlighted FAM tour: [Boots, Boats and Birds - Corpus Christi - the South Texas Riviera](#)
- **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

What is Marketplace missing? Review the schedule and events - what would make your Marketplace experience more valuable?

E-mail us at [meetingsdept@buses.org](mailto:meetingsdept@buses.org) by October 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 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 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: Appointment Information

Appointment requests will begin on October 23 and must be submitted by December 13, 2006 to be included in the prescheduled appointments. All appointment-taking delegates will be sent a mailing on October 23rd with appointment guidelines, instructions, and tips.

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## Limitless Networking: Pre-FAM Tours

Boots, Boats and Birds - Corpus Christi - the South Texas Riviera :

Now is the time to experience Texas with a Tropical Twist! Corpus Christi, the “Sparkling City by the Sea,” features a rich blend of history and culture, nestled along the scenic bay front of the Gulf of Mexico. Enjoy an exciting excursion offering a multitude of world-class attractions, including the USS Lexington, known as the Blue Ghost, the Texas State Aquarium, featuring the “Living Shores Exhibit,” and the Corpus Christi Museum of Science and History, home to the Christopher Columbus Ships – the Pinta and Santa Maria. View many alluring stately mansions, as well as the child home of Farrah Fawcett, on a relaxing driving tour of Ocean Drive. Ocean Drive is known as one of the most scenic drives in the state of Texas.

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: 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.



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