

2010 ABA Top 100 Events in North America FREQUENTLY ASKED QUESTIONS

Q: *What is the Top 100 Events in North America?*

The Top 100 Events in North America began in 1982 as a way for motorcoach operators to incorporate new product into their itineraries. It has grown into one of the most sought-after lists by travel professionals, motorcoach operators and the general public each year.

Q: *What is the significance of an Event being designated as a Top 100 Event in North America?*

The honor gives an Event and its community an important boost in visibility among professional motorcoach and tour planners. The event is recognized as a potential magnet for tourism dollars throughout the travel industry.

Q: *How does the nominating process work?*

In February, nominations are solicited via e-mail from those eligible to nominate. The deadline for nominations for the 2010 Top 100 Events is May 7, 2009.

Q: *Who can submit nominations for the Top 100 Events?*

Official State/Provincial Tourism Offices, ABA-member Convention and Visitors Bureaus (CVBs) and ABA-member Private Tourism Organizations may each submit nominations.

Q: *How many events can each group nominate for 2010 Top 100 Events?*

- **Official State/Provincial Tourism Offices** may submit **seven** (7) nominations.
- **ABA-member Convention and Visitors Bureaus** may submit **two** (2) nominations.
- **ABA-member Private Tourism Organizations** may submit **two** (2) nominations.
- **Non-ABA-member Convention and Visitors Bureaus** may submit **one** (1) nomination for \$100. This fee will be rebated if the CVB joins ABA in 2009.
- **Non-ABA-member Private Tourism Organizations** may submit **one** (1) nomination for \$100. This fee will be rebated if the Private Tourism Organization joins ABA in 2009.

Q: *Does the event need to be an ABA member?*

No.

Q: *What kinds of events are typically included in the Top 100 Events?*

Top festivals, fairs, celebrations, commemorative events, parades, exhibits, etc. are among the Top 100. Contact ABA if you have questions about a particular event.

Q: *Are there any events that are not eligible to be nominated for the Top 100 Events?*

Yes. Museum exhibitions are limited to rare, one-of-a-kind traveling exhibits thus excluding regular or rotating collections. Contact ABA if you have questions about a particular exhibit.

Q: *Can an event that has already won in a previous year be nominated again?* Yes. Some annual events are such strong draws for motorcoach groups that they can win again.

Q: *Just what is the judging committee looking for in an event?*

Remember! The judges are selected from ABA-member motorcoach and tour companies—they are evaluating events strictly from a motorcoach perspective—how appealing is this event to a motorcoach customer group?

Here are some things to consider:

- Does the event have a history of drawing a lot of bus groups? How many?
- Is the event motorcoach-friendly?
- How does the event treat bus drivers and group escorts—free admission? A dedicated driver area or hospitality lounge? Prize drawings for drivers bringing the most groups?
- Do you have dedicated parking areas for motorcoaches? Free?
- Are embark/disembark points close to the event entrance?
- Can nearby hotels accommodate a motorcoach group?
- Many bus groups are seniors—how does the event appeal to or accommodate seniors?

Q: *How are nominations submitted?*

The nomination process is easy and completely online. Member Nominators go to <https://aba.teameventmanagement.com/team/award/Login.asp> and follow the online instructions. (If you have a pop-up blocker enabled, it must be turned off to complete the nomination process.) Non-members contact ABA at 800-283-2877 to be assigned a company ID and Password to access the online nomination system.

Q: *What information is required for each nomination?*

Each nomination must have complete Contact Information and Survey Information. INCOMPLETE NOMINATIONS ARE INELIGIBLE AND WILL NOT BE CONSIDERED BY THE JUDGES.

Q: *Do all the components of a nomination need to be completed at the same time?*

No. Nominations are considered active and are available for updating, replacing, deleting and forwarding during the entire nomination period which ends on May 7, 2009.

Q: *Can I get help answering the Survey questions from the Event that I am nominating?*

Yes. Many nominators complete the Contact Information for the Event they are nominating and forward the Survey directly to the Event to fill out. In most cases, the Event director has all the up-to-date information required for the Survey. The nominator can review the Survey at any time during the nomination

period and make any changes if necessary. Be sure to contact the Event and let them know that you are forwarding the Survey which is due no later than May 7, 2009.

Q: *Can I electronically submit a brochure or photo of the Event that I am nominating?*

No. Nominators cannot download electronic brochures and photos this year. The Judges visually review the Event by viewing the promotional website of the Event that is provided by the nominator. Therefore, be sure to list the website in the description—the specific page—that goes directly to the Event’s information. Do not list a general website for the area since judges do not have time to navigate websites searching for a particular event. (Nominators can also send brochures to ABA at the address below by the May 7 deadline; however, this is optional and not required for judging.)

Q: *What is the deadline for the 2010 Top 100 Event nominations?*

The deadline is May 7, 2009. This is when the nomination period officially closes.

Q: *When does the judging take place?*

Judging takes place in June and the results are published in the Top 100 Events in North American magazine which is distributed with the September/October issue of ABA’s *Destinations* Magazine.

Q: *Additional questions?*

Contact ABA at 800-283-2877 or e-mail at Top100@buses.org.

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