

# American Bus Association Member Benefits for Products & Services Associate Members

## Connections To Marketing and Outreach Opportunities

**News You Can Use:** The bi-weekly ABA Insider is the must-read news source for the motorcoach, tour and travel industry. It features original reporting, interviews with top industry movers, regulatory coverage and the latest travel trends. Destinations magazine is a full-color glossy packed with new ideas for exciting tours and charters to motorcoach-friendly attractions, as well as tips for operators and practical business strategies. Annual subscriptions to both are included in your ABA membership.

**The ABA Motorcoach Marketer:** The desktop reference book known as the “Encyclopedia” for its comprehensive tour/charter/equipment/service resource directory includes operator, travel industry, and products & services associate members. Every member has a listing in the Marketer, making it the top industry guide for planning.

**The American Bus Marketplace:** The leading business event in the motorcoach and group travel industry, Marketplace brings tour and motorcoach operator buyers, travel industry sellers, and products & services associate members from all over North America together for business and relationship building events.

**Product Pavilion:** The one-day show-within-a-show during ABA’s annual Marketplace, an exhibit showcase designed for product and service providers to meet with operators.

## Connections To The Industry

**Member to Member Access:** The American Bus Association is the only organization that connects product and service suppliers with people who can help them grow their business – the more than 900 motorcoach operators who want to buy their products and services.

**Voice Of Experience:** ABA’s government affairs team, with more than half a century of combined experience in the bus industry and transportation agencies, is your connection to policy-makers. ABA connects operators to Congress and federal agencies, and speaks with one unified voice on travel, transportation, tourism, and business issues. ABA also maintains close ties with state and provincial bus associations.

**Professional Ethics:** Every ABA member must sign the ABA Code of Ethics, and an active ethics committee works hard to ensure that members represent the highest professional standards in the industry. Members then have the right to display the ABA logo in organizational literature and advertisements, showing consumers they can trust their travel to ABA members.

## Connections To Services

**Premium Partnerships:** Programs aimed at helping ABA members get business and save money are key elements of our member benefits package. Office products, wireless service, and shipping are included in the cost-saving programs through a number of partnerships.

**Education:** The ABA’s Certified Travel Industry Specialist Program offers continuing education through Indiana University Purdue University Indianapolis to sharpen and enhance members’ professional skills.