



TO: ABA Members

FROM: President & CEO Peter Pantuso

DATE: November 13, 2009

RE: ABA Offers TripBuilder EventMobile™ For Marketplace 2010

ABA is proud to offer a new, FREE member benefit for the Capital Region Marketplace Jan. 15-19, 2010 at the Gaylord National outside Washington, DC. ABA has forged a new partnership with [TripBuilder EventMobile™](#) for Marketplace 2010 that will provide delegates with a free leading-edge tool using innovative mobile event trade show technology to make more efficient use of their time during the show.

TripBuilder EventMobile combines event-specific information in a user-friendly format for any type of web-enabled mobile "Smart phones," with no special settings or downloads required. The product features up-to-the-minute event information, text alerts, advanced mapping, and TripBuilder's unique "Build MyBooth List" tool.

Marketplace delegates will also benefit from access to daily schedules, a searchable exhibitor list, information on evening networking events and more. And EventMobile's "Build MyFloorPlan" enables attendees to easily plan their time at the show. For a tour of ABA's customized tour of the TripBuilder EventMobile, visit <http://aba.tripbuilder.mobi>.

ABA is always looking for ways to make Marketplace more efficient and cost-effective for delegates, and was impressed with how easy it will be for anyone from operator to hotelier to use this handy tool. Delegates expect Marketplace to offer more every year, and TripBuilder EventMobile is a new technology that can make every delegate's Marketplace experience more profitable.

TripBuilder EventMobile also offers ABA the ability to easily communicate with delegates during Marketplace. And TripBuilder's unique 'Build MyBooth List' function will help delegates get the most from their time on the Marketplace show floor. TripBuilder is an ideal fit for ABA and our members' needs.

Learn more at www.tripbuilder.com or call 800-525-9745 x202. Please feel free to call me at 202-218-7229 or email me at ppantuso@buses.org if you have any questions.