



JANUARY 26-30, 2018

ABA'S ANNUAL MEETING & MARKETPLACE

REGISTRATION OPENS APRIL 26



#abacharlotte
Charlotte, NC

ABA'S ANNUAL MEETING & MARKETPLACE HELPS GROW YOUR BUSINESS AND YOUR PROFITS

TOP REASONS TO ATTEND

1

Industry
Information
& Networking

2

Professional
Education &
Training

3

Business
Appointments &
Booking Business

2017 ATTENDEE SNAPSHOT



900
Cities
Represented



11
Canadian
Provinces/
Territories



50
US States
+ DC



5
Countries



869 operators attended from **371** companies

LEADING THE INDUSTRY

Every January, ABA welcomes the travel and tourism community to the first conference of the year, ABA's Annual Meeting & Marketplace. More than 3,500 tour and motorcoach operators, travel industry professionals and service and equipment suppliers come together for a one-of-a-kind business opportunity. This is truly a market-place—an active, vibrant forum of buyers and sellers where business gets done and a year's worth of sales meetings take place in one week. And with legendary networking and social events, attendees turn conversations from the floor into long-term business relationships. Couple this with leading education seminars and the industry's largest exhibit hall and it's the event that pays for itself many times over.

ABA's Annual Meeting & Marketplace is the industry's premier event.

www.buses.org/marketplace

**Need Personal Assistance? (800) 283-2877
or meetingsdept@buses.org**

WHO ATTENDS

- Tour Operators
- Charter Bus Operators
- Fixed Route Bus Operators
- Receptive Operators
- Safety & Maintenance Professionals
- Destination Marketing Organizations/CVBs
- Attractions
- Hoteliers
- Product & Service Suppliers
- Bus Manufacturers
- Industry Associations

OPERATOR DECISION MAKERS



OPERATORS BUYING TOUR PRODUCTS FOR



INDUSTRY INFORMATION & NETWORKING

Dynamic Exhibit Floor

Preview the latest in destinations and product and service offerings on the Marketplace Networking Floor.

Operator-Only Events

ABA offers several opportunities for operators to network and do business with other operators.

All-Delegate Lunches

Mingle, relax, and enjoy lunch on us!

All-Delegate Evening Events

Delegates build long-term business relationships while having fun and enjoying the hot spots of the host city, as well as a preview of the fun to be had next year.

Sightseeing/FAM Tours

Get to know the host city and state as well as your fellow delegates by participating in our exciting and varied tours.

Volunteer

Volunteering at Marketplace is a great way to network and make new business contacts. Join the hundreds who volunteer each year in the service centers and education sessions.

First-Time STAR Attendees

ABA offers a top-rated program that helps first-time attendees prepare for Marketplace week. You'll learn tricks of the trade, strategies for a successful week and how to best present your organization, all while making good friends and contacts.

Engage in
all aspects
of the
meeting for
your
best ROI.

INDUSTRY COUNCILS

ABA supports five special industry councils that provide education and networking opportunities throughout the week.

Bus Industry Safety Council (BISC)

BISC is composed of security, safety, operational leaders and government officials from across the North American motorcoach industry.

Bus Maintenance and Repair Council (BusMARC)

BusMARC is composed of maintenance and equipment professionals from across the North American motorcoach industry who continually raise the level of maintenance awareness in the intercity bus and motorcoach industry.

Entertainer Motorcoach Council (EMC)

EMC is open to motorcoach operators and manufacturers who own, produce, operate and/or lease luxury motorcoach vehicles that include sleeper berths and other star-quality amenities.

Hispanic Motorcoach Council (HMC)

The HMC membership includes dedicated and professional individuals, business owners and affiliated personnel who have a common interest in providing the highest quality and safest motorcoach services to all passengers, and are interested in working with the ever-growing Hispanic community.

Women in Buses Council (WIB)

Members of the Women in Buses Council are leaders from all segments of the industry who recognize and advance the role of women in the motorcoach industry.

Build your network at ABA.

PROFESSIONAL EDUCATION & TRAINING

BREAKOUT SESSIONS

ABA offers more than 50 quality seminars conducted by top-rated national speakers and industry experts. The 2018 education program offers timely topics on three tracks:

- **Professional Development**

Develop specialized and unique skills to assist in your personal career growth.

- **Technology**

Improve your technical skills in this fast-changing business environment. Training sessions will focus on software, emerging online tools such as social media and advanced uses for common computer-based technologies.

- **Sales and Marketing**

Learn unique and innovative approaches to the science of selling. You will be introduced to new niche markets, focus on successful cutting-edge case studies, and be shown how to take the next step in putting your business over the top.

**Expand your
knowledge
at ABA.**

EDUCATION BITES

These short, content-heavy sessions take place on the Networking Floor in the middle of the action. Each session is less than 30 minutes in length.

SAFETY EDUCATION

BISC provides you with expert speakers on operations and government/industry officials who present in the areas of safety, regulatory compliance, technology and security. Past topics have included Cybersecurity Threats, Driver Training, In-Vehicle Monitoring Systems, Insurance & Liability Implications, Self-Driving Vehicles, Sleep Apnea, and the Top 10 FMCSA Vehicle Violations.

MAINTENANCE AND OPERATIONS EDUCATION

BusMARC provides relevant sessions and hands-on education for motorcoach maintenance operations. A sampling of relevant training sessions includes 110 Outlets & Wi-Fi, Adaptive Braking, AGM Batteries, Remote Diagnostics, Review of the CVSA Out-of-Service Criteria, and ELD Installation.

LAW AND REGULATION FORUM

State Association leaders meet for an engaging discussion on the legislative, regulatory and policy issues impacting the motorcoach industry throughout North America at ABA's State/Regional Association Roundtable. Share the latest happenings within your state, and learn best practices and tips from similarly positioned state leaders.

CERTIFIED TRAVEL INDUSTRY SPECIALIST (CTIS) PROGRAM

ABA created the CTIS program to provide an opportunity for members to gain practical business and industry-specific knowledge to build a strong business reputation for the industry. Credits can be earned at ABA's Annual Meeting & Marketplace, and graduates are celebrated annually at the show.

BUSINESS APPOINTMENTS

Marketplace offers seven-minute prescheduled appointments, where motorcoach and tour operator Buyers obtain information and create business relationships with travel industry Sellers.

Operator Buyer appointment-taking delegates are seated at individual booths on the Business Floor and have appointments all day on Sunday, Monday and Tuesday. There are 162 appointment slots available in the Buyer appointment schedule. Buyers are encouraged to bring additional staff to help with their appointment schedules.

Travel industry Seller delegates do not have booths, but walk the floor and move from Buyer to Buyer for their appointments. There are 54 appointment slots available in the Seller appointment schedule. The Seller session is based on the company's membership code and is scheduled as follows:

- **DMO/Receptive Operator/Charter Operator Appointment Sessions:** **Sunday All Day**
- **Lodging/Attraction/Associate/Allied Assn. Appointment Sessions:** **1 out of 2 sessions (Mon a.m./Tues p.m. or Mon p.m./Tues a.m.)**
The computer system randomly assigns the session.

APPOINTMENT REQUESTS

Different member categories are scheduled for appointments during the same sessions, but appointment requests are processed separately to ensure an even distribution of appointments among DMOs, Hoteliers, Attractions, Receptive Operators/Tour Planners and Associate companies. There is a maximum of 54 appointments scheduled per Seller session, but delegates are able to request additional companies to increase the probability of appointments being scheduled.

**\$90
million**

**of booked
business**

**29
Prescheduled
Appointment
Average per
Seller**

APPOINTMENT SCHEDULING PROCESS

Register now! Appointments are prioritized and scheduled based on your registration date.

ABA's appointment scheduling program schedules nearly 90% of mutually requested appointments (meaning both the Buyer and the Seller request each other), and 95% of Buyer requested appointments. Requesting the maximum appointments allowed increases your chances of getting mutual requests.

Important Dates and Deadlines for Appointments

Sept. 21: Research Databases Open at Noon EST

Sept. 28: Appointment Requests Open at Noon EST

Jan. 5: Appointment Requests Close at 11:59 p.m. EST

Jan. 17: Appointment Schedules Available in Passport at Noon EST

Jan. 17-30: Manual Scheduling Available

Jan. 28-30: Business Floor Open for Appointments and Accessible to All Appointment-Takers, Rotation and Business Floor Delegates

SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER

JANUARY

REGISTRATION OPTIONS

| BUSINESS FLOOR ACCESS/ NETWORKING & EDUCATION | Delegates with Business Floor access participate in the prescheduled appointment sessions. Appointment-Taker delegates make appointment requests, receive prescheduled appointments and conduct appointments, while Rotation and Business Floor delegates have access to the Business Floor but do not have their own set of prescheduled appointments. | | | | |
|--|---|---------------------------|---------------------------------|-------------------------------|-----------------------------|
| | | Prescheduled Appointments | Number Allowed per Company | Early-Bird Rate Until Aug. 18 | Regular Rate Starts Aug. 19 |
| | Buyer Appointment-Taker Delegate (Bus/Tour Oprs) | Yes | Unlimited | \$0 | \$0 |
| | Buyer Rotation Delegate (Bus/Tour Oprs) | No | One per Buyer Appointment-Taker | \$0 | \$0 |
| | Seller Appointment-Taker Delegate | Yes | One per Company* | \$1545 | \$1595 |
| | Seller Business Floor Delegate | No | Unlimited | \$1545 | \$1595 |

*are based on last year's Buyer requests

| NETWORKING & EDUCATION | Delegates with Networking and Education access participate in all aspects of ABA's Annual Meeting & Marketplace, except the prescheduled appointment sessions on the Business Floor. This includes education, council meetings, networking events, exhibit floor and more. | |
|------------------------|--|---------------------------------------|
| | Bus Operator Representative | \$0 |
| | Associate Representative/Exhibitor | \$795 |
| | One-Day Associate Exhibitor (Sat., Jan. 27 Only) | \$250 |
| | Travel Executive Day Pass (GM, Pres., COO Only) | \$0 First Day/ \$250 per Add'l Day |
| | Allied Association Representative | \$0 |
| | Guest (No Member Company Employees) | \$700 (No single event/day) |

NETWORKING FLOOR EXHIBITS

| | |
|--|--------|
| Associate One-Day Exhibit Booth (Jan. 27) | \$750 |
| Includes: 10'x10' carpeted space, one 6' table, 2 chairs, trash can | |
| Associate Full-Week Exhibit Booth | \$2000 |
| Includes: 10'x10' carpeted space, one 6' table, 2 chairs, trash can | |
| Coach Exhibit | \$3500 |
| Includes: carpeted space based on number of coaches per company, one 6' table, 2 chairs, trash can | |
| Travel Industry Sponsor Exhibit Booth | \$3500 |
| Travel Industry exhibit space begins at a Level 2 sponsorship. Contact Jana at jfields@buses.org or (202) 218-7213. | |

REGISTRATION FEES INCLUDE:

- Three All-Delegate Lunches
- Two All-Delegate Evening Events
- Networking Floor Access
- More Than 50 Professional Education Seminars
- Council Meetings
- Sightseeing Tours
- Online Research Tools
- Personalized Passport and Profiles
- Pre-Marketplace Webinars
- Complimentary Shuttle to All Events
- Complimentary Wi-Fi
- Custom Event App
- Exclusive On-Site Services

Additional information on registration options and eligibility is available at www.buses.org/marketplace.
Need Personal Assistance? (800) 283-2877 or meetingsdept@buses.org.

2018 SCHEDULE OF EVENTS

www.buses.org/marketplace



THURSDAY, JAN. 25

8 a.m. - 5 p.m.

National Bus Traffic Association Meeting

FRIDAY, JAN. 26

8 a.m. - 5 p.m.

National Bus Traffic Association Meeting

9 a.m. - 5 p.m.

ABA Board of Directors Meeting

1 - 5 p.m.

International Motorcoach Group Maintenance Sessions
International Motorcoach Group Safety Sessions

2 - 5 p.m.

Florida Motorcoach Association Board Meeting

2 - 6 p.m.

Registration Open

SATURDAY, JAN. 27

7 a.m. - 6 p.m.

Registration Open
Marketplace Floor Open
ABA Foundation Silent Auction

7:30 a.m. - 5 p.m.

International Motorcoach Group Maintenance Sessions
International Motorcoach Group Safety Sessions

8 - 11 a.m.

ABA Board of Directors Meeting

8:30 - 10:30 a.m.

NAMO Board Meeting

8:30 a.m. - 12:30 p.m.

Sightseeing Tours
Sponsored by Visit Charlotte and Partners

9 - 11 a.m.

Entertainer Motorcoach Council Meeting

11 a.m. - Noon

ABA Executive Committee Meeting

11 a.m. - 1 p.m.

Hispanic Motorcoach Council Meeting

11 a.m. - 1 p.m.

Women in Buses Council Meeting

Noon - 1 p.m.

Bus Industry Safety Council (BISC) Executive Committee Meeting
Presented by ABC Companies

1 - 1:30 p.m.

ABA's Annual Meeting
Sponsored by ABA

1:30 - 5:30 p.m.

Education Seminars
Education Bites

1:30 - 6 p.m.

Networking Floor Reception

2 - 4 p.m.

ABA's State/Regional Association Roundtable

2:30 - 3:30 p.m.

Bus Industry Safety Council (BISC) Orientation Session
Presented by ABC Companies

5 p.m.

ABA Foundation Live Auction

5:30 - 6:30 p.m.

Operator Reception

7 p.m.

Explore Charlotte on Your Own

SUNDAY, JAN. 28

7 - 7:30 a.m.

Ecumenical Service
Sponsored by The Calvin Gilmore Theater, Home of The Carolina Opry

7 a.m. - 6 p.m.

Registration Open
Marketplace Floor Open
ABA Foundation Silent Auction

7:30 a.m. - 4 p.m.

International Motorcoach Group Maintenance Sessions

7:45 - 8:45 a.m.

Operator Breakfast
Sponsored by Myrtle Beach Area CVB and Partners

9 a.m. - 5 p.m.

Bus Industry Safety Council (BISC) Meetings
Presented by ABC Companies
International Motorcoach Group Safety Sessions

9 a.m. - 5:32 p.m.

DMO/Receptive/Charter Appointment Sessions

9:30 a.m. - 5:30 p.m.

Education Seminars
Education Bites

12:20 - 2:15 p.m.

All-Delegate Lunch

3 - 5 p.m.

Betterz User Group Meeting

4 - 5 p.m.

Bus Maintenance and Repair Council (BusMARC) Orientation Session
Presented by ABC Companies

5:45 - 6:30 p.m.

CTIS Graduation and Reception
Sponsored by ABA

7 - 10 p.m.

Evening Event at the NASCAR Hall of Fame
Sponsored by Visit Charlotte

MONDAY, JAN. 29

7 a.m. - 6 p.m.

Registration Open
Marketplace Floor Open
ABA Foundation Silent Auction

7:45 - 8:45 a.m.

Operator Breakfast

9 a.m. - 5:47 p.m.

Lodging/Attraction/Receptive/Charter/Associate Appointment Sessions

9:30 a.m. - 5:30 p.m.

Education Seminars
Education Bites

9:30 a.m. - 5:30 p.m.

Bus Industry Safety Council (BISC) Meetings
Bus Maintenance and Repair Council (BusMARC) Meetings
Presented by ABC Companies

12:20 - 2:25 p.m.

Best of Broadway All-Delegate Lunch
Sponsored by Group Sales Box Office at Broadway.com

3 - 5 p.m.

Distinctive Systems Annual User Group Meeting

7 - 10 p.m.

Dine Around Charlotte
Sponsored by Visit Charlotte

9:30 p.m. - 12:30 a.m.

Foundation Afterglow
Sponsored by Hard Rock Cafe International

TUESDAY, JAN. 30

7 a.m. - 6 p.m.

Registration Open
Marketplace Floor Open
ABA Foundation Silent Auction (closes at 3 p.m.)

7:45 - 8:45 a.m.

Operator Breakfast

9 a.m. - 5 p.m.

Bus Maintenance and Repair Council (BusMARC) Meeting
Presented by ABC Companies

9 a.m. - 5:32 p.m.

Lodging/Attraction/Receptive/Charter/Associate Appointment Sessions

9:30 a.m. - 4 p.m.

Education Seminars
Education Bites

12:20 - 2:15 p.m.

All-Delegate Lunch

7 - 10 p.m.

Louisville Kentucky Closing Night Reception
Sponsored by the Louisville Convention & Visitors Bureau and the Kentucky Department of Tourism

LOCATION Charlotte Convention Center, Charlotte, NC

HOST HOTELS Reservations open Aug. 21.