

# ABA'S MARKETPLACE 2020

## PRE-SCHEDULED APPOINTMENTS

More than 140,000 appointment request slots are scheduled during Marketplace week.

Beginning **Sept. 25** all Appointment-Takers have the opportunity to request appointments with the organizations they most want to meet with during Marketplace.

ABA gives you the flexibility of requesting your appointments on our website, [www.buses.org/marketplace](http://www.buses.org/marketplace), allowing you to change and update your requests until the minute they are scheduled. Requests not received by **Dec. 16** will not be included in the appointment scheduling process.

## APPOINTMENT SESSIONS

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

These one-to-one appointments are the core of Marketplace week. **Operator Buyer appointment-taking delegates** are seated at individual booths for the entire week and have appointments all day Sunday, all day Monday

and all day Tuesday. There are 162 appointment slots available in the Buyer appointment schedule.

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 Sellers** meet Sunday AM and Sunday PM with Operator Buyers.

**Local Receptive Sellers** meet Sunday AM/Sunday PM with Operator Buyers.

**Charter Operator Sellers** meet Sunday AM/Sunday PM with Operator Buyers.

### Lodging Organization

**Sellers** meet in one of the two sessions: Monday AM/ Tuesday PM or Monday PM/Tuesday AM with Operator Buyers.

**Attraction Sellers** meet in one of the two sessions: Monday AM/ Tuesday PM or Monday PM/Tuesday AM with Operator Buyers.

**Associate Sellers** meet in one of the two sessions: Monday AM/ Tuesday PM or Monday PM/Tuesday AM with Operator Buyers.

**Allied Association Sellers** meet in one of the two sessions: Monday AM/ Tuesday PM or Monday PM/Tuesday AM with Operator Buyers.

## OPEN BUSINESS FLOOR

The Marketplace Business Floor is open to all Appointment Takers and Business Floor Seller delegates for the entire Marketplace week.

Appointment Takers and Business Floor delegates can access the Business Floor all day Sunday, Monday and Tuesday regardless of when they have pre-scheduled appointments and/or when their segment session (DMO, Lodging, Attraction, Receptives, Charter Operator, Associate, Allied Associations) is scheduled.

## PROFILE SHEET GUIDELINES

One page, copied front and back on 8.5" x 11" paper.

1" left-hand margin and should be three-hole punched and ready for distribution before your appointment session.

Include complete address, phone and fax numbers, e-mail, web address and contact name.

Feature characteristics of product/location in bullet-point format.

Use a font and type size that is easy to read and follow.

Include maps if applicable. Provide a list of "bus friendly" services that are offered.

Discuss "what's new" in your location or company.

List peak seasons of operations.

Give a detailed description of products and services.

Include group policies, incentive booking programs, etc.

## IN ADDITION

Delegates are not required to provide Profile Sheets.

All appointment-taking and Business Floor delegates may distribute Profile Sheets on the Marketplace Business Floor.

Forms should not be mailed in advance to Buyers. As you are preparing for time out of the office, appointment sessions, and making final arrangements for the handling of groups in your absence, so too are the Motorcoach and Tour operators. Please be as courteous in your preparation for the appointments as you are during the appointments.

Profile Sheets may be distributed during your actual appointment or while you are on the Business Floor.

## APPOINTMENT PROCESS TIPS

### PLANNING YOUR MARKETPLACE WEEK

Block out the days you have appointments.

If you are a first-time delegate, make sure you go through the Orientation process.

Mark the times for the breakfasts, luncheons, dinners & hospitality events to attend.

Select the education seminars that you would like to attend.

Attend a sightseeing tour on Saturday.

Block out time to do research in the Resource Central on the companies who you will be meeting with during your appointments.

Target those companies you would like to meet with and attempt to schedule an appointment with them. If you do not have a mutual appointment time available to meet, try to schedule a meeting outside the Marketplace floor.

Make reservations for the dine-around on Monday night.

Schedule some time to volunteer for ABA to meet new friends.

Follow ABA on Facebook and Twitter to get the latest updates.