

# Marketplace Associate Checklist

*Please use this guide to prepare for the American Bus Marketplace.*

## **Associates**

- A minimum supply of 300 business cards.
- A minimum supply of 200 profile sheets.
- Understand your company's product positioning and customer base.
- Be knowledgeable about your business mix and the types of products that you will be promoting
- Bring an example of catalogue itineraries, promotional flyers, etc.
- Define your goals for attending Marketplace.
- Know the future business opportunities under consideration, e.g., new products
- Be knowledgeable about your products and its usage in the group travel industry.
- Have a listing of key company contacts for tour planning/purchasing and their responsibility, e.g., retail, charter, geographic regions.
- Review your company's profile information and know what information you need to bring back from Marketplace.
- Review and update your company's profile information on-line.
- Attend Marketplace education seminars.