



A NEW WAVE OF BUSINESS

ABA Marketplace 2008 • February 2 - February 7 • Virginia Beach, VA

MARKETPLACE



APPOINTMENT GUIDE

QUALITY APPOINTMENT GUIDE

All appointment information, databases and scheduling systems are in your Marketplace Passport.
Access your Marketplace Passport at www.buses.org/marketplace.

RESEARCH YOUR PROSPECTS

Select Research database stamp.

Select Buyer or Seller database.

Select desired criteria.

Click SUBMIT. You now have several options:

- Click PRINT for a print out of search results.
Option: Name your print out.
- Click on the NAME OF THE COMPANY to display the company's profile.
- Click the VIEW ALL PROFILES button to display detailed information on all companies matching your search criteria.
- Click NEW SEARCH at the bottom of the Appointment Request Entry Page.

Profile Printing/Exporting Options:

- Print Profiles directly from the database.
- Open Profile in MS-Word. This will enable you to make notes directly on the profile sheet(s).

TIPS ON RESEARCHING PROSPECTS:

- Start with your ideal group.
- Broaden or narrow your search criteria to develop your prospect list.
- Remember the 80/20 rule: 80% of your visitors come from 20% of your feeder areas.
- Review the websites of companies that interest you to get more information on their current tour product.

NEW IN 08! Company profiles include Marketplace 2008 specific information. Some survey questions will be searchable.

- Select multiple criteria by holding the Ctrl key down while clicking.
- Companies must meet all criteria in order to be displayed.
- Incomplete profiles may affect search results.
- For a list of all companies attending Marketplace, press SUBMIT with no criteria chosen.

REQUEST YOUR APPOINTMENTS

- Use ADD REQUEST and REQUEST MAXIMUM buttons to build your request list.
- To request an appointment with an individual company, select a company and click ADD REQUEST.
- Select multiple companies by holding the Ctrl key down while clicking selected companies.
- To request an appointment with all the companies in the Available Companies List screen, click REQUEST MAXIMUM.
- The computer will allow you to choose up to the maximum number of requests. It will not allow a delegate to duplicate requests.
- Prioritize your requests. The first/top request in the list should be your highest priority, and the last/bottom request in the list your lowest priority. Use the buttons located on the right hand side of the page to change the priority level of each request.
- If you want to delete an appointment request, highlight the Company and click DELETE. If you want to delete all appointment requests, click DELETE ALL.

Save your Appointment Requests often to avoid losing your work

- Once you have completed entering and reordering your appointment requests, click SUBMIT REQUESTS.
- BUYERS: You can select up to 3 breaks per session.
- Click PRINT to print a copy of your appointment requests for this session.
- Click EDIT REQUEST to make changes to your requests.
- Click SAVE AND EXIT to exit the system.

TIPS ON REQUESTING APPOINTMENTS:

- Buyers should make requests for all three appointment sessions. Sellers will make requests for their session only.
- Use the list of companies who have requested your organization to make mutual requests (Requested By Button).
- Multiple appointment-taking delegates from the same company should not duplicate requests.
- Appointments are not scheduled based on the order the appointment requests are received. They are scheduled based on the date your Marketplace registration was sent to ABA.

You can edit your requests as many times as you wish prior to the Appointment Request Deadline of December 12, 2007.

INNOVATIVE TOOLS AND RESOURCES FOR APPOINTMENTS

VIEW APPOINTMENT SCHEDULE

(Available Dec.17, 2007)

COLUMN KEY:

Number	Number of the appointment
Time	Time of the appointment
Name	Name of the scheduled delegate and company
Booth	Buyer booth number (Seller schedule only)

REQUEST TYPE:

Mutual	Appointment generated from a Mutual request (Both Buyer and Seller requested each other)
Seller	Seller requested appointment
Buyer	Buyer requested appointment

Appointment requests made but not scheduled happened for one or more of the following reasons:

- You did not request that company, so you were not scheduled a mutual appointment;
- You did not list them as a high priority, so your request was not scheduled;
- Your appointment code was not high enough to schedule this request;
- There was not a mutual time slot open; or
- Either the company has cancelled or one of their delegates has cancelled.

MAKE ADDITIONAL CONTACTS/ APPOINTMENTS

- Mating and Networking Session
- State/Provincial Caucus Meetings
- Networking Opportunities

MANUAL APPOINTMENT SCHEDULING

(Available Dec.17-Jan. 9 and at Marketplace)

ABA's appointment scheduling software allows you to add appointments into your schedule. Use the ABA Message Center/Schedule Management tab through your Marketplace Passport to view your open appointment slots and the companies that are open at that same time. Send an appointment request to one or more companies to try and fill that appointment. The recipient will be able to accept or reject your request. Use the help button for step by step instructions.

PENDING REQUESTS

The pending request button allows you to view companies who have manually requested an appointment with you or want to cancel an existing appointment. Pending requests will always appear in **Red**. All pending requests must be accepted or rejected by you before they are finalized.

PRINT/EXPORT APPOINTMENT SCHEDULE OPTIONS

- Print Requests Made But Not Scheduled
- Print Requests Received But Not Scheduled
- Print Schedule in Summary
- Print Schedule in Detail
- Export Appointments into Word with Profile Info
- Export Appointments into Excel

APPOINTMENT SESSIONS

DMO SELLERS

DMO Mating Session, Monday:	9:10am – 9:30am
Appointment Session I, Monday:	9:30am – 12:32pm
Appointment Session II, Monday:	2:30pm – 5:32pm

LODGING SELLERS

Lodging Mating Session, Tuesday:	9:10am – 9:30am
Appointment Session I, Tuesday:	9:30am – 12:32pm
Appointment Session II, Tuesday:	2:35pm – 5:37pm

ATTRACTION/ LRO/OTHER SELLERS

Mating Session, Wednesday:	9:10am – 9:30am
Appointment Session I, Wednesday:	9:30am – 12:32pm
Appointment Session II, Thursday:	9:10am – 12:12pm
Appointment Session III, Thursday:	2:05pm – 5:07pm

MARKETPLACE SPONSORS

LEVEL 3

ABC Companies

Faribault, MN

Sponsorship: *Networking Floor Reception, Foundation Live Auction*

AmeriHost Inn

Parsippany, NJ

Sponsorship: *Floor Lounge*

Atlantic City Delegates

Sponsorship: *Wednesday Operator Lunch*

Baymont Inns & Suites

Parsippany, NJ

Sponsorship: *Floor Lounge*

Greater Birmingham CVB

Birmingham, AL

Sponsorship: *Operator-to-Operator Reception*

Blue Chip Casino

Michigan City, IN

Sponsorship: *Operator Appointment Booklet*

Branson/Lakes Area Chamber of Commerce & CVB

Branson, MO

Sponsorship: *Tuesday All-Delegate Lunch*

Broadway Inbound

New York, NY

Sponsorship: *Directory of Participants*

Busch Gardens Europe/Water Country USA

Williamsburg, VA

Sponsorship: *Monday Operator Breakfast*

Capital Region: Washington, DC, Maryland, Virginia and Gaylord National

Sponsorship: *Thursday All-Delegate Lunch*

Catch A Wave Hampton Roads Regional Cities

Sponsorship: *Sightseeing Tours*

Visit Charlotte

Charlotte, NC

Sponsorship: *Thursday Evening Event*

Choice Hotels International

Silver Spring, MD

Sponsorship: *Floor Lounge*

DaimlerChrysler Commercial Buses North America

Greensboro, NC

Sponsorship: *Networking Floor Reception*

Days Inn Worldwide

Parsippany, NJ

Sponsorship: *Floor Lounge*

Destinations of New York State

Sponsorship: *Hospitality Suite – New York Auction*

Disney Theatrical Productions Ltd.

New York, NY

Sponsorship: *Official Program*

Foxwoods Resort Casino

Mashantucket, CT

Sponsorship: *Floor Lounge*

Group Sales Box Office

New York, NY

Sponsorship: *Monday All-Delegate Lunch*

Hard Rock International

Orlando, FL

Sponsorship: *Foundation Afterglow*

Howard Johnson International

Parsippany, NJ

Sponsorship: *Floor Lounge*

InterContinental Hotels Group

Atlanta, GA

Sponsorship: *Floor Lounge*

Knights Inn

Parsippany, NJ

Sponsorship: *Floor Lounge*

Tour Illinois

Sponsorship: *Floor Lounge*

Las Vegas CVA

Las Vegas, NV

Sponsorship: *Delegate Registration Bags*

Circle Michigan

Sponsorship: *Operator Appointment Booklet*

Explore Minnesota Tourism

Sponsorship: *Floor Lounge*

Motor Coach Industries

Schaumburg, IL

Sponsorship: *ABA Board of Directors Dinner, Networking Floor Reception*

New York State Division of Tourism

Sponsorship: *Resource Central*

Norfolk CVB

Norfolk, VA

Sponsorship: *Wednesday Evening Event*

Norfolk Partners

Norfolk, VA

Sponsorship: *Wednesday Evening Event*

Outer Banks Visitors Bureau

Manteo, NC

Sponsorship: *Operator Appointment Booklet*

Pennsylvania Association of CVB's

Sponsorship: *Wednesday Operator Breakfast*

Pennsylvania Travel Industry

Sponsorship: *Wednesday Operator Breakfast*

Philadelphia CVB

Philadelphia, PA

Sponsorship: *Education Brochure*

Prevost Car Inc.

Quebec, Canada

Sponsorship: *Networking Floor Reception*

Prime Retail

Baltimore, MD

Sponsorship: *Tuesday Operator Breakfast*

Ramada Worldwide

Parsippany, NJ

Sponsorship: *Floor Lounge*

The Six New England States

Sponsorship: *Floor Lounge*

Sunsational

Orlando, FL

Sponsorship: *Thursday Operator Breakfast, Operator Booth Signs*

Super 8

Parsippany, NJ

Sponsorship: *Floor Lounge*

Travelodge

Parsippany, NJ

Sponsorship: *Floor Lounge*

Virginia Beach CVB

Virginia Beach, VA

Sponsorship: *Live the Life in Virginia Beach*

Virginia Arts Festival

Sponsorship: *Monday Evening Event*

Virginia Tourism Corporation

Sponsorship: *Virginia is for Lovers*

Wingate by Wyndham

Parsippany, NJ

Sponsorship: *Floor Lounge*

Circle Wisconsin

Sponsorship: *Floor Lounge*

Wisconsin Department of Tourism

Sponsorship: *Floor Lounge*

Wyndham Hotel Group Inc.

Parsippany, NJ

Sponsorship: *Floor Lounge*

LEVEL 2

Adirondack/Lake George New York Area

Sponsorship: *Operator Profile Binders*

Alaska Travel Industry Association

Sponsorship: *Education Speaker*

Baltimore Area CVA

Baltimore, MD

Sponsorship: *Operator Gift*

Boyd's Bear Country

Gettysburg, PA

Sponsorship: *Operator Gift*

Team Canada

Sponsorship: *Message and E-mail Center*

Visit Charlotte

Charlotte, NC

Sponsorship: *Operator Water Stations*

Chicago CTB

Chicago, IL

Sponsorship: *Operator Gift*

Georgia Tourism

Sponsorship: *Delegate Education Refreshments*

Golden Corral Corporate

Manor, TX

Sponsorship: *Appointment Clock*

Northern Indiana Tourism

Sponsorship: *Operator Shipping Boxes*

Mystic, Connecticut - Inn at Mystic

Mystic, CT

Sponsorship: *Education Speaker*

Louisville CVB

Louisville, KY

Sponsorship: *Operator Gift*

Maryland Office of Tourism

Sponsorship: *Program At-A-Glance Card*

Southern Maryland, Where Time & Tide Meet

Sponsorship: *Education Speaker*

North Carolina's Northeast Commission

Sponsorship: *Education Speaker*

Ohio Division of Travel & Tourism

Sponsorship: *Education Speaker*

Pennsylvania Dutch CVB

Lancaster, PA

Sponsorship: *Operator Gift*

Seneca Niagara Casino & Hotel

Niagara Falls, NY

Sponsorship: *Delegate Name Badge Holders*

Team Texas

Sponsorship: *Operator Gift*

Theatre Direct/Broadway.com

New York, NY

Sponsorship: *Education Speaker*

Turning Stone Resort & Casino

Verona, NY

Sponsorship: *Education Speaker*

www.grouppravelplanner.net

Sponsorship: *Operator Gift*

LEVEL 1

Arabian Nights Dinner Attraction

Kissimmee, FL

Sponsorship: *Operator Gift*

The Carolina Opry

Myrtle Beach, SC

Sponsorship: *Ecumenical Service*

Coakley & Williams Hotel Management Co.

Greenbelt, MD

Sponsorship: *Education Pads and Pens*

50's At The Hop

Branson, MO

Sponsorship: *Operator Gift*

Prevost Car Inc.

Quebec, Canada

Sponsorship: *Operator Gift*

Prime Retail

Baltimore, MD