



Welcome to your first American Bus Association Marketplace. Marketplace is a business and member driven show making it the premier show in the industry! Take advantage of everything that Marketplace has to offer: quality appointments, limitless networking and professional education.

Now is the time to leverage your packaged travel sales and marketing dollars to create a large return on investment. The STAR (First Time Delegate) Marketplace experience begins before you get to Virginia Beach in February. You can begin to take advantage of many of the features that makes Marketplace a success.

### **Pre-Marketplace**

Make certain that you are using your Marketplace Passport. It is our tool in helping to keep all aspects of your Marketplace experience organized in one place.

Check out our website page dedicated to you, our STAR delegate! You will find a STAR Packet, Frequently Asked Questions, and Appointment Session Information to help you better understand the ins and outs of Marketplace.

Your Profile Forms is the key to quality appointments. Make certain that your company profile is up-to-date. You can also view sample Profile Sheets for the business sessions at Marketplace. Do your homework! Learn about the bus and tour operators with whom you have appointments before the show by checking their profiles...even though it's your first ABA, you don't have to *look* like a rookie.

Plan to take advantage of the more than 50 professional educational sessions at Marketplace. You can review the topics and speakers on our website.

[www.buses.org/marketplace](http://www.buses.org/marketplace) is the location for all of the links to the above information.

### **At Marketplace**

**The Orientation Center** is proud to offer your Show Ticket to STARdom. You will be able to meet one-on-one with Marketplace veterans, take a floor tour and attend a seminar, Your Script to STARdom. Members of the Orientation Center will also be sending newsletters before and after Marketplace as well as calling you to answer any questions that you may have regarding our show.

**Resource Central** provides a relaxed environment for you to prepare for your appointments and be your office space at Marketplace. Resource Central gives you the resources you need to obtain valuable information about Marketplace buyers through our interactive databases and printed materials.

Thank you in advance for your involvement and STAR attendance at the ABA Marketplace.