

the MARKET

A One-Day Exhibit Show for the Motorcoach Industry

The **MARKET** at Marketplace is ABA's newest business component designed to **build more business** opportunities for you.

The **MARKET** offers a **one-day exhibit trade show** created for suppliers to showcase their products and services in a cost-effective, time-saving, and results-driven manner.

The **MARKET** brings 250 **motorcoach operator members**, already in attendance for ABA's Marketplace, to the trade show.

dynamic exhibit opportunities

The **MARKET** schedule

Saturday, Feb. 2

12:00 p.m. - 6:00 p.m.

Virginia Beach Convention Center

Virginia Beach, VA

building on the success of the Marketplace brand, ABA's MARKET provides suppliers with an opportunity to meet the hundreds of operators who currently attend ABA. The addition of the exhibit show floor allows suppliers to tap into the tremendous purchasing power of the American Bus Association members.

—CRAIG LENTZSCH, CHAIRMAN & CEO, COACH AMERICA

test our waters

Why the MARKET is critical to your business:

- Face-to-face time with hundreds of operators who already attend Marketplace.
- The most cost-effective exhibit opportunity in the industry.
- One day show means no down time and less time away from the office.
- Only \$3.20 per square foot for exhibit space.
- Convenient East Coast location.
- Excellent return on investment.

Service Suppliers who need to exhibit at the MARKET:

Equipment Suppliers

Bus Manufacturers
Engines
Seating Manufacturers
Brakes
Tires
Specialty Parts
Paint
Glass/Mirrors/Windows

Solution Providers

Training Programs
Insurance
Financial (Accounting/
Banking/Financing/Leasing)
Employee Awareness
and Retention
Promotional Items
Computer Hardware and
Software Suppliers

Publications
Onboard Entertainment
Printing
Advertising
Public Relations

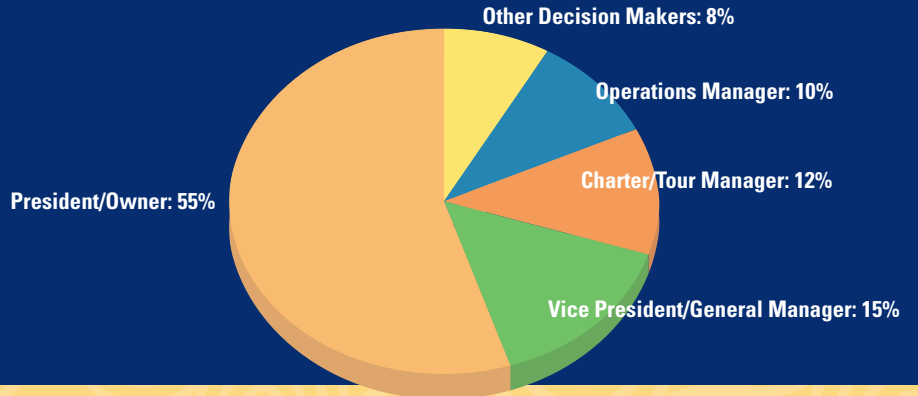
MARKET Exhibitor Fees:

ABA Member: \$400 Non Member: \$650 (includes membership through Dec. 2008, a \$1225 value)

Fees Include:

- 8' x 16' exhibit space
- 8' table and 2 chairs
- Wastebasket
- ID sign
- Carpet and Drape
- 1 exhibitor pass for Saturday
- *Additional exhibitor passes are available for purchase*

Meet the operators at the MARKET who want to do business with you:



Operator companies who have already committed to the show:

Abbott Trailways
Academy Bus LLC
Adirondack Trailways
Adventure Bus Charters & Tours
Allways Tours Inc.
America Charters Ltd. Charlotte/
A Coach America Co.
American Sightseeing Tours
Chicago/Prairie Trailways/
Gray Line Chicago
AmeriCoach Tours Inc./
A Coach America Co.
Anderson Coach & Travel
BK Charter Inc.
Badger Coaches Inc.
Banyer Travel LLC
Benedict's Bus Service
Bianco Tours Inc.
Bieber Tourways
Bilbrey Tours Inc.
Blue Grass Tours & Charter Inc.
Bollman Charter Service Inc.
Brewster Travel
Brown Coach Inc.
Burlington Trailways
Bus Supply Charters Inc./BSCI
Tour & Travel
Butler Motor Transit/A Coach
USA Company
Caledonian Coach
Company
Capital Trailways of Ala.
Capitol Bus Lines Inc.
Capitol Trailways
Carroll's Transportation
Services Inc.
Cav's Coach Company
Caz Limo & Tours
Citizen Auto Stage
Company/Gray Line Tours
of Tucson

Coach America
Colonial Trailways Inc.
Concord Coach Lines Inc.
Conway Tours/Gray Line of
Rhode Island
Creative Coach Company
"The Fun Bus"
Crowell Bus Line
DATTCO Inc.
Delaware Express Shuttle,
Limousine & Tours
DeNure Tours
Double A Charter Inc.
Edenfield Stages Inc.
Eyre Bus, Tour & Travel
First Priority Tours Inc. dba First
Priority Trailways
Fox Bus Lines Inc.
Frank Martz Coach Company/
Martz Trailways
The Free Enterprise System Inc.
Fun Tours Inc.
Gentry Trailways
Golden Arrow Buses Ltd.
Good Time Tours
Goodtime Travel Tours Inc.
Groomes Tours Inc.
Greyhound Lines Inc.
Greyhound Canada
Transportation Corp.
H & L Charter Company Inc.
Hampton Jitney Inc.
Hubers Bus Service Inc.
Hunter Motor Coach Inc.
Imperial Royal Tours Inc./
Imperial Travel Services Inc.
Indian Trails Inc.
Jalbert Leasing Inc. dba C & J
Trailways
James River Bus Lines

Jefferson Lines
John T. Cyr & Sons Inc./Cyr
Northstar Tours
Kewl Tours & Charters
Krug Tours
Landcruzer Ltd.
Leisure Time Charters and Tours
Lenzner Coach Lines/
Coach USA Pittsburgh/
A Coach USA Co.
Little Rock Tours Inc.
MTR Western Corporate
Headquarters
New World Tours
Northwest Iowa Transportation
Inc./NorthLand Travel
Northwestern Stage Lines Inc.
dba Northwestern Trailways
Olympic/Snyder Tours
One If By Land Tours Inc.
Oneonta Bus Lines
Onondaga Coach Tours
Pacific Coachways Charter
Services Inc./Pacific
Trailways of Southern Calif.
Parkinson Coach Lines 2000 Inc.
Peoria Charter Coach Company
Personalized Tours & Coaches
Peter Pan Bus Lines Inc.
Plymouth & Brockton Street
Railway Company
Post Road Stages Inc./Collins
Bus Service
Premier Alaska Tours Inc.
Pro Tran LLC
Quick Coach Lines Ltd.
R & J Tours Inc.
R & J Transportation Inc.
Rimrock Stages Inc.
dba Rimrock Trailways
Roadrunner Charters Inc.

Platinum Tours & Travel Inc. dba
Royal Tours
Saddle River Tours/
Midland Tours
Scenic America Tours
Southeastern Stages Inc.
Southern Tier Stages/
Shafer's Tour & Charter
Spirit Tours LLC
Stagecoach Group
Starr Tours
Susquehanna Transit Company
dba Susquehanna Trailways
Time Lines LLC
Toby Travel and Tours Inc. dba
Toby Tours
Tourco's Firstline Tours Inc.
TransAmerica Travel LLC
Trans-Bridge Lines Inc.
F. M. Kuzmeskus Inc.
dba Travel Kuz
Turner Coaches Inc.
Unique Tours and Charter
United Coach & Tour
Upstate Transit of Saratoga
Vandalia Bus Lines Inc.
Viking Motor Tours Inc.
Wade Tours Inc.
Wardlaw Silver Lining Tours &
Charters
Werner Bus Lines Inc.
West Point Tours Inc./West
Point Trailways
WestWorld Tours
Yankee Trails World Travel



thanks ABA for meeting all of my business needs in one location. Through the addition of The MARKET, I can build the supplier relationships I need in one day and in one place. This allows me to conduct business so that I can get back to running my business.

—FRANK HENRY, CHAIRMAN & CEO, FRANK MARTZ COACH COMPANY/MARTZ TRAILWAYS

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AMERICAN BUS ASSOCIATION

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