

MARKETPLACE ACTION ITEMS

PRE-MARKETPLACE

- Print out your **appointment schedule** for your business sessions.
- Bring a minimum supply of **300 business cards**.
- Update your concise **profile sheet** and bring copies. Highlight your services and key tour contacts. Include your toll-free, direct and fax numbers, and e-mail and web address. Samples of profile sheets are available online.
- Review the **Checklists** on our website.
- Complimentary **Airport Shuttle** will be provided between Charlotte-Douglas International Airport and Marketplace host hotels on arrival and departure days. Visit the ABA website for the schedule.
- Remember the Marketplace **Dress Code**. Business attire is required for all Marketplace business functions. Jeans are not permitted in the exhibit hall. Suggested attire for the evening events is casual.
- Confirm your **Housing Reservations** and verify your arrival and departure dates. Complimentary shuttle service will be provided between Marketplace host hotels and all Marketplace events.
- Review the **Marketplace Delegate Packet** on our website under Marketplace Resources.
- Send ABA any **name changes** or any special needs before leaving for Marketplace.

DURING MARKETPLACE

- Registration** is open anytime the Marketplace Networking Floor is open.
- Don't miss **The Product Pavilion** – ABA's newest business opportunity. **The Product Pavilion** will be open all day Sunday, Jan. 11, so make plans to arrive early.
- Give Back to the Charlotte community by participating in the **Strike Out Breast Cancer Event!**
- Attend the **All-Delegate** meal and social functions.
- Manually schedule additional appointments at the **Message and E-Mail Center**.
- Make time for **Education Seminars**.
- Increase your competitive edge with enrollment in the **Certified Travel Industry Specialist (CTIS) program**.
- Make reservations for the **Dine Around** on Wednesday and Sunday Nights.
- Support the **ABA Foundation** events and silent and live auctions.
- Take advantage of the Marketplace on-site **Service Centers**. The service centers include: Resource Central, Orientation Center, and the Message and E-mail Center.
- Visit the **Charlotte Hospitality Booth** for specifics on the Evening Events, Dine Around, Sightseeing Tours, Airport Transportation and general Charlotte information.
- Build your business leads by attending your **State/Provincial Caucus**.
- Volunteer** your free time.

AFTER MARKETPLACE

- Focus right now on those **leads and contacts** that are the highest priority and the most time sensitive.
- Don't swamp your hot lead with reams of brochures or pictures. Sometimes you can close the deal with a **simple phone call**.
- You will find that follow-up is most productive if you use a **targeted approach**. A mass market spamming approach is expensive and guaranteed to irritate even the most tolerant buyers.
- Put together a **focused follow-up message** for each of your contacts with the exact product or service that you discussed at Marketplace.
- Use the correct salutation and **personally sign** each letter you send.
- Identity yourself as an **ABA member**. Many members need to justify their Marketplace registration and membership in ABA. They can use another member's ABA affiliation to prove the value of membership in growing their business.
- Get involved** with ABA by nominating yourself for one of the many leadership committees.
- Mark your calendar for **Marketplace 2010**, Jan. 15 - 19, at the Gaylord National.