

## Research Your Prospects

Access Your Marketplace Passport.

Select Research Database on left menu bar.

Select desired criteria.

- Click **SUBMIT**. You now have several options:
- Click **PRINT** for a print out of the search results. You have the option to 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 to begin again.

## Tips on Researching Prospects

- 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 area.
- Review the websites of companies that interest you to get more information on their current tour product.
- 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.

## Profile Printing/Exporting Options

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

## Appointment Sessions

Marketplace offers seven-minute prescheduled appointments, where motorcoach and tour operator Buyers obtain information and create business relationships with travel industry Sellers. These one-to-one appointments are the core of Marketplace week.

**Operator Buyer appointment-taking delegates** are seated at individual booths for the entire week and have appointments all day Sunday, Monday and Tuesday. There are 174 appointment slots available in the Buyer appointment schedule.

**Travel industry Seller** delegates do not have booths, but walk the floor and move from Buyer to Buyer for their appointments. There are **58 appointment slots** available in the Seller appointment schedule. The Seller session is based on the company's membership code and is scheduled as follows:

- **Destination Marketing Organization Sellers** meet Sunday with Operator Buyers.
- **Lodging Organization Sellers** meet one of the two sessions: Monday morning/Tuesday afternoon or Monday afternoon/Tuesday morning.
- **Attraction Sellers** meet one of the two sessions: Monday morning/Tuesday afternoon or Monday afternoon/Tuesday morning.
- **Associate Sellers** meet one of the two sessions: Monday morning/Tuesday afternoon or Monday afternoon/Tuesday morning.
- **Receptive Sellers** meet Sunday (DMO sessions), Monday morning/Tuesday afternoon and Monday afternoon/Tuesday morning (Lodging and Attraction).