



REGISTER  
NOW

## Exclusive Invitation

### AMERICAN BUS ASSOCIATION Product Pavilion Saturday, January 16, 2010

Gaylord National Resort and Convention Center  
National Harbor, MD

ABA's Product Pavilion is the best opportunity for product and service providers to **meet face-to-face with 600 industry-leading motorcoach operators** who make the buying decisions affecting a total of more than 32,000 buses in their combined fleets. ABA's Product Pavilion offers quality, cost-effective, convenient access to the operators to whom you want to showcase your equipment. And all in one place, in one day, and under one roof.

"...To say that our experience as an exhibitor in the 2009 ABA Product Pavilion exceeded our expectations would be an understatement of epic proportions. ...We've already begun to interact with the business leads we garnered at the show and believe our return on investment for this show will be the highest of all the shows we participate in this year!"

— Gill Lindsay  
*Regional Director, A+ Career Apparel*

**Limited Space  
First 100 Vendors only!**



## YOU CAN'T AFFORD TO MISS IT!

- **\$400**—Product Pavilion Exhibit Booth Early Bird Special  
(Ends July 14, 2009)  
10 x 10 booth space includes: 8' table, 2 chairs, wastebasket, ID sign, carpet and drape, 1 exhibitor pass for Saturday/Sunday only. Multiple exhibit spaces are available for purchase.
- **\$600**—Product Pavilion Exhibit Booth Regular Rate  
(Begins July 15, 2009)  
10 x 10 booth space includes: 8' table, 2 chairs, wastebasket, ID sign, carpet and drape, 1 exhibitor pass for Saturday/Sunday only. Multiple exhibit spaces are available for purchase.
- **\$100**—Additional Exhibitor day pass for Saturday/Sunday only
- **\$2000**—Networking Floor Exhibit Booth  
10 x 10 exhibit space gives your company full week access and exhibit space for 4 days.

"The Product Pavilion offers everything under one roof, making it fuel-efficient for your business and your buses by minimizing time away from the office. Whether electronics, insurance services, safety and comfort enhancements, tires and wheels, or the industry's most complete display of new coaches anywhere, a dozen in all, business is brisk at the Product Pavilion. It's not a question of whether money gets made here – it's a question of whether you or your competition makes the money."

— Frank Montgomery III, CTIS  
President, Capital Motor Lines Inc.,  
dba Capital Trailways, Montgomery, Alabama  
Marketplace 2010 Chairman



"...Kicking off 2009 at the Product Pavilion is turning out to be a great decision for BusRescue. The Product Pavilion format allows me to have concentrated time with the bus operators that are at the ABA Marketplace event. ...The format is simple, the exposure is great and the results are backing this up. Thanks again for having this opportunity for product vendors to showcase their products to the industry."

— Skip Feenstra  
President, BusRescue.com



All exhibitors receive a free list rental of all ABA Marketplace attendees, as well as all ABA Motorcoach Operator members - a \$2,000 value!

Call Roderick at 800-283-2877 or visit [www.buses.org/marketplace](http://www.buses.org/marketplace)

**EXHIBITOR REGISTRATION  
AMERICAN BUS ASSOCIATION PRODUCT PAVILION**

January 15-19, 2010  
Gaylord National, National Harbor, MD



Registration forms are processed on a *first-come, first-served basis*.

Company Name:  
Company Address:  
Company Phone:  
Company Email:  
Company Web:  
Company Primary Contact:

- ABA Member
- Please send Membership Information

*All exhibitors must be ABA members*

**REGISTRATION/EXHIBITOR FEES:**

- \$400** – Product Pavilion Exhibit Booth Early Bird Special: 10 x 10 exhibit space, 8’ table, 2 chairs, wastebasket, ID sign, carpet, drape, 1 exhibitor pass for Saturday/Sunday only. Multiple exhibit spaces are available for purchase. Must register before July 14, 2009.
- \$600** – Product Pavilion Exhibit Booth Regular Rate: 10 x 10 exhibit space, 8’ table, 2 chairs, wastebasket, ID sign, carpet, drape, 1 exhibitor pass for Saturday/Sunday only. Multiple exhibit spaces are available for purchase. Registrations received after July 14, 2009.
- \$2000** – 10 x 10 exhibit space on the Networking Floor for entire Marketplace week.
- \$795** – Associate representative for entire Marketplace week.
- \$100** – Additional Exhibitor day pass for Saturday/Sunday only.

**DELEGATE REGISTRATION INFORMATION**

- Primary Exhibitor (Product Pavilion)
- Representative (Networking Floor)

Name	Title	Email address
<input type="checkbox"/> Additional Exhibitor (Product Pavilion)	<input type="checkbox"/> Representative (Networking Floor)	

Name	Title	Email address
------	-------	---------------

**EXHIBIT SPACE**

- Product Pavilion Space – Jan. 16 (\$400/\$600)
- Networking Floor Space – Jan. 15-19 (\$2000)

Total Amount Enclosed \$ \_\_\_\_\_

Credit Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_  
 VISA     MasterCard     American Express

Print Name as it Appears on Card \_\_\_\_\_

- Check Payment (Make checks payable to the American Bus Association and mail with this registration form. U.S. funds only.)

**ABA Product Pavilion**  
**January 16, 2010**  
**Gaylord National Resort and Convention Center**  
**National Harbor, MD**



American Bus Association • 700 13th Street, N.W. Suite 575 • Washington, DC 20005-5923

**Sign Up Now to Be Guaranteed Space!**

