

in-com-par-a-ble (adj.): beyond comparison; matchless or unequaled.

mar-ket-place (n.): beyond comparison; matchless or unequaled, specifically in reference to the American Bus Association's premier business event in the group travel industry.

Marketplace is worth attending if results matter.

- **Thousands of group tour and travel professionals prepared to do business with you.**
- **More face-to-face time through increased appointment opportunities.**
- **Time-efficient and shorter, more flexible schedule.**
- **All-delegate meals, functions and networking opportunities included.**
- **Five full days of professional education seminars.**
- **Exciting top-tier destination.**

ABA knows you face tough budget decisions. That's why Marketplace gives you more value and more ROI than any other group travel show you can attend.

MARKETPLACE 2010 SCHEDULE

Thursday, Jan. 14

- 10:00 a.m. – 12:00 p.m.
Executive Committee Meeting
- 12:00 p.m. – 5:00 p.m.
Board of Directors Meeting
- 7:00 p.m. – 9:30 p.m.
Board of Directors Dinner
Sponsored by Motor Coach Industries

Friday, Jan. 15

- 8:00 a.m. – 5:00 p.m.
Board of Directors Meeting
- 10:00 a.m. – 6:00 p.m.
Registration & Service Centers Open
- 11:00 a.m. – 5:00 p.m.
Sightseeing Tours (times vary for each tour)
- 7:00 p.m. – 9:30 p.m.
Evening Event

Saturday, Jan. 16

- 8:00 a.m. – 9:30 a.m.
Operator to Operator Business Session
Breakfast Sponsored by Shaw Festival Theatre
- 9:00 a.m. – 5:30 p.m.
Product Pavilion
ABA Foundation Silent and Live Auction
- 10:00 a.m. – 11:30 p.m.
Opening Ceremony and ABA Annual Meeting
Sponsored by Gaylord National Resort & Convention Center
- 11:30 a.m. – 1:00 p.m.
Operator-to-Operator Luncheon
Sponsored by Greater Birmingham CVB
- 12:00 p.m. – 5:30 p.m.
Networking Floor Reception
Sponsored by ABC Companies, BCI, Daimler Buses North America, Motor Coach Industries, Prevost
- 7:00 p.m. – 10:00 p.m.
Evening Event

Sunday, Jan. 17

- 7:30 a.m. – 8:00 a.m.
Ecumenical Service
Sponsored by The Carolina Opry
- 8:00 a.m. – 9:00 a.m.
Operator Breakfast
- 9:10 a.m. – 12:12 p.m.
DMO/Receptive Appointment Session I
- 10:00 a.m. – 12:00 p.m.
BISC Executive Committee Meeting

Sunday, Jan. 17 (continued)

- 12:30 p.m. – 2:00 p.m.
All-Delegate Lunch
Sponsored by Grapevine CVB/Gaylord Texan/Team Texas
- 1:00 p.m. – 5:00 p.m.
BISC Meetings
- 2:15 p.m. – 5:59 p.m.
DMO/Receptive Appointment Session II
- 7:00 p.m. – 10:00 p.m.
Evening Event
- 9:30 p.m. – 12:30 a.m.
Foundation Afterglow at Hard Rock Cafe DC
Sponsored by Hard Rock International

Monday, Jan 18

- 7:30 a.m. – 8:30 a.m.
State / Provincial Caucuses
- 8:00 a.m. – 9:00 a.m.
Operator Breakfast
- 8:00 a.m. – 5:00 p.m.
BISC Meetings
- 9:10 a.m. – 12:12 p.m.
Lodging/Attraction Appointment Session I
- 12:30 p.m. – 2:00 p.m.
All-Delegate Lunch
Sponsored by Group Sales Box Office
- 2:15 p.m. – 5:59 p.m.
Lodging/Attraction Appointment Session II
- 6:30 p.m. – 7:30 p.m.
CTIS Graduation
Sponsored by The American Bus Association
- 7:30 p.m.
Dine Around
- 9:30 p.m. – 12:30 a.m.
Hospitality Suite
Sponsored by Destinations of New York State

Tuesday, Jan. 19

- 8:00 a.m. – 9:00 a.m.
Operator Breakfast
- 9:10 a.m. – 12:12 p.m.
Lodging/Attraction Appointment Session III
- 12:30 p.m. – 2:00 p.m.
All-Delegate Lunch
Sponsored by Branson/Lakes Area Chamber of Commerce and CVB
- 2:15 p.m. – 5:59 p.m.
Lodging/Attraction Appointment Session IV
- 7:00 p.m. – 11:00 p.m.
Evening Event
Sponsored by Philadelphia and the Countryside

REGISTRATION FEES

Buyer Delegate Registration

Appointment-taking Delegate

Buyer Free Registration (earned from MKPL 09): \$0
Buyer Early Bird Registration (until Sept 9): \$250
Buyer Regular Registration (starting Sept. 10): \$350

Rotation Delegate

Buyer Free Registration (earned from MKPL 09): \$0
Buyer Early Bird Registration (until Sept 9): \$250
Buyer Regular Registration (starting Sept. 10): \$350

Attendee

Buyer Representative: \$600
Product Pavilion Attendee: \$100 per Operator Company
Guest Operator: Complimentary

Buyer Guest: \$250

Seller Delegate Registration

Appointment-taking Delegate

Seller Early Bird Registration (until July 15): \$1195
Seller Regular Registration (starting July 16): \$1225

Observer Delegate

Seller Early Bird Registration (until July 15): \$1195
Seller Regular Registration (starting July 16): \$1225

Attendee

Member Day Pass: \$200 per day/2 day max.
Non Member Day Pass: \$300 per day/2 day max.

Seller Guest: \$600

Associate Delegate Registration

Representative: \$795

Product Pavilion Primary Exhibitor: Included in exhibit fee

Product Pavilion Additional Exhibitor: \$100

Attendee

Member Day Pass: \$200 per day/2 day max.
Non Member Day Pass: \$300 per day/2 day max.

Associate Guest: \$600

Exhibit Fees

Networking Floor Exhibit (all week): \$2000

Coach Exhibit (all week): \$3000 per coach

Product Pavilion Exhibit (Sat., Jan. 16)

Early Bird Registration (until July 14): \$400
Regular Registration (starting July 15): \$600

All Inclusive Registration Includes:

- Full week participation
- 3 All-delegate networking luncheons
- 4 All-delegate networking evening events
- Product Pavilion access
- Marketplace Networking Floor access
- Professional education seminars
- Sightseeing tours
- On-line research tools
- Pre-Marketplace training
- Complimentary e-mail access
- Complimentary airport transportation from official Marketplace airport
- Complimentary shuttle service to all events

HOST HOTEL INFORMATION

Gaylord National Resort and Convention Center on the Potomac in Maryland

**201 Waterfront St.
National Harbor, MD 20745**

**Housing reservations will open
July 16, 2009**

**Seller Rate: \$189
Buyer Rate: \$139**

Marketplace Convention Center

**All Marketplace functions will be held at the Gaylord National Resort and
Convention Center unless otherwise noted.**

IMPORTANT DATES & DEADLINES

July 15, 2009

Early Bird Seller Registration Ends

Sept. 15, 2009

Appointment Request Begins

Nov. 24, 2009

Deadline to submit appointment requests

Dec. 8, 2009

Appointments will be sent and manual scheduling live

Dec. 11, 2009

Manual scheduling off

MARKETPLACE 2010

JANUARY 15-19, 2010

NATIONAL HARBOR, MD

MARKETPLACE TRANSPORTATION

By Air

Gaylord National is just a 15-minute drive from Reagan National Airport and within a 45-minute drive from Dulles and Baltimore Washington International Airports. Shuttle service and car service are available from all airport to the hotel. Hertz is a Gaylord Hotels preferred partner for car rentals.

Washington National Airport (DCA)

Complimentary transportation will be provided between the Reagan National Airport and Gaylord National Resort and Convention Center on:

Thurs., Jan. 14

Fri., Jan. 15

Wed., Jan. 20.

If arriving/departing on other days, delegates need to:

- Take an Airport Shuttle: Super Shuttle will be offering a 10% discount for Marketplace delegates. See the Marketplace website for details.
- Take a taxi
- Rent a car (See driving directions below)

Dulles International Airport (IAD) or Baltimore-Washington International Airport (BWI)

No complimentary transportation will be provided from this airport. Delegates need to:

- Take an Airport Shuttle: Super Shuttle will be offering a 10% discount for Marketplace delegates. See the Marketplace website for details.
- Take a taxi
- Rent a car (See driving directions below)

By Train

Amtrak offers service to Union Station in D.C. Delegates would need to take a taxi to the Gaylord from Union Station (approx. \$40/30 minutes).

By Motorcoach

Multiple carriers offer scheduled service to D.C. Delegates would need to take a taxi from the bus depot/drop off location to Gaylord National (approx. \$40/30 minutes).

By Car

Gaylord National is 15 minutes due south of Washington, D.C.—just off the Capital Beltway (I-95/I-495)—making it an easy drive from the surrounding Maryland and Virginia areas as well.

Address is:

Gaylord National Hotel and Convention Center

201 Waterfront Street

National Harbor, MD 20745

Self-parking rate is \$12 per day.