

MARKETPLACE DESCRIPTIONS AND CONDITIONS

BUYER DELEGATES

Appointment-taking: Appointment-taking delegates make appointment requests, receive prescheduled appointments and conduct appointments during all business sessions. Visit www.buses.org/marketplace to see if you qualify as a Marketplace Buyer. Buyers have appointments the following appointment sessions: DMO Appointments: Monday AM/Monday PM, Lodging/Attraction Appointments: Tues AM/Tues PM/Weds AM/Weds PM

Rotation: Rotation delegates alternate the Marketplace appointment responsibilities with the appointment-taking delegate. Buyers can send one rotation delegate for every appointment-taking delegate registered. Rotation delegates have the same privileges as appointment-taking delegates.

Number of People You Are Bringing	Minimum Number of Appointment-Taking Delegates	Maximum Number of Rotation Delegates
1	1	0
2	1	1
3	2	1
4	2	2
5	3	2
6	3	3
7	4	3

Attendee: The attendee registration roles are for bus and tour operators who wish to attend Marketplace but do not wish to participate in appointment sessions/Business Floor activities.

- **Buyer Representative:** Buyers who wish to attend the entire Marketplace week without participation in the appointment-taking process.
- **Product Pavilion Attendee:** Operators who wish to only attend the Product Pavilion - ABA's Exhibit Show on Saturday, Jan. 8 and Sunday, Jan. 9.
- **Guest Operator:** Non-member operators who wish to attend Marketplace for up to two days to learn about the value of ABA membership and Marketplace.

Rebates: A rebate per paid ABA member Buyer will be given ONLY if all of the following conditions are met:

- A delegate must be at each assigned table throughout all business sessions.
- All appointments must be kept.
- Appointment-taking Buyers must be registered prior to Nov. 23, 2010.
- Your company must complete a 2010-2011 membership profile form.
- Your company must be a current ABA member.

Your company will also receive one free registration per appointment-taking Buyer to Marketplace 2012 if all of the above conditions are met. Rotation delegates and guest registration fees are not eligible for rebates but rotation delegates are eligible for free registrations.

SELLER DELEGATES

Appointment-taking: Appointment-taking delegates make appointment requests, receive prescheduled appointments and conduct appointments at Marketplace during their business session.

- **DMO Appointment Sessions:** Monday All Day
- **Lodging Appointment Sessions:** One out of two sessions (Tues. AM/Weds. PM or Tues. PM/Weds. AM)
- **Attraction Appointment Sessions:** One out of two sessions (Tues. AM/Weds. PM or Tues. PM/Weds. AM)
- **Receptive Operators:** Receptives can choose to have prescheduled appointments in the DMO or the Lodging/Attraction grouping.

ABA Travel Industry members are eligible to have at least one appointment-taking delegate if registered before the session fills. Organizations attending for the first time and organizations that did not attend Marketplace in 2010 are eligible for only one appointment-taking delegate. ABA Travel Industry organizations may register additional delegates as outlined below:

- Organizations that had thirty-two (32) or more prescheduled buyer requests (not appointments) in 2010 will qualify for a second appointment-taking delegate if that delegate is registered before the session fills.
- A third appointment-taking delegate will qualify if the organization had sixty-four (64) or more prescheduled buyer requests in 2010 and if that delegate is registered before the session fills.

Observer: A registered Travel Industry Seller who is not taking appointments. Observer delegates may participate in all Marketplace activities, seminars and events. Observers have access to the Marketplace Business Floor area only on their company's assigned session day to meet with any available operators and/or attend appointments with their company's appointment-taking delegate. Observers are not eligible for prescheduled or manually scheduled appointments.

ASSOCIATE DELEGATES/EXHIBITORS

Representative: Networking Floor/Coach Exhibit staff

Product Pavilion Exhibitor: Delegate for Product Pavilion on Saturday, Jan. 8 & Sunday, Jan. 9 only.

Exhibit Types:

- **Networking Floor Booth (all Marketplace week)** 10X10 exhibit space; does not include delegate registration or furnishings. Furnishings must be purchased separately through ABA's decorator or shipped by the exhibitor.
- **Coach Exhibit (all Marketplace week)** does not include delegate registration. Coaches on display must be ABA members & must be manned during show hours. All Marketplace week (Jan. 8-12).
- **Product Pavilion Exhibit (Sat., Jan 8 and Sun., Jan. 9)** 10x10 exhibit space, 6' table, 2 chairs, carpet, drape, one exhibitor pass.

Associate delegates are not allowed to solicit or sell advertising.

DAY PASS ATTENDEES

Member Day Pass*: Members can register their executive staff to attend Marketplace for up to 2 days. Day Passes are not available to sales or marketing staff unless working in a sponsor booth.

Non Member Day Pass*: Non-ABA members can attend Marketplace for up to 2 days to learn about the value of ABA membership and Marketplace.

*This pass is good only for the day(s) assigned. The bearer must pick up the badge at registration on the morning of activation. The bearer is responsible for following all rules and regulations of Marketplace. The bearer will not have access to the Business Floor. All day passes must be approved by ABA.

GUESTS

Guests have the same privileges as other Seller delegates (except for access to the Marketplace Business Floor). Guests attend Marketplace for the social and meal functions. Guests may not be employed by ABA member companies. No single event tickets are available.

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All registration forms must be returned as soon as possible for organizations to be eligible for appointments. Registration forms will be processed on a first-come, first-served basis; as registrations are confirmed for appointment-taking status and sessions fill, pending registrations will be wait-listed for appointments. However, all appointment-taking delegates must be registered no later than Nov. 23, 2010 in order to be included in the prescheduled appointment process.

Individual registration fees include: Marketplace business sessions with appointments (appointment-taking delegates only), education sessions and all meal/social functions as listed in the Official Program. Fees do not include housing or transportation to the Marketplace site. No individual function tickets will be sold.

All delegates must be representatives of member companies/organizations whose dues and all other outstanding monies due ABA or its agents have been paid in full. Membership dues for 2011 must be paid to participate in Marketplace 2011.

For registrations prior to Sept. 16, all registration invoices are due Sept. 16. If registration occurs after Sept. 16, payment will be required by Nov. 23 for all appointment-taking delegates. If registration occurs after Nov. 23, payment is due within 30 days of registration.

All delegates must be at least eighteen (18) years of age. No one under 18 years of age is permitted at any Marketplace function including the Networking and Business Floors.

Name badges are required for participation in all Marketplace events. Admittance to any function of Marketplace requires the appropriate badge. Badges may NOT be transferred, exchanged or shared. Badges may not be altered or defaced in any way. Violators are subject to badge confiscation. There is a \$100 replacement fee for a lost badge.

Requests for delegate name changes and additions must be made in writing.

All housing accommodations and cancellations must be coordinated through the ABA housing bureau. ABA is not responsible for housing cancellations.

No displays, banners, pictures, booth decorations or giveaways of any kind will be permitted without written consent from ABA. Acceptable presentations may include presentation notebooks, profile sheets, a limited number of brochures, self-contained laptop computers or videos with headsets.

Hosted functions will be available only to companies registered for Marketplace and must be operated within the guidelines set by ABA. Hospitality functions and any other function, gift or service involving delegates will not be permitted during Marketplace week without written approval from ABA. No food, beverage or gift shall be sold or distributed in the Marketplace Hall other than through ABA designated sponsors.

Internal Revenue Service guidelines prohibit the signing of business contracts in the Marketplace Hall.

Delegate agrees to indemnify and hold harmless the American Bus Association against all claims of damages, losses and charges of any kind resulting from Marketplace participation.

The American Bus Association will provide the services of a bonded and licensed security agency throughout the Marketplace Hall during business hours. Delegate agrees that provision of such services constitutes adequate discharge of all obligations of the management to supervise and protect delegate property.

The American Bus Association cannot be held liable for any financial responsibilities incurred on the part of individual participants.

All delegates must comply with all American Bus Association policies at all Marketplace functions. The ABA Policy prohibits harassment and discrimination so that ABA may maintain a pleasant working environment for its employees and members, free of any intimidation or hostility. Any violation of this policy will be reported to ABA's President and will be addressed immediately.

Costumes and/or uniforms are not permitted anywhere on the Marketplace floor. Jeans are not permitted on the Business Floor.

Any photographs or film coverage of delegates during Marketplace may be used at the discretion of the American Bus Association in future publications or videos.

No alcohol is permitted on the Business Floor during appointment times.

APPOINTMENT INFORMATION

Appointment requests not received by Nov. 23, 2010 noon ET will not be included in the prescheduling of appointments.

CANCELLATION POLICY

In the event Marketplace is cancelled, there will be no refunds.

Refunds for appointment-taking delegates: A refund will be granted with a \$100 cancellation fee per delegate if written requests are received within 30 days of registration confirmation and before Nov. 23, 2010. Written requests may be faxed or e-mailed. A 50% refund will be granted if written requests are received prior to Nov. 23, 2010. No refunds will be granted after Nov. 23, 2010. Appointments, the Marketplace Passport and Marketplace services are not available to cancelled delegates.

Refunds for rotation, observer, attendee and guest delegates: There will be no cancellation fee if written requests are received within 30 days of registration. After 30 days, there will be a \$100 cancellation fee. No refunds will be granted after Nov. 23, 2010.

Refunds for exhibitors: There will be no cancellation fee if written requests are received within 30 days of registration. After 30 days, there will be a 50% cancellation fee. No refunds will be granted after Nov. 23, 2010.

All cancellation requests will be sent a cancellation verification via email which must be responded to in writing by the cancelling delegate or representative from the company. When the cancellation verification is received by ABA the registration will be cancelled and a cancellation confirmation will be sent to the delegate. Appointments, the Marketplace Passport and Marketplace services are no longer available to cancelled delegates.

No refunds will be given for on-site cancellations, late arrivals, unused services, unattended events or early departure. It is your responsibility to submit your cancellation request early enough so that it is received in the ABA office by the above dates. Postmark dates will not be accepted.

It is understood, and agreed to, that failure of a participant to comply with these conditions may prohibit current and future participation in the American Bus Marketplace.