

MARKETPLACE HOUSING: ARE YOU WIT OR WIT-OUT?

Have you placed your housing reservation order? If not, make your housing reservations via the on-line system or the downloadable housing forms available on the Marketplace website, www.buses.org/marketplace. Each property offers different amenities and price points.

MARKETPLACE TRANSPORTATION

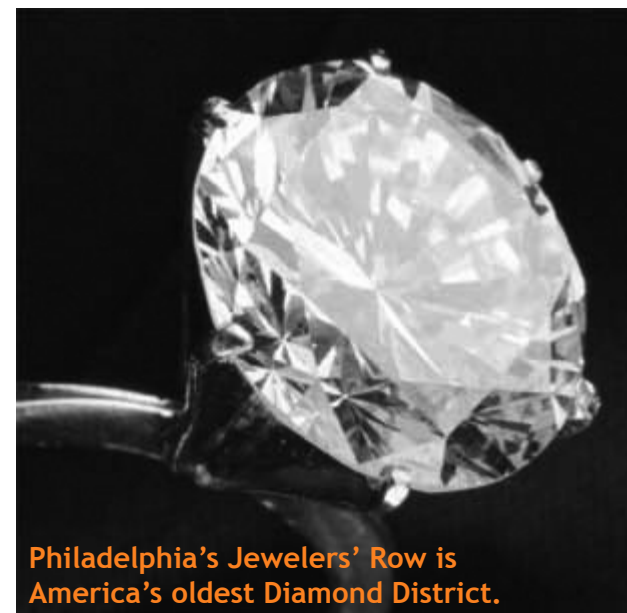
Whether you are traveling by bus, air, train, or car, check out the travel promotions and details available on the website.

MARKETPLACE SCHEDULE

The updated Marketplace schedule is available on-line. Check out the schedule before making your housing and transportation plans. With networking sales opportunities offered daily, the longer you stay, the more business you can conduct.



Knowing how to order a Philadelphia cheesesteak is the first step to enjoying this hometown favorite.



Philadelphia's Jewelers' Row is America's oldest Diamond District.

MARKETPLACE SPONSORSHIPS: MAKE YOUR COMPANY SPARKLE

Become a Marketplace sponsor and outshine your competition.

The Marketplace sponsorship program is tailor-made to give your organization big name recognition with hundreds of bus and tour owners and operators throughout North America who plan tours for millions of passengers each year.

99% Renewal Rate: Marketplace sponsors return year after year because their business increases as a result of being in full view of the most Buyers in the industry.

Let's create a custom designed opportunity for you today.

EARLY-BIRD REGISTRATION DEADLINE: THURSDAY, JULY 15

Make certain you take advantage of the early-bird rates for registration and exhibit space. With more than 250 buyers delegates from 110+ companies already registered, Marketplace 2011 will rewrite history. Make certain your company is represented.

WWW.BUSES.ORG/MARKETPLACE



The 72 front steps of the Philadelphia Museum of Art in Philadelphia have become known as the "Rocky Steps".

ALL-DELEGATE EVENTS: EVERYONE IS A CHAMPION AT MARKETPLACE

Marketplace offers the most all-delegate events in the industry. This saves you money on meals, increasing your return on investment.

Learn more about the limitless networking opportunities of Marketplace 2011 on-line.

"URBAN COWBOY" EVENING EVENT: WEDNESDAY, JANUARY 12

Join your 2012 Marketplace host as Grapevine and Team Texas introduce the Texas Cowboy to "urban" Philly!

This evening will be a let-your-hair-down night featuring legendary country tunes mixed with the Fabulous Grease and for some 70s and 80s music that would make Travolta dance!

Get ready to kick up your heels, and don't forget to don your best "Urban Cowboy" wear!

MARKETPLACE DELEGATE PACKET

Want a quick reference tool for all things Marketplace? Check out the updated Marketplace Delegate Packet available on-line at www.buses.org/marketplace.

SIGHTSEEING AND FAM TOURS

Sign-up for the sightseeing and FAM Tours will begin July 15th. Registration will be first-come, first-registered.

Sightseeing Tours: Sat., Jan. 8

- Sports Of All Sorts
- Fascinating Finds
- On The Waterfront
- Shop 'Till You Drop
- The Cultural Side Of Philadelphia
- Revolutionary Treasures And Battles
- Beyond The Liberty Bell
- Highlights Of The Brandywine Valley
- Historic Philadelphia
- Fly And Buy
- Experience Philadelphia's Diversity
- It Takes A Village

PRE-Marketplace FAMS:

Wed., Jan. 5-Sat., Jan. 8

- Pennsylvania Pursuits: A Journey Across The State
- Farms, Battlefields And Factories

Tues., Jan. 4-Sat., Jan. 8

- Six Counties In Less Than 170 Miles
- A Shore Thing

POST-Marketplace FAM:

Thurs., Jan. 13-Sat., Jan. 15

- America's First State



Visitors come to the Liberty Bell Center to see first-hand this icon of liberty and freedom.