DEPARTMENT OVERVIEW

This department is responsible for all meetings, events, sponsorships, event data management, and education programs:

- ABA’s Marketplace
- Board of Director Meetings
- Marketplace Advisory Committee and Subcommittees
- Marketplace Education Program
- Certified Travel Industry Specialist Program
- Florida Motorcoach Association Meetings
- Regional and Training Meetings
- Sponsorships for all Association Activities
- Women in Buses Council Program and Meetings
- Webinar Program
- ABA Council Meetings:
  - Bus Industry Safety Council (BISC)
  - Bus Maintenance and Repair Council (BusMARC)
  - Hispanic Motorcoach Council
  - Entertainer Motorcoach Council
  - School Bus Council

Staff members include:

Lynn Brewer, Senior Vice President of Meetings, Events and Education
Vicki Osman, CTIS, Senior Director of Meetings, Event Technology and Education
Mary Ellen Wyrick: Coordinator, Meetings and Events
2019 Marketplace
Jan. 25 – 29, 2019
Louisville, KY

Attendance Statistics
3400 people attended the show
853 motorcoach and tour operators from 368 companies
318 associate service & product suppliers

Marketplace Business Floor
29 appointments on average were prescheduled for each seller
137,000 appointment slots were available
89% of mutual appointments were scheduled
290 motorcoach and tour operator buyers took appointments

Marketplace Networking Floor
255 sponsors (2018 sponsorship fees totaled $421,000.00)
138 exhibitors, including 62 associate product and service suppliers
22 motorcoaches on display

ABA Gives Back
$21,995 raised for Backside Learning Center at Churchill Downs

ABA Foundation Fundraising
More than $140,000 raised for Foundation Scholarships at the Live Auction, Silent Auction and Afterglow Party

Education
- 2537 delegates attended education sessions
- 320 delegates earned an education certificate for attending 3 sessions or more
- 95% of delegates rated the sessions 7-10
- Approximately 25-30% of the evaluations were submitted electronically
- 22 CTIS graduates

STAR Orientation Program
- 134 delegates participated in the onsite orientation program
- 118 STAR delegates earned a STAR certificate for completing a floor tour, ambassador meeting and Q&A session
Resource Central
- 2562 Delegates utilized the Resource Central

Post-Marketplace Survey Results *(scale from 1 - 10)*
- 8.9: Overall Marketplace Experience
- 8.5: Business Appointments
- 8.4: Education
- 8.6: Networking Opportunities
- 8.9: Networking Floor Booths/Exhibits
- 8.9: Bus Industry Safety Council Meetings/Education
- 8.9: Bus Maintenance and Repair Council Meetings/Education
- 9.1: Women in Buses Meeting
- 8.3: CEO Symposium

Top Marketplace Take-Aways
- Booked Business
- Business Leads
- Education
- Industry Information

Sponsorships
- We had 20 new sponsors for Marketplace 2019.
- Sponsorship fees total $421,000.
- MCI became the title sponsor for the Women In Buses Program.
- Our largest sponsors were:
  - New York State DMO Association as the Monday Operator Breakfast sponsor.
  - Group Sales Box Office, sponsoring the Monday All Delegate luncheon.
  - Branson CVB brought back the ice cream booth.
  - Myrtle Beach Area CVB changed their sponsorship from an Operator breakfast to a Super Floor Lounge and provided food all week.
  - Guide Service of Washington and Entertainment Cruises partnered to sponsor the Operator Breakfast Buffet on Tuesday.
  - Norwegian Cruise Lines sponsored the operator booth signs.
  - Best Western Hotels & Resorts sponsored complimentary WiFi for all attendees.
  - Las Vegas Convention & Visitors Authority provided the Afternoon Operator Coffee and the Operator Water Stations on the Business Floor.

Strategic Plan Successes
- Marketplace Chairman Kim Grzywacz created personalized videos every two weeks that we used across our social media channels.
- 30 new Buyer companies took appointments for the full week.
• Offered complimentary meeting space to for user groups, which attracted new operators to Marketplace.
• BISC and BusMarc seminars were rebranded and included in the overall education offerings. Seven education tracks were offered: Technology, Professional Development, Sales & Marketing, Motorcoach Safety, Motorcoach Innovations, Motorcoach Regulatory & Compliance and Motorcoach Maintenance & Repair.
• Offered CEO Symposium as an exclusive operator education program.
• Increased Education Bite offerings on the Marketplace Networking Floor.
• The Business Floor was upgraded and offered more room to prepare for appointments in a relaxed atmosphere.
• The Marketplace App launched in December and included real-time personal information, including delegate appointment schedules. New this year, the App included education and event surveys. We utilized Survey Monkey to complete Buyer Options surveys for their onsite booth needs which include the choice of table and chairs and the option to order electricity.

2020 MARKETPLACE
JAN. 10 – 14, 2020
OMAHA, NE

2020 Marketplace Advisory Committee
Chairman: Luke Busskohl, Arrow Stage Lines
Tour Operator Rep: Jack Kaufman, Timi’s Tours
Tour Operator Rep: Emily Milligan, Fly My Group
Tour Operator Rep: Joey Spellerberg, Moostash Joe Tours
Tour Operator Rep: Kelly Camps, Contiki
Operator Rep: Ben Blunt, Concord Coach Company
DMO Rep: Chris Siravo, Discover Newport
Attraction Rep: Mindy Caldwell, Portland Spirit River Cruises
Attraction Rep: Greg Dotson, Merlin Entertainment
Hotel Rep: Gordon Basht, Dover Downs Hotel & Casino
Hotel Rep: Eric Rottingen, The Queensbury Hotel
Education Chair: Allison Taimanglo, Washington Guide Service
Orientation Chair: Jennifer Turlington, Virginia Living Museum
Resource Central Chair: Eric Lutey, Group Tour Media
Manufacturer Rep: Brenda Borwege, ABC Companies
Manufacturer Rep: Brent Maitland, MCI
Manufacturer Rep: Julie Leonard, Prevost Car
Associate Rep: Eric Elliott, Distinctive Systems
Associate Rep: Kasie Smith, Serendipity Publishing
Women in Buses Rep: Elizabeth Hall, John Hall’s Alaska
The Marketplace Advisory Committee and Subcommittees (Orientation, Education and Resource Central) met in Omaha in March to develop their timeline and goals for Marketplace 2020.

**Strategic Goals:**
- Creating targeted “road maps” and customized messages for individual membership segments which include daily schedule suggestions.
- Utilizing ABA Board members and Marketplace Advisory Committee and subcommittee members for testimonials and promotional videos.
- Utilizing Marketplace Advisory Committee and subcommittee members to target motorcoach and tour operators who are currently not attending.
- Creating program to provide bus manufacturers with materials to help encourage their vendors to exhibit.
- Revising the sponsorship program and assessing all sponsorships, benefits and pricing. New sales materials and benefits sheets have been created and the sponsorship program is being outsourced.

**#ABAOmaha**
The Omaha team has been working on their host city development for three years and is excited about hosting ABA’s Marketplace. Omaha will offer:
- 7 Pre/Post FAM Tours
- 10 Sightseeing Tours on Saturday
- Explore Omaha on Saturday Night
- Durham Museum at Union Station Event on Sunday Night
- Dine Around Omaha on Monday Night

**ABA Gives Back Charity – Scatter Joy Acres**
Scatter Joy Acres provides animal rescue and therapy, an urban ranch, hands on STEM education, and animal interaction. It also provides therapeutic interaction for developmentally disabled and autistic children, seniors, veterans, and at-risk children.

**Busworld Academy**
Busworld Academy, powered by ABA, will make its debut in Omaha and will bring together world-renown industry influencers, experts, scientists and engineers who are shaping the trends and the future of the motorcoach industry. The program will be held on Monday and Tuesday.

**Important Dates**
- Registration opens April 24/25 for all ABA members.
- The Marketplace Passport will launch April 26.
- Housing will open for all registered attendees on August 19.
Marketing
- Launched a new Microsite for ABA’s Marketplace.
- Developing #OMGomaha Campaign.
- Creating “road maps” targeting member segments.

Education
- The subcommittee reviewed 70+ professional speakers.
- The education schedule will include more targeted sessions by segment with unique room layouts.
- The online webinar series will be continued, using professional speakers.

Orientation
- We are developing additional tutorials and videos to assist with STAR delegates pre-Marketplace prep.
- Enhancing the STAR reception for new attendees.

Resource Central
- Improve messaging and ease of submitting up-to-date profile information.
- Discussing a possible rebranding of the Resource Central.

Housing
- In 2020 we are offering 15 hotel properties. They are all in the Omaha convention center district and all within 1 ½ miles from the convention center.
- The room rates range from $134-$164 per night for Buyers and $139-$189 per night for Sellers.
- Transportation will be provided from all hotels to the convention center, except for the Hilton and Marriott, and from all hotels for the evening events.
- The board meetings will take place at the CHI Health Center Omaha (Omaha Convention Center). The board will be able to stay at their hotel of choice.
- Housing will open August 19, 2019 for all registered delegates.

CERTIFIED TRAVEL INDUSTRY SPECIALIST PROGRAM
- We celebrated the 30 Year Anniversary at Marketplace with the graduation and special recognition at the Sunday Lunch.
- We have 23 new enrollees in 2019.
- The 2019 schedule and rates were released in January.

WEBINAR SERIES
- We continue to offer a minimum of 2 webinars each month.
- The Webinar series currently offers 58 seminars for on demand.
- Partnered with the communications department to create Education Express, which is a monthly update of education programs, webinars and webinars on demand.
• Developing exclusive partnerships with professional speakers for discounts on their services and products for ABA members.

**BISC/BusMARC Sponsorships for 2019**
• We had $45,000 in sponsorship plus in-kind donations in 2018.
• We are renewing sponsorship contracts for the Summer 2019 and Winter 2020 meetings.
• ABC Companies is the Title Sponsor for BISC and for BusMARC.

**Women in Buses Council**

*2019 Leadership Team*

**Chair:** Elizabeth Hall, John Hall’s Alaska  
Membership Chair: Antoinette Gonzales, Aries Charter Transportation  
   Vice Chairman: Erin Ducharme, Bloom Tour & Charter  
Marketing & Communications Chair: Mimi Vielhauer, Express Transportation  
   Vice Chair: Vicki Bowman, MCI  
Executive Management Committee Chair: Tracy Showman, Quest Coach  
   Vice Chair: Jodi Merritt, H & L Charter  
Operations & Maintenance Committee Chair: Vicki Shafer, Shafer’s Tour & Charter  
   Vice Chair: Jennifer Stegman, Martz Group  
Tour, Travel & Charter Committee Chair: Carol Mondello, Ground Charters  
   Vice Chair: Jamie Caylor, Gold Shield