2019 MARKETPLACE BOARD REPORT
MEETINGS, EVENTS, AND EDUCATION DEPARTMENT
Submitted by Lynn Brewer

DEPARTMENT OVERVIEW

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

- ABA’s Annual Meeting & 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
  - Asian 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
Jana Fields, Senior Director of Sponsorships and Meeting Planning
Izza Qureshi, Coordinator, Meetings and Events
2019 ANNUAL MEETING & MARKETPLACE
JAN. 25 – 29, 2019
LOUISVILLE, KY

Host City Louisville
Louisville hosted Marketplace just three years ago, in 2016. Since that time, the convention center has been totally renovated, there is a brand-new convention center hotel, and the entire downtown area boasts dozens of new attractions and restaurants. Louisville will offer:

- Pre/Post FAM Tours – 75 operators pre-registered
- 10 Sightseeing Tours on Saturday – full capacity
- Explore Louisville on Saturday Night
- The Julep, Jockeys and Generosity Sunday Night Event will be held at the Kentucky Derby Museum
- Dine Around Louisville on Monday Night
- Louisville at Your Leisure badge discount program available all week

The Kentucky International Convention Center (KICC) has gone through a $207 million renovation and is now open after two years of construction. The new KICC includes an additional 50,000 feet of exhibit space, a 175-seat theater and more than 50 meeting rooms.

Upgrades include color-changing LED walls in a 40,000 square foot ballroom, more natural lighting and more windows in the lobby.

Marketplace Registration

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>BUYERS</td>
<td>765</td>
<td>870</td>
<td>743</td>
<td>821</td>
<td>674</td>
</tr>
<tr>
<td>AT BUYERS</td>
<td>300</td>
<td>318</td>
<td>318</td>
<td>324</td>
<td>307</td>
</tr>
<tr>
<td>DMO</td>
<td>484</td>
<td>491</td>
<td>570</td>
<td>588</td>
<td>616</td>
</tr>
<tr>
<td>LODGING</td>
<td>371</td>
<td>401</td>
<td>407</td>
<td>421</td>
<td>433</td>
</tr>
<tr>
<td>ATTRACTIONS</td>
<td>621</td>
<td>631</td>
<td>695</td>
<td>736</td>
<td>697</td>
</tr>
<tr>
<td>REC OP/CHARTER</td>
<td>111</td>
<td>110</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ASSOCIATES</td>
<td>215</td>
<td>210</td>
<td>282</td>
<td>257</td>
<td>196</td>
</tr>
<tr>
<td>TOTAL</td>
<td>2626</td>
<td>2761</td>
<td>2755</td>
<td>2876</td>
<td>2673</td>
</tr>
</tbody>
</table>
Marketplace Networking Floor Exhibits

<table>
<thead>
<tr>
<th></th>
<th>ASSOCIATES</th>
<th>SPONSORS</th>
</tr>
</thead>
<tbody>
<tr>
<td>COACH DISPLAYS</td>
<td>20</td>
<td></td>
</tr>
<tr>
<td>FULL WEEK BOOTHS</td>
<td>49</td>
<td>77</td>
</tr>
<tr>
<td>ONE DAY BOOTHS</td>
<td>9</td>
<td></td>
</tr>
</tbody>
</table>

**ABA Gives Back Charity**
The Backside Learning Center at Churchill Downs was chosen as the 2019 ABA Gives Back Charity. Since its inception, the BLC has evolved into a comprehensive resource center, providing an array of educational programming, an after-school program for the children of backside workers, social services and referrals, and translation and interpretation. Of equal importance, they serve as a community center and a “home away from home” for the nearly 1,000 workers at Churchill Downs racetrack who find themselves far from family and friends.

Churchill Downs has generously donated two tickets to the 2019 Kentucky Derby. Those tickets will be raffled off and the proceeds will go to the Backside Learning Center. Specifically, we are hoping to raise enough money to purchase a van so that BLC can transport the children to camps and after-school programs.

Other fundraising opportunities include:
- Souvenirs and Wearables
- Commemorative Bourbon Bottles
- Donation Boxes
- Photo Opportunities with Pat Day
- Shop Local area

**Sponsorships**
- We have 88 signed sponsorship contracts. The majority of the sponsorship contracts are signed by multiple partners, allowing them to have more bigger exposure and combine their dollars.
- We have 18 new sponsors this year for Marketplace.
- Sponsorship fees total $411,000.
- MCI is the title sponsor for the Women In Buses Program.
- Our largest sponsors are:
  - New York State DMO Association is a new sponsor for the Monday Operator Breakfast.
  - Group Sales Box Office is sponsoring the Monday All Delegate luncheon.
Branson CVB is bringing back the ice cream booth.
Myrtle Beach Area CVB has changed their sponsorship from an Operator breakfast to a Super Floor Lounge.
Guide Service of Washington and Entertainment Cruises partnered to sponsor the Operator Breakfast Buffet on Tuesday.
Norwegian Cruise Line is sponsoring the operator booth signs.
Best Western Hotels & Resorts is sponsoring complimentary WiFi throughout the convention center.
Las Vegas Convention & Visitors Authority will provide the Afternoon Operator Coffee and the Operator Water Stations on the Business Floor.

ABA’s Annual Meeting and Sunday Opening Lunch
The Annual Meeting has been moved back into the Sunday All-Delegate Lunch and the entire event has been renamed and energized. The Opening Celebration Lunch will feature music, inspiration and celebrations. Legendary Kentucky Derby jockey Pat Day will speak on the ABA Gives Back Charity and his extraordinary career, Louisville’s own America’s Got Talent contestants Linkin Bridge will entertain, and we will celebrate the 30th anniversary of ABA’s Certified Travel Industry Specialist program and congratulate the Class of 2019. Peter will update the members on how ABA is working, we will vote on the new Board of Directors nominees.

New This Year
- The ABA Lounge has been reimagined as The Hub, which will be the location of the Education Bites as well as the member lounge.
- The Business Floor has been upgraded to offer more room to prepare for appointments in a relaxed atmosphere.
- The ABA Foundation Booth is more centrally located and will host only the silent auction. The four Live Auction buses will be in their respective manufacturers space.
- Impexium could not accommodate the complexities of Marketplace registration on time, so we are using the TEAM database for 2019 Marketplace registration. We had to create an API to transfer information between the two systems and to provide the best possible experience for our registered delegates.
- The Marketplace App launched in December and includes real-time personal information, including delegate appointment schedules. New this year, the App will include education and event surveys.
- The new registration and passport information from TEAM are non-flash sites, making it easier for the attendee to use on all devices.
- 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.
- Tuesday lunch time has been shortened so that the appointment day will end earlier.
- The State and Regional Association Roundtable meeting has been increased to 2 ½ hours.
- Kim Grzywacz created personalized videos every two weeks that we used across our social media channels.
Butchertown Market, a very popular local retailer in Louisville, created a pop-up shop for the Shop Local Louisville component. A percentage of their proceeds will go to the Backside Learning Center.

- Technology
- Professional Development
- Sales & Marketing
- Motorcoach Safety
- Motorcoach Innovations
- Motorcoach Regulatory & Compliance
- Motorcoach Maintenance & Repair

- We are offering 15 Education Bite sessions on the Marketplace Networking Floor and have 18 professional at Marketplace.

**CERTIFIED TRAVEL INDUSTRY SPECIALIST PROGRAM**

- Celebrating 30 Year Anniversary at Marketplace: special recognition at Sunday Lunch
- 25 new enrollees
- 2019 Schedule and Rates to be released in January

**WEBINAR SERIES**

- The MEMS department hosts a minimum of 2 webinars each month.
- The Webinar series was expanded and currently offers 35 seminars for on demand viewing for up to one year.
- 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.
- Contracted with 18 Marketplace speakers for the Marketplace Webinar series which will include 18 webinars in 9 categories and will run June 2018 - May 2019.

**BISC/BusMARC SPONSORSHIPS FOR 2019**

- We are working with ABC Companies to resign them as the Title Sponsor for BISC and for BusMARC.
- We currently have new sponsorships from MCI for BISC and for BusMARC.
- We have 4 pending sponsor contracts for BISC: Bridgestone, Motorcoach Tire Sales, GPS Industries and Saucon
- Bridgestone is considering becoming a sponsor for BusMARC.

**MOTORCOACH MARKETER**

- Working with Impexium to create the following:
  - Online proofing template and approval
  - Export reports for each section
  - Custom queries for quality checks and follow up
Proofing to members in October
Publication and mailing rescheduled for January due to delay in Impexium’s custom query and reporting tools

**WOMEN IN BUSES COUNCIL**

- Kim Grzywacz, CIT Signature Transportation is the Women in Buses Chairman.
- We have 194 total council members.
- We gained 16 new members in 2018.
- We secured Motor Coach Industries as the title sponsor of WIB.
- Women in Buses Award received 11 nominations for 10 individuals.
- Michelle Wiltgen, National Interstate Insurance, is 2019 award winner
- Marketplace on-site meeting:
  - 60 Participants Pre-Registered
  - Networking Focus Roundtables
  - Speaker on Grant-Writing/RFPs: Lynn Sansone