



2021 MARKETPLACE

A GROUP LEADER SHOW



AT YORK EXPO CENTER ARENA

PBA MARKETPLACE PARTNER

PBA is pleased to partner with Explore York for the 2021 PBA Marketplace event which will be held at the Arena at York Expo Center in York, PA. Explore York represents their extensive factory tour options! We will be working closely with them as we plan for this year's Marketplace.



ARENA AT YORK EXPO CENTER

PBA is pleased to be returning to this facility for the 2021 Marketplace. It is spacious, conveniently located, plenty of parking and a great place to hold PBA's expanding Marketplace. Location is at 334 Carlisle Avenue, York, PA 17404. Telephone is 717-848-2596. Utilize their [website](#) for directions to the center and other information about the extensive list of events they host at their facility.



PBA HOST HOTEL

Wyndham Garden Hotel 2000 Loucks Road, York PA 17404
717-846-9500 • www.wgyorkpa.com



- \$139 room rate plus 6% sales tax and 5% county hotel occupancy tax (\$99 room rate for Sunday, March 21, 2021.)
- Call 717-846-9500, #1 reservations, reference "PA Bus Association" room block or [book online](#).
- Check-in time is 4:00 PM; check-out is 12:00 Noon
- Guarantee with a major credit card
- Cancel 24 Hours prior to 4pm day of arrival
- Cut-off is **February 19, 2021** so make your reservations early because unsold rooms will be released from the room block. Reservations taken after the cut-of date will be taken at the group rate on a space and rate availability basis only
- Complimentary wireless internet in each room
- Complimentary self parking
- Nearest airport is Harrisburg International Airport (MDT)

IMPORTANT DEADLINES

- January 15, 2021 - DEADLINE to Register for the Marketplace
- February 15, 2021 - DEADLINE for Ads, Sponsorships, including the Virtual Marketing Video and guaranteed placement in the Marketplace Directory and Online Directory
- February 19, 2021 - Wyndham York hotel overnight room deadline
- February 27, 2021 - Decorator Exposition Services starts accepting booth shipments

SPONSORSHIPS

A full range of sponsorship opportunities are available for our travel suppliers! This includes an overall full event sponsorship, profile sheets in the Marketplace Directory, group leader bags, totes for Motorcoach operator planners, Directory ads, etc. There is something to fit everyone's budget. Please refer to the 2021 PBA Marketplace Sponsorship Opportunity on-line registration at www.pabus.org for detailed information.

"INVESTING IN THE MOTORCOACH INDUSTRY: EXPLORE TODAY'S TRENDS FOR SUCCESS" (Morning Session)

PBA is once again hosting the "Investing in the Motorcoach Industry: Return On Investment" seminar on March 22, 2021 at the Wyndham Garden Hotel. This seminar will include current trends for meeting today's travel expectations and is targeted to individuals in the group travel industry with 2 years or less experience in the industry, but is an appropriate refresher for those experienced in the industry as well.

"TOURISM TRAINING 102: NEXT STEPS AND STRATEGIES" (Afternoon Session)

Our morning session offers a comprehensive half day training on the basics for group tour professionals. This is helpful to those new to the industry or attending their first Marketplace. Once attendees have learned the basics, what is next? We are offering a new half-day program, "Next Steps and Strategies" that will reinforce the morning session and build business acumen and understanding of the industry. The goal of this session is to give suppliers and operators the tools they need to bring in more revenue for their businesses through group tours.

After the morning session, participants will be transported to **Bailey Coach** to visit a live Motorcoach company operation. Lunch will be provided at Bailey Coach. Once lunch is over, participants will be transported back to enjoy the afternoon seminar.

PLEASE NOTE: Both seminars will also qualify for the **American Bus Association's CTIS program credits**.

MY MARKETPLACE BOOTH WILL INCLUDE THE FOLLOWING:

- **Size:** 10' X 10' drapery booth with standard pipe and drape, Exhibitor sign, 8' draped table, 2 chairs
- **2 representatives/booth.** A 3rd person **from exhibiting company** permitted at an additional \$160 fee. (sign-up at on-line registration)
- **Listing** in Marketplace Directory by state and alphabetically
- **Breakfast March 23rd**

BOOTH PLACEMENT

Booths will be arranged geographically based on the address provided on this form. Special placement should be noted on registration form. Every effort will be made to accommodate requests; PBA is responsible for final determination on booth placement.

BOOTH SIGN

Sign is limited to 2 lines (40 characters/line including spaces). Shared booths will include both company names. Companies with multiple locations may only list the location which holds the PBA membership.

2021 MARKETPLACE SCHEDULE

Monday, March 22, 2021

11:00 am — 6:00 pm

Exhibitor registration and booth Set-Up at the Arena at York Expo Center

9:00 am — 4:45 pm Wyndham Garden Hotel, York, PA/Bailey Coach

- *Investing in the Motorcoach Industry: Explore Today's Trends for Success*
- Lunch and tour at Bailey Coach
- *Tourism Training 102: Next Steps and Strategies*

There will be plenty of time to setup at the Expo and hotel check-in after seminars.

6:30 pm — 8:30 pm Wyndham Garden Hotel, York, PA

- **NEW!** Networking Reception for all registered guests

Tuesday, March 23, 2021

6:00 am — 8:00 am

Final opportunity for exhibitors to register and set up their booth.

7:30 am — 8:30 am

Breakfast and Briefing at the Arena at York Expo Center It is important to attend to receive updates on the events of the day.

9:00 am — 2:00 pm

Marketplace Exhibits Open to Group Leaders arriving in about 24 scheduled motorcoaches staggered throughout the morning and early afternoon.

2:00 pm

Awarding of Exhibitor Winners of PBA Door Prizes

Tear-down for Exhibitors - For safety reasons, do not dismantle booth prior to 2:00pm unless otherwise directed. If you sign-up for the Maryland Motorcoach Marketplace on March 24th (tentative), you do not need to tear down.



2021 MARKETPLACE

A GROUP LEADER SHOW



AT YORK EXPO CENTER ARENA

AUDIO-VISUALS All projected presentations at a booth must be shown on a solid screen and not on the drape.

DECORATIONS are encouraged and consideration should be given to coordinating colors, a theme, etc. PBA has the right to remove any booth decoration which interferes with another exhibitor. If you are planning anything out of the ordinary, please clear it with PBA first! The PBA Decorator Exposition Services kit will soon be available.

DOOR PRIZE DISTRIBUTION

Exhibitor Distributes door prizes. Exhibitor uses PBA provided door prize voucher and is responsible for either mailing the prize to the bus operator for distribution to the group leader, or to deliver the prize to the appropriate bus, *but keep in mind bus arrivals and departures are staggered.*

GROUP LEADER SIGN-UPS may be conducted but only by using a PBA-supplied voucher. Exhibitors are not permitted to collect group leader home addresses and phone numbers. Follow-up mailings must be handled in conjunction with Motorcoach companies.

GIVEAWAYS & freebies are permitted at Marketplace and can be fun BUT PBA strongly urges you to offer discounts, special incentives or coupons to group leaders (valid only if they book through their Motorcoach company) in lieu of trinkets. Large items such as yard sticks should not be distributed since they can be dangerous when protruding from bags.

YORK EXPO CENTER GUIDELINES

- **No helium balloons** are permitted.
- **No Smoking**—Except in designated areas.
- **Walls**—Do not affix or nail anything to walls or floor in any part of the building.
- **No flames**, propane or combustibles of any kind permitted.
- **No glass containers permitted on the premises**

MASCOTS or characters are not permitted to roam the aisles; they must stay in their designated booth so as to not take away the Marketplace experience for the other exhibitors.

RECEPTIVE COMPANIES that offer outbound services may not discuss, distribute or bring to the show any materials or information relating to their outbound services. Only information pertaining to inbound receptive services may be distributed or discussed with group leaders. Receptive Operator registrations may be subject to review by the Marketplace Committee. Tour operators and independent travel agencies are eligible to become PBA members.

SECURITY AT MARKETPLACE The exhibit area will be secured by York Expo with a total lockdown of the facility.

SUBLETTING & NON-TRANSFERABLE POLICY

No exhibitor may assign, sublet, apportion or transfer purchased space in whole or in part to another company, nor exhibit any products or services other than those manufactured or handled in the normal course of business of the booth registrant.

TIPS FOR A SUCCESSFUL MARKETPLACE

- **LITERATURE DISTRIBUTION** - Direct solicitation of Group Leaders is not permitted, therefore marketing material / literature is not permitted to include pricing.
- Exhibitors are expected to refer interested Group Leaders to the PBA Motorcoach company which invited them to the event for package prices.
- The Marketplace Committee has the right to pull inappropriate literature from the Marketplace floor. If you have a question about what is appropriate, please contact PBA for review and approval.
- Provide packages and sample tour itineraries if possible.
- Group Leaders will be interested in receiving information for the upcoming year.
- You will be able to distinguish between Group Leaders and Motorcoach company personnel by the color and type of name badge they wear.

PBA DOOR PRIZES FOR EXHIBITORS

PBA will award door prizes just prior to tear-down.

- Complimentary full page color 2022 Marketplace Directory Ad
- Complimentary 1 year PBA membership
- Complimentary 2021 Annual Meeting registration
- Complimentary 2022 Marketplace booth!

Raffle Drawing! In addition to the above exhibitor awarded door prizes by PBA, any company registering up to December 31, 2020 and paying for their booth will qualify for a special raffle drawing of a \$100 gift card!

Maryland Motorcoach Marketplace

Also exhibiting at the Maryland Motorcoach Marketplace on March 24th (tentative)? You do not need to tear down.

2021 PBA Marketplace On-Line Registration

To register for a booth(s) at PBA's 2021 Marketplace, a group leader show, will be accomplished exclusively with our on-line registration system which has been circulated directly by PBA. The link will be posted on PBA's website, Facebook as well as email blasts to our loyal travel supplier members.

QUESTIONS?

Email Pattie Cowley, Executive Director, PBA at director@pabus.org.

PBA's Marketplace is organized exclusively for PBA's travel supplier and motorcoach operator members in partnership with the York County Convention & Visitors Bureau.