

**MARCH
27-28**

A GROUP LEADER SHOW

**MORGANTOWN, PA**

#PBArollsinto100

This is a group leader show supported by PBA's motorcoach operator members.

2023 MARKETPLACE SCHEDULE

Monday, March 27, 2023

11:00 am – 5:00 pm East Expo A, Expo B & Mall Way/Holiday Inn Morgantown

- Exhibitor Booth Set-Up

9:00 am – 3:00 pm Ballroom Portion/Holiday Inn Morgantown*Educational Seminar for Tourism Professionals with Lois Stoltzfus, CTIS*

The seminar for tourism professionals will cover topics that will help those new in the group travel industry navigate the how to's, as well as veterans who are looking for some new direction in these changing times. The morning session will cover the basics, preparing your property to accept groups, how to build a profile sheet, planning itineraries and finishing with a panel of tourism professionals for a Q & A session. After lunch, we will tackle the topics of marketing in this new environment, what are operators needing and what the trends are the group industry. You are guaranteed to come away with useful information that you can begin implementing immediately. Please consider joining us for an informational and fun day!

- Separate registration option on the booth registration form.
- Lunch provided
- (Board members invited to attend).

2:00 pm – 4:00 pm Ballroom Portion/Holiday Inn Morgantown

- Board of Directors Meeting

5:30 pm – 7:00 pm Atrium /Holiday Inn Morgantown

- Networking Reception for all registrants – Appetizers and Cocktails
- Driver and Employee of Distinction Awards Presentation

7:00 pm Dine-Around—See Options from our host, Pennsylvania's American Region!

Tuesday, March 28, 2023

6:30 am – 8:00 am East Expo A, Expo B & Mall Way/Holiday Inn Morgantown

- Exhibitor Set-Up Final opportunity for exhibitors set up their booth.

7:30 am – 8:30 am Ballroom/Holiday Inn Morgantown

- Breakfast and Briefing. It is important to attend to receive updates on the events of the day.

9:00 am – 2:00 pm East Expo A, Expo B & Mall Way/Holiday Inn Morgantown

- Marketplace Exhibits open to Group Leaders arriving in motorcoaches staggered throughout.
- Boxed lunch option on booth registration form.
- Ala carte lunch available from 11:00am—1:00pm Gasoline Alley /Holiday Inn Morgantown

2:00 pm East Expo A, Expo B & Mall Way/Holiday Inn Morgantown

- Awarding of Exhibitor Winners of PBA Door Prizes
- Tear-down for Exhibitors (2:00pm-6:00pm)