

Revised 2024 PBA Marketplace Bid Specs

BACKGROUND

Each spring, PBA conducts a one-day group leader marketplace where a broad range of destinations, hotels, and attractions are showcased in an exposition setting. The main purpose of this Marketplace event is to bring group leaders in contact with representatives of the travel hospitality industry. We make it a win-win for everyone involved in the hospitality industry. Currently, Marketplace is a private event and not open to the public. Approximately **1,000 group leaders** attend the one-day event on **20-25 buses** to visit **150-200 booths**.

DATES

The Marketplace is typically held on a Tuesday or Wednesday in the mid to later part of March but for 2024, we are interested in scheduling it for March 16-19, 2024, with Marketplace happening on that Sunday (3/17).

Set up occurs the day prior to the show and tear-down is the same day as the show.

HOURS

- Decorator set-up 5:00 am – 12:00 pm the day prior to the event
- Exhibitor Set-up 1:00 – 8:00 pm the day prior to the event, and 6:00-8:00 am the show day
- Show Day 9:00 am – 2:00 pm, with tear down 2:00 – 4:00 pm.

PAST LOCATIONS

- Pennsylvania Farm Show Complex, Harrisburg, PA 2007 - 2013
- York Expo, York, PA 2006 and pre
- Valley Forge Casino Resort, King of Prussia, PA 2014, 2015
- Spooky Nock Sports Complex, Manheim, PA (Lancaster County) – 2016, 2017
- York Expo Center, York, PA – 2018, 2019, 2020
- Liberty Arena, Williamsport, PA – 2022
- *Classic Auto Mall, Morgantown, PA - 2023*

FAMS

PBA works with area CVBs to assist with setting up FAM lunches or opportunities for approximately 25 buses bringing group leaders to the Marketplace. Ideally the FAM should include lunch.

PBA MANAGES the following:

DECORATOR/PIPE AND DRAPE

PBA secures and collaborates directly with a company which will provide the floor layout (once dimensions provided), pipe and drape, tables for exhibitors, PBA booth, signage, and shipping.

EVENT REGISTRATION

PBA staff manages all the pre-event mailings, registrations, on-site registration, and follow-up.

VOLUNTEERS

PBA relies on volunteers to assist with various functions throughout the set up and the show. This is an opportunity for the local CVB to assist and feature their members. Volunteers are to be stationed in various areas to make the show a success including assistance during booth setup, greeting arriving buses with group leaders, handing out bags to group leaders, escorting group leaders into the hall, and miscellaneous other jobs.

FACILITY REQUIREMENTS

AIRPORTS

What are the closest airports?

ELECTRIC/WIFI

Availability of electric and WIFI in the PBA registration booth and some exhibitor booths throughout the hall. What fee is involved for our exhibitors?

EMS/SECURITY if required

PBA secures and collaborates directly with the company which will provide EMS and security services. We ask that the hall be secure when PBA staff leaves and not unlocked until PBA staff returns the following day. In addition, we ask that all doors, other than the main entrance to the hall be locked throughout the show.

HOTEL

Day 1 - 100 overnight rooms

Day 2 - 50 overnight rooms

Comp rooms for staff: 3 each night

Attrition – none in contract

Reception in Evening following board meeting (75) Day 1

Board Meeting (20 hollow square) Day 3

Seminar/Workshop (30-50 classroom style) Day 3

MEAL FUNCTIONS

Buffet breakfast for the exhibitors (300-400) on the day of the show either in separate room or on exhibit floor in special area.

PARKING & BUS DROP-OFF AND PICK-UP AREAS

- Buses need to drop passengers off at a convenient main entrance.
- Area to park at least 20-30 coaches in a convenient area (we need access to buses throughout the day to deliver the shopping bags to them).
- Exhibitors parking (up to 150 cars)
- No fees for parking.
- Parking area clear, no potholes, ability for buses to move around freely for backing, etc.

SQUARE FOOTAGE NEEDS

Approximately **40,000 square feet** needed to cover:

- exhibit floor space consisting of 150-200 10x10' booths.
- breakfast area for 400 the day of event
- sitting area for attendees
- area for 40 tables for filled shopping bags
- large PBA registration booth area.
- If Fire Marshall approval is required for layout or not.
- Ceiling height over 10'. 20' preferred or higher.
- Floor surface clean, does not have to be carpet.
- How is room secured at night?
- Configuration of restrooms, how many available.

If submitting information on your property for PBA's Marketplace, we will need the following information in your proposal:

- Available Dates.
- Hall/Expo space- square footage and fees, if any, for set-up day, show day, food area, usage guidelines, etc.
- List of Additional Charges - including for clean-up, extra tables, chairs, benches, flat bed carts, easels, microphone, etc. if any.
- Caterers - menus, extra fees for tables, linens, and any restrictions on users of the facility.
- City taxes – is booth revenue subject to taxes including those of a decorator.
- If Fire Marshall approval is required for booth layout
- If EMS and Security needed
- Contact individuals at the facility who would respond to any questions in a timely manner.
- Deposits requirements.
- Sample copy of contract should we select the proposed facility.
- Local options for delivering leader bags to the buses.

FINAL DECISION

In selecting a location for PBA's marketplace, the items that are most important for the association to consider include:

- First floor exhibit hall
- Ease of dropping off and picking up the group leaders without a great deal of extra walking
- Ability to load the group leader bags (up to 2,000) on the appropriate bus. The bus must be parked in a very convenient location close to the exhibit hall.
- Cost of any floor rentals, etc.
- Hotel within walking distance
- Assistance from the local Convention & Visitors Bureau

ESTIMATED FINANCIAL COMMITMENT

In selecting a location for PBA's Marketplace, we anticipate the host to promote their region and help defray our cost of the event. Opportunities include:

- Cost of reception for all delegates the evening before Marketplace
- Cost of breakfast for Exhibitors on the day of the Marketplace
- Cost of meal function for PBA Board of Directors meeting.
- Other events to highlight an attraction, area, property etc.

DEADLINE for Proposal is 1/1/2023

Please return proposals to:

Patricia Cowley, Executive Director

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