

30-31
MARCH

PBA

PENNSYLVANIA
BUS ASSOCIATION
Representing the Motorcoach Industry Since 1923

2026 MARKETPLACE

A GROUP LEADER SHOW

AT LIBERTY ARENA | WILLIAMSPORT, PA



PABus.org



PBA MARKETPLACE PARTNER

PBA is pleased to partner with Lycoming County Visitors Bureau for the 2026 PBA Marketplace event which will be held at The Liberty Arena in Williamsport, PA. We are working closely with them as we plan for this year's Marketplace.



PBA HOST HOTEL

Special group rate: **\$112++ per night** (through March 10, 2026).

If calling, ask for the PA Bus Marketplace room block.

Holiday Inn Express – 90 Pine Street, Williamsport, PA
570-327-5292 | [Book Online](#)

Holiday Inn – 100 Pine Street, Williamsport, PA
570-327-8231 | [Book Online](#)

IMPORTANT DEADLINES

- Oct 31, 2025 – Early Bird pricing ends
- Nov 30, 2025 – Last day for PBA Members to submit a Group Leader FAM Tour
- Jan 1, 2026 – All discount pricing ends
- Jan 23, 2026 – Booth cancellation deadline for partial refund
- Jan 31, 2026 – Last day for Operators to schedule a FAM Tour
- Feb 13, 2026 – Sponsorship purchase deadline
- Feb 20, 2026 – Sponsorship ad/artwork due
- Feb 27, 2026 – Registration closes
- Mar 10, 2026 – Hotel room reservation cut-off

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, videos, ads, etc. There is something to fit everyone's budget. [View the Sponsorship Package.](#)

CANCELLATION POLICY

Due to venue guarantees, cancellations must be submitted in writing to director@pabus.org. Cancellations received within three weeks of the event start date will not be refunded. We cannot be held accountable for cancellations not received, please verify with PBA receipt of a cancellation.

EDUCATIONAL OPPORTUNITY

PBA is planning a *Best Practices Roundtable Discussion* for Marketplace attendees.

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 responsible for final determination on booth placement. Booths purchased after **February 27, 2026** cannot be guaranteed placement preference.

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.

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! Each booth is supplied with 8 foot high back drape and 3 foot high side drape along with an ID Sign containing Company name and Booth number. All booths will be 10 feet deep and 10 feet wide and includes 1 - 8ft draped table, 2 chairs, and a waste basket. **View the PBA Service Kit when available.**

DOOR PRIZE DISTRIBUTION

Exhibitor distributes door prizes 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

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.

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 at the event.

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.

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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 1 year PBA membership.
- Complimentary 2026 Annual Conference registration.
- Complimentary 2027 Marketplace booth.
- Complimentary full page color 2027 Marketplace Directory Ad.

Raffle Drawing! In addition to the exhibitor awarded door prizes by PBA, any company registering up to October 31, 2025 and paying for their booth will qualify for a special raffle drawing of a \$100 gift card!

Name Badge Colors

To help distinguish from the many different attendees at Marketplace, name badge colors are as follows.

- Group Leader – White with a star sticker and a black Overnight ribbon, if applicable.
- Motorcoach Tour Planners – Yellow with Operator ribbon.
- Volunteers (assisting with group leader bags) – Blue with Volunteer ribbon.
- Exhibitors – White with Exhibitor ribbon.

2026 PBA MARKETPLACE ONLINE REGISTRATION

REGISTER!

Booth registration at PBA's 2026 Marketplace, a group leader show, is accomplished exclusively with our online registration system which is circulated directly by PBA. The link is posted on PBA's website, social media accounts, as well as email blasts.

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

2026 MARKETPLACE SCHEDULE

Monday, March 30, 2026

11:00 am – 4:30 pm
Exhibitor Booth Set-Up

11:30 am – 1:00 pm
Board of Director's Meeting

1:00 pm – 2:30 pm
Best Practices Roundtable Discussion!
Must opt-in on the registration form.

3:00 pm – 5:00 pm -
FAM

7:00 pm Dine-Around

Tuesday, March 31, 2026

6:30 am – 8:00 am
Exhibitor Set-Up Final opportunity for exhibitors to set-up their booth.

7:30 am – 8:30 am
Breakfast and Briefing for Exhibitors.
Must opt-in on the registration form.

9:00 am – 2:00 pm
Marketplace Exhibits open to Group Leaders arriving in motorcoaches staggered throughout.

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

Liberty Arena 315 Hepburn Street Williamsport, PA 17701