

2022 MARKETPLACE

PBA | PENNSYLVANIA
BUS ASSOCIATION
Representing the Motorcoach Industry Since 1923

A GROUP LEADER SHOW

LIBERTY ARENA,
WILLIAMSPORT, PA



MARCH 21-22

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

OPERATOR NEED-TO-KNOW INFORMATION

March 22, 2022 | 9:00 am—2:00 pm | Liberty Arena | 315 Hepburn Street Williamsport, PA 17701
570.980-9963 | www.thelibertyarena.com

2022 MARKETPLACE planning effort is in full gear with supplier booth reservations arriving daily. PBA expects a full exhibit floor with a variety of destinations for your group leaders to visit including hotels, destinations, CVBs, attractions, restaurants, casinos, etc. so they can begin planning vacations or day trips for their groups. PBA is pleased to join forces with **Lycoming County Visitors Bureau** to showcase PBA's 2022 Marketplace.

GROUP LEADER GUIDELINES

PBA encourages you to begin contacting your **QUALIFIED** group leaders who plan multiple trips with your company to attend this exciting event. A few reminders:

- **Children**—PBA is unable to permit children of any age in the exhibit hall.
- **Travel Supplier Companies** expressing interest in attending as a group leader is not permitted and should instead be encouraged to exhibit since this is a group leader show.
- **Tour Companies**—are now permitted to attend Marketplace as a buyer.

FAM OPPORTUNITIES

FAM options for your group leaders will be emailed to PBA Operators once available. To meet your planning needs, all operators are asked to contact the FAM company directly to make the necessary arrangements no later than January 31, 2022. Remember to schedule your Marketplace arrival time **BEFORE** scheduling your FAM. The companies offering FAMs are willing to work around your time at Marketplace.

TO KEEP YOU INFORMED, FUTURE OPERATOR MAILINGS

In early March 2022, PBA will ship all registered motorcoach companies arrival details, name badges, parking information, marketplace directories, maps, etc. This is PBA's "Box Mailing" with all the

TOUR COMPANIES ELIGIBLE TO PARTICIPATE IN MARKETPLACE

PBA member tour companies are eligible to participate in PBA's Marketplace using these helpful guidelines. Tour companies:

- Must be a **current PBA member** to attend Marketplace. Membership applications are available at <http://pabus.org/Members/Join-PBA>
- Use the same **registration form as operators** which is available at <http://pabus.org/Events/Marketplace/Marketplace-2022>
- Must **attend as a "buyer"** (not as a "seller" with a booth).
- **Not permitted to solicit** another company's group leaders during Marketplace so that everyone may enjoy the experience.
- PBA will prepare a **special name badge with Tour Company** clearly stated.
- Must bring group leaders to Marketplace *only* in a **PBA-member motorcoach operator vehicle**.

OVERNIGHT ROOM RESERVATIONS

If you need an overnight room, we urge you to make your reservation now.

Holiday Inn/Holiday Inn Express & Suites Williamsport

100/90 Pine Street Williamsport, PA 17701 570-327-8231

- \$89 room rate plus 6% sales tax and 5% county hotel occupancy tax.
- Call 570-327-8231, reference "PA Bus Association" room block.
- Check-in time is 3:00 PM; check-out is 11:00 AM.
- Guarantee with a major credit card.
- Cancellation/changes up to 72 hours prior to arrival.
- Shuttle to/from airport and within 5 miles of the hotel.
- Cut-off is **February 21, 2022** so make your reservations early.
- Complimentary wireless internet in each room.

Marketplace is sponsored by the Pennsylvania Bus Association

P.O. Box 597 Easton, PA 18044

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