

23-24  
MARCH  
2027

**PBA** | PENNSYLVANIA  
BUS ASSOCIATION  
Representing the Motorcoach Industry Since 1923



# GROUP TRAVEL MARKETPLACE

— A GROUP LEADER SHOW —

SPOOKY NOOK | MANHEIM, PA



PABus.org



## NEED-TO-KNOW INFORMATION

Essential dates, event & hotel details, schedule highlights, deadlines and important planning information for Exhibitors.

### EVENT AT A GLANCE

March 23–24, 2027

#### Spooky Nook

75 Champ Blvd. • Manheim, PA 17545



Group Travel Marketplace takes place March 24. March 23 features pre-Marketplace activities & exhibitor set-up.

### HOST HOTEL

The **Warehouse Hotel**, connected to Spooky Nook.

Group Rate: \$139/night++

Cutoff: February 22, 2027

Group Code: 17237

Call: 855-618-6181

Book: [warehousehotel.com/manheim](https://warehousehotel.com/manheim)



### SCHEDULE

#### TUESDAY, MARCH 23

- 11:00-4:30pm Exhibitor booth set-up (Field House Sports Courts)
- 11:30-1:00pm PBA Board of Directors Meeting (Inspire)
- 1:00-2:30pm Best Practices Roundtable (Integrity B)
- 4:30-6:30pm Networking & Awards Reception (Atrium Bar)
- 7:00 pm Dine-Around

#### WEDNESDAY, MARCH 24

- 6:30-8:99am Final booth set-up (Field House Sports Courts)
- 7:30-8:30am Breakfast Briefing (Atrium)
- 9:00-2:00pm Group Travel Marketplace main event ((Field House Sports Courts)

### IMPORTANT DEADLINES

**October 31, 2026:** Early Bird pricing ends

**November 30, 2026:** Last day to submit a FAM

**January 15, 2027:** Last day to cancel for a partial refund

**January 31, 2027:** Operator deadline to schedule FAM

**February 9, 2027:** Last day to secure a Sponsorship

**February 9, 2027:** Last day to register for inclusion in the Group Travel Marketplace Directory

**February 16, 2027:** Sponsorship artwork due

**February 19, 2027:** Registration closes

**February 22, 2027:** Hotel reservation cut-off

**March 12, 2027:** What to Expect Virtual Information Session

### PRE-MARKETPLACE PROGRAMMING

Group Travel Marketplace is more than exhibit hours. Pre-Marketplace programming on March 23 includes the optional Best Practices Roundtable, Networking & Awards Reception, Dine-Around and on March 24, prior to show-time, the breakfast meeting. The PBA Board of Directors meeting is also scheduled on this day.

The “What to Expect Virtual Information” session is scheduled for March 12, 2027.

Opt-in for these optional events when registering.

**QUESTIONS?** Patricia Cowley, Executive Director • [director@pabus.org](mailto:director@pabus.org) • 717-236-9042 • [PABus.org](https://PABus.org)

## EXHIBITOR SETUP & POLICIES

Keep this page handy while planning your booth and staff registration.

### BOOTH REGISTRATION & STAFF

- Each booth includes up to two representatives.
- A maximum of three booth staff may be registered per full booth. 3<sup>rd</sup> rep for a fee. [View pricing.](#)
- Shared booths are available. Each company must register separately.
- Any travel supplier promoting its business or distributing materials must purchase a booth.

### BOOTH PLACEMENT

Select your booth(s) location during registration. Booth selection is first-come, first-served, so coordinate with regional partners and reserve early. [View booth layout.](#)

PBA reserves the right to adjust booth locations when necessary and makes the final determination on placement. Booths purchased after February 9, 2027, cannot be guaranteed inclusion in the Directory.

### STANDARD BOOTH PACKAGE

Each 10' x 10' booth includes 8' high back drape, 3' high side drape, an identification sign displaying the company name and booth number, one 8' draped table, two chairs, and one wastebasket.

### BOOTH EXTRAS

Final booth furnishings and shipping & other service details are provided in the Exhibitor Service Kit. Exhibitor Kit coming soon!

### BOOTH SIGNAGE

Booth signs are limited to two lines, with a maximum of 40 characters per line including spaces. Shared booths will include both company names. Organizations with multiple locations may list only the location associated with the PBA membership.

### SETUP, DECORATIONS & SERVICE KIT

Decorations are encouraged, but they may not interfere with neighboring exhibitors or aisles. Clear unusual displays with PBA in advance.

Alcoholic beverages are not allowed.

### AUDIO-VISUALS

Projected presentations must be shown on a solid screen or monitor, not directly on pipe-and-drape. Keep sound levels and displays contained within your booth so nearby exhibitors can conduct conversations.

### SECURITY

The exhibit area will be secured during designated event periods. Even so, exhibitors should use normal care with valuables, devices and promotional materials. PBA and the venue are not responsible for unattended property.

### SUBLETTING & NON-TRANSFERABLE SPACE

Exhibit space may not be sublet, assigned, apportioned or transferred in whole or in part to another company. Exhibitors may promote only products and services handled in the normal course of business by the registered organization.

### CANCELLATION POLICY

Cancellations submitted in writing on or before January 15, 2027, are eligible for a partial refund. Cancellations after January 15, 2027, are non-refundable. Email [director@pabus.org](mailto:director@pabus.org) and verify that PBA received your cancellation.

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## MARKETPLACE CONDUCT

Simple rules that make the show more valuable for everyone.

### LITERATURE & PRICING

Direct retail solicitation of group travel buyers is not permitted. Literature should focus on group-friendly experiences, sample itineraries and planning information rather than consumer package pricing.

Refer them back to the motorcoach or tour operator for final package pricing and booking.

### GROUP TRAVEL BUYER CONTACTS

Do not collect personal home addresses or personal phone numbers from group travel buyers.

Follow-up should be handled with the motorcoach or tour operator directly.

### GIVEAWAYS & FREEBIES

Giveaways are permitted & can be fun, but PBA encourages discounts, special incentives or coupons (valid only if they book through their motorcoach or tour operator) that support future group bookings. Avoid oversized or potentially hazardous items. Alcohol may not be distributed as a giveaway.

### DOOR PRIZE DISTRIBUTION

If your organization offers a door prize, your team is responsible for arranging delivery. You may mail the prize to the motorcoach or tour operator for distribution or coordinate delivery to the appropriate bus or recipient. Remember that bus arrival and departure times may be staggered.

### MASCOTS & CHARACTERS

Mascots and costumed characters must remain within the registered booth area and may not roam the aisles.

This helps keep traffic moving and ensures every exhibitor has an equal opportunity to engage attendees.

### RECEPTIVE COMPANIES

Receptive companies that also sell outbound travel may discuss and distribute information only about their inbound receptive services. Outbound tour products may not be promoted. Registrations & literature may be reviewed by the Group Travel Marketplace Committee.

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## SUCCESS TIPS, PBA DOOR PRIZES & NAME BADGE COLORS

Tips for success, PBA Door Prize & Raffle Drawing, Name Badge Color Information.

### TIPS FOR A SUCCESSFUL MARKETPLACE

- LITERATURE DISTRIBUTION - Direct solicitation of Group Travel Buyers is not permitted therefore marketing material/literature is not permitted to include pricing.
- Exhibitors are expected to refer interested Group Travel Buyers to the PBA Motorcoach or Tour Operator which invited them to the event for package prices.
- The Group Travel Marketplace Committee has the right to pull inappropriate literature from the 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 Travel Buyers will be interested in receiving information for the upcoming year.
- You will be able to distinguish between Group Travel Buyers and Motorcoach and Tour Operator 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 2027 Annual Conference registration.
- Complimentary 2028 Group Travel Marketplace booth.
- Complimentary full-page 2028 Group Travel Marketplace Directory ad.

#### Raffle Drawing!

In addition to the exhibitor awarded door prizes by PBA, any company that registers and pays for their booth by October 31, 2026, will qualify for a special raffle drawing of a \$100 gift card!

### NAME BADGE COLORS & RIBBONS

To help distinguish from the many different attendees, name badge colors are as follows:

- Group Travel Buyer – White with a star sticker & black Overnight ribbon, if applicable.
- Motorcoach Tour Planner – Yellow with Operator ribbon.
- Exhibitor – White with Exhibitor ribbon.
- Volunteer – Blue with Volunteer ribbon.

## SPONSORSHIP, ADVERTISING & FAM OPPORTUNITIES

Extend your visibility before, during and after Group Travel Marketplace.

### SPONSORSHIPS & ADVERTISING

PBA offers Diamond, Platinum, Gold and Silver sponsorship opportunities plus premium Directory advertising, standard full- and half-page color ads, profile sheets and a two-minute Virtual Marketing Video. Opportunities are designed for a range of marketing goals and budgets.

Sponsorship deadline: February 9, 2027

Artwork deadline: February 16, 2027

### PBA MEMBER FAM HOSTING

PBA Travel Supplier Members may offer a FAM experience for registered operators and qualified group travel buyers before or after Group Travel Marketplace.

FAM Submission deadline: November 30, 2026.

Approved opportunities will be shared with registered operators in late December, and operators will coordinate directly with hosts to confirm selections by January 31, 2027.

### COMPLIMENTARY DIRECTORY AD

A PBA Member Travel Supplier FAM host receives a complimentary half-page color ad in Directory when the FAM includes a full meal. Snacks or light refreshments alone do not qualify for the complimentary ad.

### DIRECTORY & VIDEO OPTIONS

Available marketing options include premium cover positions, a two-page profile sheet, full-page and half-page color advertising, and a two-minute marketing video. Directory inclusion requires event registration by February 9, 2027; final advertising artwork is due February 16, 2027.

### QUICK LINKS

[Marketplace 2027  
Event Page](#)

[Exhibitor  
Registration](#)

[Host a 2027  
Marketplace FAM](#)

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