



## 2028 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 featured 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.

### DATES

The Marketplace is traditionally held on a Tuesday or Wednesday in the mid to later part of March. Set up is required the day prior to the show and tear-down is the same day as the show. Avoid Holy week, Easter, Mondays, or Fridays. However, we would like to have the option of coming in on a Saturday and having the Marketplace on Sunday to capture some student and teacher groups.

### HOURS

- Decorator set-up 6:00 am – 11:00 am the day prior to the event
- Exhibitor Set-up 11:00 – 5:00 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 after 2:00 pm.

### PAST MARKETPLACE LOCATIONS



Scan the QR Code for a list of locations:

### FAMS

PBA works with area CVBs to assist with setting up FAM opportunities for approximately 15-20 buses bringing group leaders to the Marketplace. **The CVB needs to communicate to local businesses that a FAM offer must include a meal (not a snack) to receive a complimentary ½ page ad in the Marketplace Directory.**

### 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 showcase their members. Volunteers are needed 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.**

### FINANCIAL COMMITMENTS

As the host, choose which of the below you are willing to sponsor:

- Group Leader Tote Bags
- Exhibitor Breakfast
- Welcome Reception

### PBA HANDLES the following:

#### DECORATOR/PIPE AND DRAPE

PBA secures and works 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 handles all the pre-event mailings, registrations, on-site registration, and follow-up.

### FACILITY REQUIREMENTS

#### AIRPORTS

What are the closest airports?

#### ELECTRIC

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

#### EMS/SECURITY if required.

PBA secures and works directly with the company which will provide EMS and security services. We ask that the hall be secured 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 - 25 overnight rooms  
Day 2 -: 110 overnight rooms  
Comp rooms for staff: 3 each night  
Attrition – none in contract  
Board Meeting (20 hollow square) Day 1  
Roundtable/Workshop (30-50 classroom style) Day 1  
Reception in Evening following board meeting (150)

## MEAL FUNCTIONS

Exhibitor buffet breakfast and boxed lunch or other lunch option (200) on the day of the show either in a separate room or on the exhibit floor in a special area. Networking Reception (150-250) and Board Lunch (20).

## PARKING & BUS DROP-OFF AND PICK-UP AREAS

- Buses need to drop passengers off at a convenient main entrance.
- Bus pick-up must be at a different location on the property.
- Area to park 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 is 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 200 the day of event
- Sitting area for attendees
- Area for 25 tables for filled shopping bags.
- Large PBA registration booth area.
- If Fire Marshall approval is required for layout or not
- The ceiling height is over 10'. 20' preferred or higher
- Floor surface clean, and it does not have to be carpeted.
- How is the room secured at night?
- Configuration of restrooms, how many are 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, flatbed 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.
- Contact information if Fire Marshall approval is required for booth and if EMS and Security is needed.
- Contact individuals at the facility who would respond to any questions in a timely manner.
- Deposits requirements.
- Sample copy of contract which will be signed 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, which 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

## MARKETPLACE HOST PERKS

- Prime visibility with your ad featured on the front cover of the Marketplace Directory.
- Enjoy a significant discount on your host exhibitor booth registration(s).
- Receive priority booth placement to maximize your presence on the show floor.

**DEADLINE for Proposal is 12/31/2026.**

**Please return the proposal to:  
Patricia Cowley, Executive Director  
Pennsylvania Bus Association  
PO Box 597, Easton, PA 18044  
[director@pabus.org](mailto:director@pabus.org)**