SCHEDULE

**Monday, March 25, 2024**

11:00 am – 5:00 pm – Nittany Sports Centre
- Exhibitor Booth Set-Up

9:00 am – 2:30 pm – Penn Stater
*Marketplace 101 Educational Session (Lunch Provided)*
- Oh, the Lingo You’ll Learn & Being Motorcoach Friendly
- Working with DMO’s & Packaging
- Marketing Yourself: Profile Sheets & Socials
- Panel Discussion
- Separate Registration Required

2:30 pm – 3:30 pm – Penn Stater
*Best Practices Roundtable Discussion for our Marketplace Pros!*
- One-Hour Roundtable with experienced Travel and Tourism Professionals.
- Separate Registration Required

3:30 pm – 5:00 pm - Penn Stater (tentative)
- Board of Director’s Meeting

5:30 pm – 7:00 pm - Bryce Jordan Center
- Networking Reception for all registrants – Appetizers and Cocktails
- Driver and Employee of Distinction Awards Presentation

7:00 pm Dine-Around—Options will be available soon from our host, Happy Valley Adventure Bureau!

**Tuesday, March 26, 2024**

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

7:30 am – 8:30 am – Nittany Sports Centre
- Breakfast and Briefing for Exhibitors.
- Registration Option.

9:00 am – 2:00 pm – Nittany Sports Centre
- Marketplace Exhibits open to Group Leaders arriving in motorcoaches staggered throughout.
- Registration Option.

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