

2025 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. Approximately **1,000 group leaders** are brought to the one-day event on **20-25 buses** to visit **150-200 booths**.

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 LOCATIONS

Marketplace has been held at:

- Pennsylvania Farm Show Complex, Harrisburg, PA 2007 - 2013
- York Expo, York, PA 2006 and pre
- Valley Forge Casino Resort, King of Prussia, PA 2014, 2015
- Spooky Nock Sports Complex, Manheim, PA (Lancaster County) – 2016, 2017
- York Expo Center, York, PA – 2018, 2019, 2020
- Liberty Arena, Williamsport, PA – 2022
- Classic Auto Mall, Morgantown, PA - 2023

FAMS

PBA works with area CVBs to assist with setting up FAM opportunities for approximately 25 buses bringing group leaders to the Marketplace. **The CVB needs to communicate to local**

businesses that a FAM offer must include a meal or 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.**

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 - 100 overnight rooms
Comp rooms for staff: 3 each night

Attrition – none in contract
Board Meeting (20 hollow square) Day 1
Seminar/Workshop (30-50 classroom style) Day 1
Reception in Evening following board meeting (75)

MEAL FUNCTIONS

Buffet breakfast for the exhibitors (150-250) on the day of the show either in a separate room or on the exhibit floor in a special area.

PARKING & BUS DROP-OFF AND PICK-UP AREAS

- Buses need to drop passengers off at a convenient main entrance.
- Area to park at least 20-25 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 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 400 the day of event
- sitting area for attendees
- area for 40 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, does not have to be carpeted.
- How room is secured at night?
- Configuration of restrooms, how many 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, flat bed 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

DEADLINE for Proposal is 1/1/2024.

Please return proposals to:
Patricia Cowley, Executive Director
Pennsylvania Bus Association
PO Box 597, Easton, PA 18044
director@pabus.org