

**MARCH  
25-26**

NIITTANY SPORTS CENTER  
STATE COLLEGE, PA

**PBA**

PENNSYLVANIA  
BUS ASSOCIATION  
Representing the Motorcoach Industry Since 1923

partnering with  
Happy Valley Adventure Bureau

# 2024 MARKETPLACE

## A GROUP LEADER SHOW

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

[PABus.org](http://PABus.org)

### PBA MARKETPLACE PARTNER

PBA is pleased to partner with Happy Valley Adventure Bureau for the 2024 PBA Marketplace event which will be held at the Nittany Valley Sports Centre in State College, PA. We are working closely with them as we plan for this year's Marketplace.



### PBA HOST HOTELS

Reservations may be made through March 1, 2024 at the special group rates.

- ◆ Marriott SpringHill Suites \$129++
  - Call 814-867-1807 and give the code PBAC, or [click this link](#).
- ◆ Hampton Inn & Suites \$129++
  - Call 814-231-1899 and give the code PBA, or [click this link](#).
- ◆ Holiday Inn Express \$119++
  - Call 814-231-1800 and give the code PBA, or [click this link](#).

### IMPORTANT DEADLINES

- October 31, 2023 - Early Bird pricing expires.
- October 31, 2023 - Special Annual Conference discount code expires.
- December 31, 2023 - Last day to submit a Group Leader FAM Tour.
- January 1, 2024 - All Discount Pricing Ends.
- January 15, 2024 - Cancellation of a purchased booth for partial refund.
- January 31, 2024 - Last day for Operators to schedule a FAM Tour.
- February 9, 2024 - Last day to purchase a Sponsorship.
- February 16, 2024 - Registration and Sponsorship opportunity deadline (for guaranteed placement on floor and the Marketplace Directory).
- March 1, 2024 - Hotel overnight room deadline.

### SPONSORSHIPS

A full range of sponsorship opportunities are available for our travel suppliers! This includes an overall full event sponsorship, profile sheets in the Marketplace Directory, group leader bags, totes for Motorcoach operator planners, videos, ads, etc. There is something to fit everyone's budget.

### CANCELLATION POLICY

Cancellations must be submitted in writing and received prior to **January 15, 2024** for an 80% refund. No refunds will be issued for cancellations received after this date. PBA cannot be held accountable for cancellations not received.

### EDUCATIONAL OPPORTUNITY

PBA is planning a *NEW Best Practices Roundtable discussion* for experienced Marketplace attendees.

### BOOTH PLACEMENT

Booths will be arranged geographically based on the address provided on this form. Special placement should be noted on registration form. Every effort will be made to accommodate requests; PBA responsible for final determination on booth placement. Booths purchased after **February 15, 2024** cannot be guaranteed placement preference.

### BOOTH SIGN

Sign is limited to 2 lines (40 characters/line including spaces). Shared booths will include both company names. Companies with multiple locations may only list the location which holds the PBA membership.

### AUDIO-VISUALS

All projected presentations at a booth must be shown on a solid screen and not on the drape.

**DECORATIONS** are encouraged and consideration should be given to coordinating colors, a theme, etc. PBA has the right to remove any booth decoration which interferes with another exhibitor. If you are planning anything out of the ordinary, please clear it with PBA first! Each booth is supplied with 8 foot high back drape and 3 foot high side drape along with an ID Sign containing Company name and Booth number. All booths will be 10 feet deep and 10 feet wide. Each booth includes 1 - 8ft skirted table, 2 chairs, and a waste basket. [View the PBA Service Kit](#).

### DOOR PRIZE DISTRIBUTION

Exhibitor distributes door prizes and is responsible for either mailing the prize to the bus operator for distribution to the group leader, or to deliver the prize to the appropriate bus, *but keep in mind bus arrivals and departures are staggered*.

### GROUP LEADER SIGN-UPS

Exhibitors are not permitted to collect group leader home addresses and phone numbers. Follow-up mailings must be handled in conjunction with Motorcoach companies.

**GIVEAWAYS & FREEBIES** are permitted at Marketplace and can be fun BUT PBA strongly urges you to offer discounts, special incentives or coupons to group leaders (valid only if they book through their Motorcoach company) in lieu of trinkets. Large items such as yard sticks should not be distributed since they can be dangerous when protruding from bags.

**MASCOTS** or characters are not permitted to roam the aisles; they must stay in their designated booth so as to not take away the Marketplace experience for the other exhibitors.

**RECEPTIVE COMPANIES** that offer outbound services may not discuss, distribute or bring to the show any materials or information relating to their outbound services. Only information pertaining to inbound receptive services may be distributed or discussed with group leaders. Receptive Operator registrations may be subject to review by the Marketplace Committee. Tour operators and independent travel agencies are eligible to become PBA members.

### SECURITY AT MARKETPLACE

The exhibit area will be secured at the event.

### SUBLETTING & NON TRANSFERABLE POLICY

No exhibitor may assign, sublet, apportion or transfer purchased space in whole or in part to another company, nor exhibit any products or services other than those manufactured or handled in the normal course of business of the booth registrant.

### TIPS FOR A SUCCESSFUL MARKETPLACE

- LITERATURE DISTRIBUTION - Direct solicitation of Group Leaders is not permitted, therefore marketing material / literature is not permitted to include pricing.
- Exhibitors are expected to refer interested Group Leaders to the PBA Motorcoach company which invited them to the event for package prices.
- The Marketplace Committee has the right to pull inappropriate literature from the Marketplace 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 Leaders will be interested in receiving information for the upcoming year.
- You will be able to distinguish between Group Leaders and Motorcoach company personnel by the color and type of name badge they wear.

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## PBA DOOR PRIZES FOR EXHIBITORS

PBA will award door prizes just prior to tear-down.

- Complimentary 1 year PBA membership.
- Complimentary 2024 Annual Conference registration.
- Complimentary 2025 Marketplace booth.
- Complimentary full page color 2025 Marketplace Directory Ad.

**Raffle Drawing!** In addition to the exhibitor awarded door prizes by PBA, any company registering up to October 31, 2023 and paying for their booth will qualify for a special raffle drawing of a \$100 gift card!

## Name Badge Colors

To help distinguish from the many different attendees at Marketplace, name badge colors are as follows.

- Group Leader – White with a star sticker and a black Overnight ribbon, if applicable.
- Motorcoach Tour Planners – Yellow with Operator ribbon.
- Volunteers (assisting with group leader bags) – Blue with Volunteer ribbon.
- Exhibitors – White with Exhibitor ribbon.

## 2024 PBA MARKETPLACE ONLINE REGISTRATION

**Registration closed. February 16.**

Booth registration at PBA's 2024 Marketplace, a group leader show, was accomplished exclusively with our online registration system which was circulated directly by PBA. The link was posted on PBA's website, social media accounts, as well as email blasts.

## 2024 MARKETPLACE SCHEDULE

### Monday, March 25, 2024

**11:00 am – 5:00 pm – Nittany Sports Centre**

Exhibitor Booth Set-Up

**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**

Board of Director's Meeting

**5:30 pm – 7:00 pm - Penn Stater**

Networking Reception for all registrants – Appetizers and Cocktails

Driver & Employee of Distinction Awards Presentation

**7:00 pm Dine-Around**—[Download the map](#) and [download the listing](#). *Subject to change.*

### 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

**Nittany Sports Centre** 177 Champion Dr. State College, PA 16803

**Penn Stater** 215 Innovation Blvd. State College, PA 1680