

# 2022 MARKETPLACE

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

## A GROUP LEADER SHOW LIBERTY ARENA, WILLIAMSPORT, PA



MARCH  
21-22

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

### PBA MARKETPLACE PARTNER

PBA is pleased to partner with the Lycoming County Visitors Bureau for the 2022 PBA Marketplace event which will be held at the Liberty Arena in Williamsport, PA. We are working closely with them as we plan for this year's Marketplace.



### THE LIBERTY ARENA

The Liberty Arena for the 2022 Marketplace is conveniently located with plenty of parking and is a great place to hold PBA's Marketplace. Location is at 315 Hepburn Street Williamsport, PA 17701.



### PBA HOST HOTEL

**Holiday Inn/Holiday Inn Express & Suites Williamsport**  
100/90 Pine Street Williamsport, PA 17701  
570-327-8231



- \$89 room rate plus 6% sales tax and 5% county hotel occupancy tax.
- Call 570-327-8231, reference "PA Bus Association" room block or contact Stacy Thompson at Holiday Inn Express directly to book at 570-327-5292.
- Check-in time is 3:00 PM; check-out is 11:00 AM.
- Guarantee with a major credit card.
- Cancellation/changes up to 72 hours prior to arrival.
- Shuttle to/from airport and within 5 miles of the hotel.
- Cut-off is **February 21, 2022** so make your reservations early.
- Complimentary wireless internet in each room.
- The nearest three airports are 1. Harrisburg, 2. Scranton and 3. State College.

### IMPORTANT DEADLINES

- November 23, 2021 - Early Bird price expires
- January 2, 2022 - Second lowest booth price expires
- January 3, 2022 - Highest prices go into effect.
- January 15, 2022 - Cancellation of a purchased booth for partial refund
- February 1, 2022—Sponsorship opportunity deadline
- February 15, 2022 - Guarantee placement in Marketplace Directory deadline
- February 21, 2022—Holiday Inn/Holiday Inn Express & Suites Williamsport 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, 2022** 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 sessions for tourism training. PLEASE NOTE: Our courses qualify for the **American Bus Association's CTIS program credits**.

### 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, 2022** 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](#) for detailed info. Enter Code: PABUS22 at login.

### 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 by Liberty Arena with a total lockdown of the facility.

### 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.

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### 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.

### PBA DOOR PRIZES FOR EXHIBITORS

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

- Complimentary 1 year PBA membership.
- Complimentary 2022 Annual Meeting registration
- Complimentary 2023 Marketplace booth.
- Complimentary full page color 2023 Marketplace Directory Ad.

**Raffle Drawing!** In addition to the exhibitor awarded door prizes by PBA, any company registering up to November 23, 2021 and paying for their booth will qualify for a special raffle drawing of a \$100 gift card!

### 2022 PBA MARKETPLACE ONLINE REGISTRATION

To register for a booth(s) at PBA's 2022 Marketplace, a group leader show, will be accomplished exclusively with our online registration system which has been circulated directly by PBA. The link will be posted on PBA's website, social media accounts, as well as email blasts.

### QUESTIONS?

Email Pattie Cowley, Executive Director, PBA at [director@pabus.org](mailto:director@pabus.org).

### 2022 MARKETPLACE SCHEDULE

#### Monday, March 21, 2022

##### 11:00 am – 5:00 pm Liberty Arena

- Exhibitor Booth Set-Up

##### 9:00 am – 3:00 pm Gallery Room/Holiday Inn

Educational Seminar for Tourism Professionals with Lois Stoltzfus, CTIS

- Separate registration option on the booth registration form;
- Lunch provided
- (Board members invited to attend).

##### 2:00 pm – 4:00 pm Library Room/Holiday Inn

- Board of Directors Meeting

##### 4:00 pm – 5:00 pm Hospitality Suite Room 502/Holiday Inn

- Beer Tasting by York County Ale Trail

##### 5:30 pm – 7:30 pm Grand Ballroom/Holiday Inn

- Networking Reception for all registrants – Appetizers and Cocktails

##### 7:30 pm

- Dinner on Your Own. [See options from our host](#), Lycoming CVB!

#### Tuesday, March 22, 2022

##### 6:30 am – 8:00 am Liberty Arena

- Exhibitor Set-Up Final opportunity for exhibitors set up their booth.

##### 7:30 am – 8:30 am Liberty Arena

- Breakfast and Briefing. It is important to attend to receive updates on the events of the day.

##### 9:00 am – 2:00 pm Liberty Arena

- Marketplace Exhibits open to Group Leaders arriving in motorcoaches staggered throughout.

##### 2:00 pm Liberty Arena

- Awarding of Exhibitor Winners of PBA Door Prizes
- Tear-down for Exhibitors