



American Bus Association™
Marketplace
Calgary | Feb 6-9, 2027

DELEGATE MARKETING KIT:
Promote Your Attendance



01

Announce on Social Media

Post a ready-to-use caption from this kit. Tag ABA on other platforms so ABA can amplify your reach.

02

Update Your Email Signature

Add “Attending ABA Marketplace 2027 in Calgary, Feb 6–9” below your name and title.

03

Complete Your Passport Profile

Log in to Passport to upload your headshot, and set your appointment preferences early.

04

Tag ABA in Every Post

Use #ABAMarketplace in every post so we can reshare and boost your visibility.

05

Share It on Your Website

Place the event reference line or Marketplace badge on your website, proposals, and marketing materials.



Announce Your Attendance

#ABAMarketplace

#Marketplace2027

#NorthToCalgary

#BusesBringBusiness

#BusesMoveAmerica

#OpeningRoads

HASHTAGS, HANDLES & CHANNELS

OFFICIAL HASHTAGS

Use These in Every Post

Use at least one of the the hashtags on the left in every social post.

When in doubt, use #ABAMarketplace as the default. Historically, it's how the majority of attendees tend to find and follow each other before and during the event.

TAG ABA and CONNECT & FOLLOW

LinkedIn, Facebook & Instagram

LinkedIn: 
@American-Bus-Association

Facebook: 
@AmericanBusAssociation

Instagram: 
@AmericanBusAssn

Tag us in every post so we can reshare and amplify your reach to the full Marketplace audience.

Follow along for official updates, speaker announcements, and event news heading into February 2027.



SUGGESTED POSTS

OPTION 01 — EXCITED & FORWARD-LOOKING

Calgary is Calling

Registered for ABA Marketplace 2027 in Calgary, February 6–9! Looking forward to connecting with partners across the bus and group travel industry. See you there!

#ABAMarketplace | #Marketplace2027 | #NorthToCalgary | #BusesBringBusiness

OPTION 03 — SHORT & CONFIDENT

See You in Calgary

Proud to be attending ABA Marketplace 2027 in Calgary, February 6–9. Come find us on the networking floor. #ABAMarketplace #Marketplace2027

OPTION 02 — APPOINTMENT-FORWARD

Let's Meet in Calgary

We'll be at ABA Marketplace 2027 in Calgary and we're ready to meet. Our team will be on the business floor February 7–9. Reach out to schedule time with us.

#ABAMarketplace | #Marketplace2027 | #NorthToCalgary | #BusesMoveAmerica

\$124.9M booked at Marketplace 2026 |
marketplace.buses.org



SUGGESTED POSTS

FOR BUYERS (Bus & Tour Operators)

Deals Start Here

Heading to ABA Marketplace 2027 in Calgary (Feb 6–9) to find new destinations, partners, and experiences for our passengers. If you're going to be there, too, let's connect!

#ABAMarketplace #Marketplace2027
#NorthToCalgary #BusesBringBusiness

FOR EXHIBITORS

Come See Us at Booth [#]

We'll be exhibiting at ABA Marketplace 2027 in Calgary, February 6–9. Come visit us at Booth [INSERT YOUR BOOTH NUMBER] on the Networking Floor. We'd love to connect! #ABAMarketplace #Marketplace2027 #NorthToCalgary #OpeningRoads

FOR SELLERS (Tour Operators & Travel Industry)

Find Us in Calgary

We'll be at ABA Marketplace 2027 in Calgary, February 6–9, connecting with bus and tour operators to showcase what we have to offer. Reach out to schedule an appointment.

#ABAMarketplace #Marketplace2027
#NorthToCalgary #BusesMoveAmerica

Not sure which post fits you? See the previous page for general captions. | marketplace.buses.org



PASSPORT DELEGATE PORTAL

Log In & Set Up Your Profile

Passport is the Delegate Portal is where you manage your Marketplace experience: appointments, profile, and schedule.

Please check your email for the link, login, and password to the Passport portal. Log in early to complete your profile and maximize your appointment matches.

Main event site: marketplace.buses.org



MY

American Bus Association
Marketplace

PASSPORT

WEBSITE & EMAIL COPY

Let Your Network Know You'll Be There

SHORT VERSION

(for email signatures, proposals, and website):

Attending ABA Marketplace 2027 in Calgary, Alberta, February 6–9: North America's Leading Bus and Group Travel Business Event.

LONGER VERSION

(for About pages and partner communications):

We will be attending ABA Marketplace 2027 in Calgary, Alberta (February 6–9), the premier business event for the motorcoach, charter, and group travel industry. We look forward to the advocacy updates, educational sessions, and connecting with partners, destinations, and industry leaders.

\$124.9 million in business was booked at Marketplace 2026.
Let's make Marketplace 2027 even bigger!

See You in Calgary!

QUESTIONS? WE'RE HERE TO HELP.

ABA Events Team

ABA Marketplace 2027

meetingsdept@buses.org

marketplace.buses.org



American Bus Association™

Marketplace

Calgary | Feb 6-9, 2027