



ABA'S MARKETPLACE DESCRIPTIONS AND TERMS/CONDITIONS

TERMS AND CONDITIONS

- All registration forms must be returned as soon as possible for organizations to be eligible for appointments. Registration forms will be processed on a first-come, first-served basis; as registrations are confirmed for Appointment-taker status and sessions fill, pending registrations will be wait-listed for appointments. Appointment-taker delegates must be registered no later than January 5, 2027 in order to be included in the prescheduled appointment process.
- Individual registration fees include business sessions with appointment scheduling (Appointment-taker delegates only), education sessions and all meal/social functions as listed on the website. Fees do not include housing or transportation to the site of ABA's Marketplace. No single event tickets are available.
- All delegates must be representatives of member companies/organizations whose outstanding monies due ABA or its agents have been paid in full. Membership dues for 2026-27 must be paid to participate in ABA's Marketplace 2027 at the member rate.
- To qualify for early-bird registrations, all registration invoices must be registered by September 15, 2026. Regardless of registration date, payment will be required within 30 days of invoice.
- All delegates must be at least eighteen (18) years of age. No one under 18 years of age is permitted at any function, including the Networking and Business Floors without prior consent.
- Name badges are required for participation in all events. Admittance to any function requires the appropriate badge. Badges may NOT be transferred, exchanged or shared. Badges may not be altered or defaced in any way. Violators are subject to badge confiscation. There is a \$100 replacement fee for a lost badge.
- Requests for delegate name changes and additions must be made in writing or through the online registration system.
- No displays, banners, pictures, booth decorations or giveaways of any kind will be permitted without written consent from ABA. Acceptable presentations may include presentation notebooks, profile sheets, a limited number of brochures, self-contained device with headsets.
- Hosted functions will be available only to companies registered for ABA's Marketplace and must be operated within the guidelines set by ABA. Hospitality functions and any other function, gift or service involving delegates will not be permitted during ABA's Marketplace without written approval from ABA. No food, beverage or gift shall be sold or distributed other than through ABA designated sponsors.
- Delegate agrees to indemnify and hold harmless ABA against all claims of damages, losses and charges of any kind, including but not limited to personal injury or illness, resulting from participation in ABA's Marketplace.
- ABA is not liable for any financial losses or loss of property resulting from participation in ABA's Marketplace.
- All delegates must comply with all ABA policies at all functions. ABA Policy prohibits harassment or discrimination so that ABA may maintain a pleasant working environment for its employees and members, free of any intimidation or hostility. Any violation of this policy will be addressed immediately and may result in termination of attendance privileges.
- The dress code for the event is business casual. Costumes and jeans are not permitted on the Business floor.
- Any photographs or film coverage of delegates by ABA, during ABA's Marketplace may be used at the discretion of the American Bus Association in future publications or videos.
- No alcohol is permitted on the Business Floor during appointment times.
- No refunds will be issued if a participant fails to obtain a valid passport or is denied entry into Canada for any reason.

HOUSING POLICY

ABA strongly encourages all Marketplace attendees to book their accommodations at one of the official 2027 Marketplace host hotels. ABA assumes significant financial risk when contracting guest room blocks for Marketplace. When delegates choose to stay outside the official room block, it increases this risk and may lead to reduced room availability and higher hotel and registration rates in future years.

To help protect the long-term success and affordability of Marketplace, attendees who reserve accommodations outside the official host hotels will be assessed an additional \$300 fee following the event.

If your company maintains a formal travel policy that restricts hotel selection, please forward documentation of that policy to meetings@buses.org for review.

Please note that Calgary-area attendees who prefer to commute to the event are exempt from this policy.

All housing accommodations and cancellations must be coordinated through the ABA housing bureau. ABA is not responsible for housing cancellations.

QUALIFIED BUYER POLICY

Bus and Tour operators registered as Appointment-taking Buyers may not sell products or services during business appointments. The purpose of Marketplace is to provide destination and tour component information to bus and tour operators so they can make informed purchasing decisions.

If an operator company wishes to promote or sell its services at Marketplace, its representative must register at the appointment-taking Seller rate. Any operator registered as a Buyer who is found to be selling services will be invoiced for the full appointment-taking Seller registration fee.

A Qualified Buyer represents an established organization that arranges tours/charters and other travel. In order to attend ABA's Marketplace, the organization must meet the following criteria:

- Bus and Tour Operators registered to take appointments receive their own book of appointments and are seated at individual booths for the entire week on the Business Floor. One email delegate will be listed as the appointment-taker. They may share their book of appointments with a Rotation Delegate or an Operator Representative.
- Is scheduling trips and purchasing travel products out of their business area.

- Has the ability to provide new business/customer base to ABA travel and equipment industry members.
- Makes buying decisions on travel, equipment and business components such as food and lodging for groups.
- Representative attending Marketplace actually develops/plans the tours or operates a tour or motorcoach company.
- Annually produces a minimum of 24 tour itineraries.
- Has been in business for at least 2 years.
- Must submit a brief company history as well as a company profile including a list of the organizations the company belongs to and tour itineraries upon request.
- Is a reputable firm with a knowledgeable staff that suppliers work with on a regular basis.
- You must complete the company Marketplace and membership (if member) profile in the appointment portal prior to appointment requests opening on October 6, 2026 or within 2 weeks of registration after October 6.
- You must attend a minimum of 95% of prescheduled appointments and be available at your booth throughout all business sessions on Sunday, Monday and Tuesday. There are 150 appointment slots available in the Buyer appointment schedule. Buyer can schedule 2 7-minute breaks (2 during each business session).
- Bus and Tour Operators not meeting these requirements will be invoiced an additional \$445 USD.

CANCELLATION POLICY

- In the event that Marketplace is cancelled due to circumstances beyond the control of ABA, such as Acts of God, war, acts of terrorism, government regulations or orders, disaster, strikes, civil disorder, curtailment of transportation facilities, or pandemics, to the extent that it makes it illegal, impossible or impracticable for ABA to provide the Marketplace event, ABA reserves the right to offer a full or partial refund of funds paid, depending on the circumstances of the cancellation, or to apply the funds paid to a future Marketplace event.
- Cancellation requests must be written and will be sent a cancellation verification via email which must be responded to via email by a company representative. When the cancellation verification is received by ABA the registration will be cancelled and a cancellation confirmation will be sent to the delegate. Appointments, the Marketplace Passport and Marketplace services are no longer available to cancelled delegates.
- No refunds will be given for onsite cancellations, late arrivals, unused services, unattended events, or early departure. It is your responsibility to submit your cancellation request early enough so that it is received in the ABA office by the below dates.

REFUNDS FOR ALL DELEGATES

- Cancellation between April 7– September 15, 2026 | No Cancellation Fee
- Cancellation September 16, 2026 – January 5, 2027 | A 50% refund will be granted. If registration fee has not been paid, the company will be responsible for the 50% payment.
- No refunds will be granted after January 5, 2027. If registration fee has not been paid, the company will be responsible for 100% of payment.

APPOINTMENT INFORMATION

- Appointment requests will begin on October 6, 2026.
- Appointment requests not received by January 5, 2027, 11:59 p.m. ET will not be included in the prescheduling of appointments.
- Appointment Sessions for Appointment-Takers
NOTE: All Appointment-Taker, Rotation and Business Floor delegates have access to the Business Floor all day Sunday, Monday and Tuesday regardless of when they have prescheduled appointments.
 - **Buyers** Appointment Sessions: Sunday, Monday and Tuesday All Day
 - **DMO/Receptive Operator/Charter Operator** Appointment Sessions: Sunday All Day
 - **Lodging/Attraction/Associate/Allied Assn.** Appointment Sessions: 1 out of 2 sessions (Monday All Day or Tuesday All Day – Computer system randomly assigns session upon registration.)

DELEGATE REGISTRATION OPTIONS DESCRIPTIONS

OPERATOR REGISTRATION OPTIONS

TOUR & TRAVEL BUYER APPOINTMENT-TAKER DELEGATE

Operators attend ABA's Marketplace to meet with travel industry suppliers (Sellers) to create business relationships and plan future charters and tours.

TOUR & TRAVEL BUYER ROTATION DELEGATE

Rotation delegates alternate the appointment responsibilities with the Appointment-taker. Buyers can send one rotation delegate for every Appointment-taker delegate registered. Rotation delegates have the same privileges as Appointment-taker delegates.

BUS OPERATOR REPRESENTATIVE DELEGATE

Operator delegates attending to participate in education, policy, safety, maintenance, networking and other non-tour and travel appointment events.

TOUR OPERATOR REPRESENTATIVE DELEGATE

Operator delegates attending to participate in education, policy, safety, maintenance, networking and other non-tour and travel appointment events.

SELLER REGISTRATION OPTIONS

SELLER APPOINTMENT-TAKER DELEGATE

Appointment-taker delegates make appointment requests, receive prescheduled appointments and conduct appointments at ABA's Marketplace during their business session. Seller appointment-taker delegates do not have booths but walk the floor and move from Buyer to Buyer for their appointments. There are 54 appointment slots available in the Seller appointment schedule. The Seller session is based on the company's membership primary segment. See appointment information for specific days.

ABA members are eligible to have at least one Appointment-taker delegate if registered before the session fills. Organizations attending for the first time and organizations that did not attend ABA's Marketplace 2026 are eligible for only one Appointment-taker delegate. ABA Travel Industry organizations may register additional delegates as outlined below:

- Organizations that had thirty-two (32) or more buyer requests (not appointments) in 2026 will qualify for a second Appointment-taker delegate if that delegate is registered before the session fills.

- A third Appointment-taker delegate will qualify if the organization had sixty-four (64) or more buyer requests in 2026 and if that delegate is registered before the session fills.

SELLER APPOINTMENT-SHARING DELEGATE

A registered Travel Industry Seller who is not eligible for prescheduled appointments due to appointment-taker registration limitations. Appointment-sharing delegates may participate in all activities, seminars and events of ABA's Marketplace. Business Floor delegates have access to the Marketplace Business Floor area to meet with available operators and/or attend appointments with their company's Appointment-taker delegate. Appointment-sharing delegates are not eligible for their own prescheduled or manually scheduled appointments.

SPECIAL REGISTRATION OPTIONS

ALLIED ASSOCIATION REPRESENTATIVE

State/Provincial/Regional and Affiliated association staff members in the motorcoach and group travel industry who wish to attend for education, networking, council events, etc. without participation in the Appointment process or access to the Business Floor.

ASSOCIATE EXHIBITOR REPRESENTATIVE

Supplier of goods and services to the group travel and travel industry with an exhibit booth on the Networking Floor.

NON-EXHIBITING ASSOCIATE REPRESENTATIVE

Supplier of goods and services who have not purchased exhibitor space on the Networking Floor.

BOARD REPRESENTATIVE

Current member of the ABA Board of Directors.

GOVERNMENT REPRESENTATIVE

Government agency staff members in the motorcoach and group travel industry who wish to attend education, networking, council events, etc., without participation in the Appointment process or access to the Business Floor

GUEST

Guests attend ABA's Marketplace for the social and meal functions (i.e. spouses, family members). Guests may not be employed by ABA member companies or plan to conduct business. No single event tickets are available.

MEDIA

Approved local, national, international and industry media members.

SPEAKER

Invited breakout session speakers.

SPONSOR BOOTH REPRESENTATIVE/ENTERTAINER

Current contracted Marketplace sponsors at the contributor level or higher.

VIP REPRESENTATIVE

Invited guests of ABA.