

# MARKETPLACE SCHEDULE

## THURSDAY, FEB 4

8:00 am – 6:00 pm  
National Bus Traffic Association Meeting

## FRIDAY, FEB 5

8:00 am – 6:00 pm  
Registration Open

8:00 am – 6:00 pm  
Sightseeing Ticket Pick-Up Open

8:00 am – 6:00 pm  
Exhibitor/Sponsor Move-In

8:00 am – 6:00 pm  
National Bus Traffic Association Meeting

10:00 am – 11:00 am  
Hispanic Motorcoach Council Meeting

11:00 am – 12:00 pm  
Next Era Leadership Council Meeting

12:00 pm – 1:00 pm  
Driving Force Council Meeting

1:00 pm – 5:00 pm  
Women in Buses Day

4:00 pm – 5:00 pm  
ABA Board of Directors Executive  
Committee Meeting  
*Invitation Only*

5:00 pm – 6:00 pm  
All Council Reception

## SATURDAY, FEB 6

7:00 am – 8:00 am  
Sightseeing Ticket Pick Up

7:00 am – 6:00 pm  
Registration Open

8:00 am – 12:00 pm  
ABA Board of Directors Breakfast/Meeting  
*Invitation Only*

8:30 am – 1:00 pm  
Sightseeing Tours

9:30 am – 12:00 pm  
Education Seminars

12:30 pm – 1:30pm  
ABA Insurance Report Briefing

1:35 pm – 6:00 pm  
Ribbon Cutting Ceremony

1:45 pm – 6:00 pm  
Networking Floor Reception

2:00 pm – 3:00 pm  
African American Motorcoach Council  
Meeting

3:00 pm – 5:30 pm  
Education Seminars

5:30 pm – 6:30 pm  
Operator Reception

7:00 pm  
ABA Board Dinner  
*Invitation Only*

7:00 pm Experience Calgary on Your Own

## SUNDAY, FEB 7

7:00 am – 6:00 pm  
Registration Open

7:45 am – 8:45 am  
Operator Breakfast

9:00 am – 10:30 am  
Driving Force CEO Roundtables

9:00 am – 5:30 pm  
Bus Industry Safety Council Meeting &  
Education Sessions

9:00 am – 5:19 pm  
DMO/Receptive Appointment Sessions

11:00 am – 5:30 pm  
Education Seminars

12:16 pm – 2:30 pm  
All-Delegate Lunch + State of the industry

7:00 pm – 9:30 pm  
All-Delegate Evening Event

## MONDAY, FEB 8

7:00 am – 6:00 pm  
Registration Open

7:45 am – 8:45 am  
Operator Breakfast

9:00 am – 5:19 pm  
Lodging/Attraction/ Associate/Allied  
Appointment Sessions

9:30 am – 12:00 pm  
Education Seminars

9:30 am – 4:00 pm  
BISC/BusMARC Meetings & Education  
Sessions

12:16 pm – 2:30 pm  
All-Delegate Lunch

3:00 pm – 4:00 pm  
Travel and Tourism Policy Meeting

4:00 pm – 5:00 pm  
Transportation Policy Meeting

5:00 pm – 6:00 pm  
BusPAC Fundraiser Reception  
*BusPAC Donors Only*

7:00 pm  
Dine Around Calgary

9:00 pm – 12:00 am  
Foundation Afterglow

## TUESDAY, FEB 9

7:00 am – 6:00 pm  
Registration Open

7:45 am – 8:45 am  
All Delegate Coffee and Connections

9:00 am – 3:00 pm  
BusMARC Meetings Offsite

9:00 am – 4:35 pm  
Lodging/Attraction/ Associate/Allied  
Appointment Sessions

9:30 am – 12:00 pm  
Education Seminars

12:30 pm – 2:00 pm  
All-Delegate Awards Lunch + Annual  
Meeting

5:30 pm – 8:00 pm  
Exhibitor Move-Out

7:00 pm – 8:30 pm  
Closing All-Delegate Reception

8:45 pm – 10:30 pm  
ABA Jam Band After Party



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