



# 2012 Pennsylvania Bus Association Marketplace Tuesday, March 20, 2012

## Marketplace Information *NEW Business Opportunities await you at PBA's Marketplace!*

This Exhibitor Registration Kit includes important and valuable information regarding your participation in PBA's 2012 Marketplace, as well as necessary forms to register for a booth, signage, placement information, sponsorships or placement of an ad or article in the Marketplace Directory. We trust that you will review this information carefully, follow the guidelines and adhere to the deadlines so that you have a very successful Marketplace experience! **PBA's Marketplace is a GROUP LEADER SHOW.**

### IMPORTANT DEADLINES

#### OCTOBER 20, 2011

- **'Exemplary' Exhibitor** Discount Ends (Forms and payment required prior to this date)

#### JANUARY 20, 2012

- **'Preferred' Exhibitor** Discount Ends (Forms and payment in full required before this date)
- Final Date to Request Cancellation for Refund

#### FEBRUARY 10, 2012

- **Sponsorship Opportunity Form** Due
- **Marketplace Directory Ad/Article Form** Due
- **Outstanding Booth Payment** Due (for guarantee placement in Marketplace Directory. Unpaid booths cannot be listed)

#### MARCH 1, 2012

- **Unpaid Marketplace fees** Due
- **Investing in the Motorcoach Industry: Increasing Your ROI** Seminar Registration Due
- **Membership Dues Renewals** due to qualify for PBA Member Discounted Booth Fees

#### MARCH 4, 2012

- **Hotel room block released to public**

*Note: Help us meet these deadlines so that all information is ready for the Marketplace Directory which will be printed and distributed in advance to the bus operators attending Marketplace and their group leaders.*

**~PBA MARKETPLACE~  
is a Group Leader Show**

### DATE, TIMES & LOCATION

#### Booth Set-Up

Monday, March 19, 2012: 11:00 am – 8:00 pm  
Tuesday, March 20, 2012: 6:00 – 8:00 am

#### Marketplace Date and Times

Tuesday, March 20, 2012 • 9:00 am – 2:00 pm  
(Continuous with no scheduled breaks)

#### Location

Pennsylvania Farm Show Complex Expo Hall 2300  
North Cameron Street, Harrisburg, PA 17110-9443 (717) 787-5373. Website located at [www.farmshowcomplex.state.pa.us](http://www.farmshowcomplex.state.pa.us)

#### Airports

From hotel, Harrisburg International Airport is 10 miles and 20 minutes, or BWI is 100 miles and 1 hr 45 minutes away.

#### Host Hotel

Harrisburg East Holiday Inn, Harrisburg, PA  
Exit 2 off Rt 283 South from the Pennsylvania Farm Show Complex. See back page for details.

#### Marketplace Forms on the Web-site

For your convenience, all Marketplace registration and informational forms are posted on our web-site at [www.pabus.org](http://www.pabus.org). The forms you will find include the following:

- Marketplace Booth Registration
- General Exposition Decorator Information
- Sponsorship Opportunities
- Marketplace Directory Ads and Articles
- "Investing in the Motorcoach Industry: Increasing Your ROI" Seminar Information

### MISCELLANEOUS

**NEW Theme is 'Spring'** PBA invites you to incorporate the theme into your booth. Be creative and fun!

**NEW Pipe & Drape** – Plum & White colors

**NEW Host Hotel** – The host hotel for 2012 is the Harrisburg East Holiday Inn on Lindle Road in Harrisburg. This hotel is approximately 10 miles from the Farm Show Complex; unfortunately PBA is limited in the selection of a hotel which can accommodate not only our overnight rooms, but our other events taking place as well (Networking Reception and Awards Banquet).

**'Investing in the Motorcoach Industry: Increasing Your ROI' Seminar** – This popular seminar has been updated to meet the needs of those new in the tour and travel industry, or those who are seeking new information on how to increase business opportunities. Take a look at the brochure and see how this seminar can increase business opportunities for your organization.

#### EARLY BIRD SPECIAL ANNOUNCED Stand Out in the Marketplace

**Directory** Purchase your booth before October 20, 2011 and your Marketplace Directory listing will include a 50 word narrative on important aspects of your booth or property.

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### SCHEDULE OF EVENTS

#### Monday, March 19, 2012

##### 9:00 am – 5:00 pm

*Investing in the Motorcoach Industry: Increasing Your ROI* Seminar  
Harrisburg East Holiday Inn, Harrisburg, PA.

##### 1:00 pm - 8:00 pm

Exhibitor Registration/Booth Set-Up  
Pennsylvania Farm Show Complex Exposition Hall

##### 12:00 -2:00 pm

Driver and Employee of Distinction Awards Program and Luncheon  
Harrisburg East Holiday Inn, Harrisburg, PA  
*Please register on Booth Registration Form (fee applies).*

#### Tuesday, March 20, 2012

*(All Events at Pennsylvania Farm Show Complex)*

##### 6:00 – 8:00 am

Exhibitor Registration/Booth Set-Up

##### 7:00 – 8:00 am

Full Breakfast

##### 8:00 – 8:30 am

Exhibitor Meeting with Co-Chairs (required attendance to receive updates on the day's events)

##### 9:00 am – 2:00 pm

Marketplace Exhibits Open to Group Leaders

##### 2:00 – 4:00 pm

Exhibitor tear-down

**Dismantling Booth prior to 2:00 pm. Unless otherwise directed, any exhibitor dismantling prior to the official closing time will be fined a \$150 fee.**

### BOOTH, FEES & MEMBERSHIP

**Member & Non-Member Rates.** There are PBA member and non-member booth rates. To qualify as a PBA member, dues shall be current and paid prior to **March 1, 2012** if anniversary month is March or earlier. Otherwise non-member rates apply; PBA will invoice for any balances due which must be paid prior to set up.

**Shared Booths.** To take advantage of the low PBA member rate for shared booths, both companies must be current PBA members. Shared booths are limited to two (2) companies only and one (1) representative from each company; **both companies must submit the required forms.**

**Other FEES.** There is an additional \$50 fee for electric payable to PBA. In addition, there are additional charges for carpeting and other booth items available through the decorator General Exposition (see General Exposition letter).

**Join PBA for Lower Booth Rates.** Non-member companies may join PBA to obtain lower booth rates if membership application and dues are sent with Marketplace Registration Form. Travel Supplier Membership Application can be accessed at [www.pabus.org](http://www.pabus.org).

**Payment of Booth Fees.** Booth Registration Form must be accompanied by **full payment**. PBA is unable to 'hold' booth space without full payment. Registrations by fax will be accepted only with credit card information for the full fee and a signature. Payments received after March 1, 2012 must be by Money Order, Credit Card, or Certified Check. **Unpaid booths will not be permitted to set up. PBA appreciates your cooperation!**

**Booth Representatives.** A limit of **two company representatives** permitted per each booth purchased at no additional charge. **A third representative is permitted in your booth for an additional charge of \$50.**

**Set-up.** For safety reasons, all booths shall be set-up no later than 8:00 am on March 20, 2012 to avoid forfeiture of both booth space and any booth fees paid. **Exhibitors will not be permitted to set-up after 8:00 am.**

**Booth fee includes the following:**

- 10' X 10' booth – pipe and drape will be the colors **plum & white**, 1 skirted 6' table, 2 chairs, wastebasket and PBA issued standard sign (which includes company name and booth number).
- Two representatives per booth. 3<sup>rd</sup> person permitted at additional fee.
- Listing in Marketplace Directory
- Networking Reception 3/19/2012
- FULL Breakfast 3/20/2012
- Attendees **MUST** register in advance for meal functions for PBA to provide accurate counts to the caterer and hotel.

**Subletting and Non-transferable Booths.** 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.

**Security.** PBA will provide general perimeter security after set-up March 19 through 10:00 am March 20. Exhibiting companies are responsible for valuables in their booth and all materials related to the booth.

### CANCELLATION POLICY

**All booth cancellations must be made in writing to PBA and received no later than January 20, 2012.** Cancellations received prior to 12:00 pm January 20, 2012, will receive a 75% refund of fees paid; cancellations received after 12:00 pm January 20, 2012 will not receive a refund. PBA cannot be held accountable for cancellations not received – please verify that PBA received your cancellation. Refunds will not be provided for failure to appear at the Marketplace nor will unused fees be applied to any other PBA function, event or costs.

### CVB, RECEPTIVE OPERATORS, TOUR OPERATORS, INDEPENDENT TRAVEL AGENCY GUIDELINES

Marketplace exhibitors do not need to be PBA members, however booth fees will be higher.

**CVBs** exhibiting in the Marketplace may have CVB partner companies working a booth who also do not need to be PBA members. **There must be at least one CVB representative in the booth.** The booth sign, program listing, and name badges will list the CVB name only unless the booth(s) is registered as a shared booth. CVB partners may have their company name listed in the Marketplace Directory for an additional charge.

**Tour operators** and motorcoach company representatives are not permitted to work in a booth or attend PBA's Marketplace.

**Receptive companies** which also 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 will be subject to review by the Marketplace Committee. **Tour operators and independent travel agencies** are presently ineligible to be members of PBA and are, therefore, not permitted to exhibit or attend Marketplace.

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### DECORATOR INFORMATION

PBA has contracted with **General Exposition Services** as the official Marketplace Services Decorator. They will handle the purchase of booth carpet, additional tables, and/or other items for your booth, as well as shipment of booths. Your contact information can be found on the Exhibitor Decorator Form at [www.pabus.org](http://www.pabus.org), please contact them directly.

### USE OF AUDIOVISUALS IN BOOTHS

All projected presentations at a booth must be shown on a solid screen. So as not to interfere with other exhibitors, presentations cannot be shown on the drape of the booth.

### BOOTH ASSIGNMENTS, PLACEMENT AND FLOOR LAYOUT

Booths are arranged geographically. **Special requests for booth placement should be made on the Official Registration Form.** If a special request is NOT made, your booth will be placed in the geographic area according to the address provided on your Official Registration Form. **Booth assignments will be made after February 10, 2012.** PBA reserves the right to make the final determination of all space assignments in the best interest of the event. If Booth Registration Form and payment are not received by the **February 10** deadline, PBA cannot guarantee you will be placed with other booths from your state or that your placement request will be honored.

### LITERATURE

**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 submit samples of your information to PBA for review and approval well in advance of the show date. Helpful hints: provide packages and sample tour itineraries if possible; many Group Leaders will be interested in receiving information for the following year; consider bundling brochures rather than handing out many individual flyers; Group Leader shopping bags get very heavy so try to avoid heavy pieces; you will be able to distinguish between Group Leaders and motorcoach company personnel by the color and type of name badge they wear.

**Companies providing bus transportation of any kind are not permitted to exhibit at Marketplace** since it is in direct competition with PBA's motorcoach operator members.

### SHARED BOOTHS SIGNAGE

If you are sharing a booth with another company please be sure the booth sign portion of the registration form are completed to include both company names. It is best to coordinate this effort with the company you are sharing the booth with so you are both in agreement on how the sign should read.

### MARKETPLACE DIRECTORY ADS

Rates for placing ads and articles in the Directory are enclosed. The Directory is shipped in bulk to bus companies a few weeks prior to Marketplace for distribution to their group leaders and includes a floor diagram, exhibitor listing, advertising and articles on destinations. CVBs, DMOs, etc. are encouraged to submit sample itineraries or articles on their area. Space is limited so please return the insertion order as soon as possible.

### HINTS FOR SUCCESSFULLY WORKING YOUR BOOTH

**DECORATIONS** are encouraged and consideration should be given to coordinating colors, a theme, etc. with other exhibitors from your area. Consider flowers, banners, costumed representatives, 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! Please take note of the Farm Show Complex guidelines on the next page.

**MASCOTS** **Mascots or characters are not permitted to roam the aisles; they must stay in their designated booth.** This policy is necessary for everyone's safety and so group leaders are not distracted while walking an aisle with some of the mascots and characters that support Marketplace.

**GROUP LEADER SIGN-UPS may be conducted but only by using PBA-supplied sign-up forms,** which include space for the group leader name and sponsoring motorcoach company. Exhibitors are not permitted to collect group leader home addresses and phone numbers. Follow-up mailings must be handled in conjunction with motorcoach companies. PBA is not involved in the follow-up process. PBA prohibits the selling of group leader information obtained at Marketplace.

**GIVEAWAYS**, trinkets, freebies are permitted at Marketplace BUT **PBA strongly urges you to offer discounts or special incentives or coupons to**

**group leaders (valid only if they book through their motorcoach company) in lieu of trinkets.** The Pennsylvania Farm Show Complex does not permit the distribution of food items other than samples. PBA asks that large items such as yard sticks not be a give-away since they can be dangerous when protruding from bags.

**DOOR PRIZES** may be awarded by using PBA supplied forms. Exhibitors are responsible for mailing any door prizes to the winning group leader motorcoach company after the show. PBA is unable to distribute the gifts.

### HOST HOTEL INFORMATION

**Harrisburg East Holiday Inn**  
**4751 Lindle Road (Exit 2 off of Rt. 283)**  
**Harrisburg, PA 17111**  
**For reservations contact the Holiday Inn directly at 717-939-7841 or [www.hiharrisburg.com](http://www.hiharrisburg.com)**

- Rate is **\$107 inclusive**
- Comp High Speed Internet Service
- Indicate you will be attending PBA's 2012 Marketplace.
- PBA's room block will be released to the public **March 4, 2012**, after which reservations will be accepted on a space available basis.

**Directions to Harrisburg East Holiday Inn**  
**FROM BALTIMORE, MD:** Travel I-83 North. Merge onto I-283 S via EXIT 46A toward AIRPORT / LANCASTER / I-76 / PENNA TURNPIKE. Take the PA-441 exit- EXIT 2- toward SWATARA. Turn LEFT onto LINDLE RD / PA-441. Hotel will be 1/3 mile on right.  
**FROM NEW YORK CITY AND NORTHERN NEW JERSEY:** Travel I-78 West. Merge onto I-81 S via the exit on the LEFT toward HARRISBURG. Merge onto I-83 S via EXIT 70 on the LEFT toward SOUTH HARRISBURG / YORK. Merge onto I-283 S via EXIT 46A on the LEFT toward AIRPORT / I-76 / PENNA TURNPIKE. Take the PA-441 exit- EXIT 2- toward SWATARA. Turn LEFT onto LINDLE RD / PA-441. Hotel will be 1/3 mile on right.  
**FROM CENTRAL NEW JERSEY (TRENTON, NJ):** Travel I-95 South. Take the PENNSYLVANIA TURNPIKE exit. Merge onto I-276 W / PENNSYLVANIA TURNPIKE toward HARRISBURG (Portions toll). I-276 W / PENNSYLVANIA TURNPIKE becomes I-76 W / PENNSYLVANIA TURNPIKE W (Portions toll). Merge onto I-283 N via EXIT 247 toward HARRISBURG / HERSHEY. Take the PA-441 exit- EXIT 2- toward SWATARA. Turn RIGHT onto LINDLE RD / PA-441. Hotel will be on right.  
**FROM PHILADELPHIA, PA AND SOUTHERN NEW JERSEY:** Travel I-76 West (Schuylkill Expressway). Merge onto I-76 W toward VALLEY FORGE (Portions toll). Merge onto I-283 N via EXIT 247 toward HARRISBURG / HERSHEY. Take the PA-441 exit- EXIT 2- toward SWATARA. Turn RIGHT onto LINDLE RD / PA-441. Hotel will be on right.

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**FROM PITTSBURGH, PA:** Travel I-76 E (Portions toll). Merge onto I-283 N via EXIT 247 toward HARRISBURG / HERSHEY. Take the PA-441 exit-EXIT 2- toward SWATARA. Turn RIGHT onto LINDLE RD / PA-441. Hotel is on right.

**FROM SCRANTON, PA:** Travel I-81 South. Merge onto I-83 S via EXIT 70 on the LEFT toward SOUTH HARRISBURG / YORK. Merge onto I-283 S via EXIT 46A on the LEFT toward AIRPORT / I-76 / PENNA TURNPIKE. Take the PA-441 exit- EXIT 2- toward SWATARA. Turn LEFT onto LINDLE RD / PA-441. Hotel is 1/3 mile on right.

**FROM STATE COLLEGE, PA:** Travel Route 322 East. Merge onto I-81 N / US-322 E toward I-83 / HERSHEY / HAZELTON. Merge onto I-83 S via EXIT 70 toward HERSHEY / YORK / PENNA TURNPIKE. Merge onto I-283 S via EXIT 46A on the LEFT toward AIRPORT / I-76 / PENNA TURNPIKE. Take the PA-441 exit- EXIT 2- toward SWATARA. Turn LEFT onto LINDLE RD / PA-441. Hotel is 1/3 mile on right.

**FROM WASHINGTON, DC AREA - EASTERN SIDE AND MARYLAND:** Travel I-95 North. Merge onto I-695 North. Merge onto I-83 North towards Harrisburg. Travel I-83 North. Merge onto I-283 S via EXIT 46A toward AIRPORT / LANCASTER / I-76 / PENNA TURNPIKE. Take the PA-441 exit- EXIT 2- toward SWATARA. Turn LEFT onto LINDLE RD / PA-441. Hotel is 1/3 mile on right.

**FROM WASHINGTON, DC AREA - WESTERN SIDE AND VIRGINIA:** Travel US-15 N. Merge onto PA-581 E / HARRISBURG EXPY toward I-83 / HARRISBURG / HERSHEY. PA-581 E / HARRISBURG EXPY becomes I-83 N. Merge onto I-283 S via EXIT 46A toward AIRPORT / LANCASTER / I-76 / PENNA TURNPIKE. Take the PA-441 exit- EXIT 2- toward SWATARA. Turn LEFT onto LINDLE RD / PA-441. Hotel is 1/3 mile on right.

### DIRECTIONS

#### To the Pennsylvania Farm Show Complex:

**PA Turnpike:** Take Exit 247, Rt. 283N which merges with I-83. Follow I-83N, merge with I-81S. Take Exit 67A Cameron Street off of I-81. Follow signs to Farm Show.

**From Harrisburg Airport:** Head North on Rt. 441 to Rt. 283 North. Travel North on PA Route 283 which merges with I-83. Follow I-83 North and merge with I-81 South. Take Exit 67A for Cameron Street off of I-81. Follow signs to Farm Show.  
**From Downtown Harrisburg:** 2<sup>nd</sup> Street North to the 2100 block and turn right onto Maclay Street. Follow Maclay Street east across the railroad bridge to the traffic light at the Farm Show Building. Turn left onto Cameron Street, follow signs to parking.

**From the North:** Take Rt. 11/15 South along Susquehanna River to Rt. **From Lancaster:** Take Rt. 283 North towards Harrisburg; I-83 North and merge with Rt. I-81. Follow directions above.

**From York:** Take I-83 North across River, take I-81 North and follow directions above.

**From the Harrisburg East Holiday Inn:** Take left out of parking area, take exit for I-283 North toward Harrisburg. I-283 becomes I-83 North /US-322 West. Merge onto I-81 South/US 322 West via exit 51A on the left toward Carlisle/Lewistown. Merge onto US-22 East via exit 67B-A toward PA-203/Harrisburg/Cameron Street. Follow signs to Farm Show which will be on right.

### PA FARM SHOW GUIDELINES

Per PBA's Agreement with the Pennsylvania Farm Show Complex, all Marketplace Exhibitors must adhere to the following:

1. **Do not nail, tack, screw, bolt** or physically attach any decoration or other material to any part of the Farm Show walls, windows, doors, columns, etc.
2. **Audio level** conditions are imposed on all exhibitors. Noise devices shall be operated only at a level which will not interfere with other exhibitors or add unduly to general acoustic inconvenience.
3. **No smoking** on the Farm Show Complex grounds.
4. **Balloons:** No helium or lighter than air filled balloons.
5. **Adhesive Backed Materials:** Do not distribute adhesive-backed labels or similar items.
6. **No propane** or bottled gas.
7. **Food items** must be a sample and not full size.
8. **Displays:** If an exhibitor leaves any display materials, there will be a charge of \$100.
9. **Ceiling height** in the Exposition Hall is 30"
10. **No gasoline** or flammable materials.
11. **Electrical:** All equipment regardless of source of power, must comply with all national, state and local safety codes. No one other than the "house electrician" shall make electrical connections. Electrical power for lights and displays may be turned on one hour prior to the show opening time and off at show closing time daily. Usage beyond these times can result in additional charges. All exhibitors' cord must be 12/3 wire grounded type. All exposed non-current carrying metal parts of fixed equipment which are liable to be energized shall be grounded. Rates quoted for all connections cover only the bringing of service to the booth in the most convenient manner and do not include connecting equipment or special wiring.
12. **Harrisburg Bureau of Fire Guidelines** must be adhered to: Smoking is prohibited in the Farm Show Complex & Expo Center. All exits and emergency exits must be kept clear and no partial

blocking will be permitted. All fire alarm pull stations must be kept clear. Fire extinguishers may not be covered or hidden. No motorized vehicle may contain more than one gallon of fuel while on display. All pressurized fuel tanks may be drained. All fuel fills must be locked and fuel caps must be taped closed with duct tape. Any living trees or shrubs are acceptable as long as they are individually bagged and baled. Artificial trees and shrubbery must be treated with flame proofing material; certification of flame proofing may be requested by the fire official. No open flames, fires, burning of any kind will be permitted. The Fire Prevention Code of Harrisburg will be strictly enforced. PBA's floor plan has been approved by the Fire Marshall.

13. **Parking:** Parking is complimentary to PBA's exhibitors and buses.
14. **Flooring:** All exhibits, machinery, and supplies moved in or out of the Farm Show Complex must be moved or placed so as to protect the floor covering from cuts, dents, spills, or other damage.
15. **Trash:** All exhibitors shall keep the area clean and in good order, and shall remove all litter from the area and place it in locations designated for the purpose of removing it from the Complex.
16. **Demonstrations:** Cannot conduct demonstrations or exhibit mechanical or illuminated signs without the consent of the Farm Show.

### INVESTING IN THE MOTORCOACH INDUSTRY: INCREASING YOUR ROI SEMINAR

Scheduled for Monday, March 19, 2012, PBA recognizes that in the travel industry education for new employees to the motorcoach industry as well as ongoing education for 'veterans' is the key for success. Please see the separate brochure for topics, registration information and separate fees. For the 2012 class, a survey was used to obtain information on what the tourism industry needs from such a seminar. As a result, many new and valuable course topics have been added.

### QUESTIONS?

If you have questions, please do not hesitate to contact **Tammy K. Linn: phone: 717-236-9042; fax: 717-236-1391 or email: [tlinn@pabus.org](mailto:tlinn@pabus.org)**

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