



INFORMATION SHEET WITH HELPFUL HINTS AND POLICIES



Building Motorcoach Industry Connections

AUDIO-VISUALS

All projected presentations at a booth must be shown on a solid screen and not on the wall.

BOOTH PLACEMENT REQUEST

Booths are arranged geographically based on the address provided on the registration form. Special placement should be noted on the registration form. Every effort will be made to accommodate requests; MMA will be responsible for final determination of booth placement. **Booths purchased after February 16, 2017 cannot be guaranteed placement preference.**

DECORATIONS

Are highly encouraged and enjoyed by the group leaders and should be given consideration of the theme. MMA reserves the right to remove any decorations that interfere with other exhibitors. The Theme this year is **"Spring Has Sprung"**

DOOR PRIZE DISTRIBUTION

Is done by the MMA Travel Showcase committee. Please drop off your door prize at the MMA Registration booth upon arrival and they will be placed on the motorcoaches before the group leaders depart for their FAM's. Every effort is made to make sure that there are several door prizes on each coach so please BE GENEROUS. The group leaders and operators look forward to the door prizes and remember them very well! Comments always come in from the operators about how much the prizes are appreciated.

GIVEAWAYS

Are permitted on the travel showcase floor and can certainly be fun but large items should not be distributed, as they can be dangerous protruding from bags...ie: yardsticks.

MASCOTS

Or characters are not permitted to roam the aisles; they must stay in their designated booth.

2017 TRAVEL SHOWCASE ADS

Rates for placing ads in the 2017 Travel Showcase Program are enclosed. The Directory, which is handed out to the group leaders upon their arrival at Travel Showcase includes a floor diagram, exhibitor listing, and advertising. CVBs, DMOs, etc., are encouraged to submit sample itineraries or articles on their area. Space is limited and you are encouraged to participate. The Group Leaders read this program on their way home and ask questions of the tour operators on what is advertised and if it would be of interest to their groups.

Ads must be 3 1/2 " wide x 2" high, color, in PDF format, 300 dpi. Please submit all ad copy to mpresley@marylandmotorcoach.org no later than **February 01, 2017. Any ads received after this date will not be included in program.**

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 MMA 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 MMA for review and approval well in advance of the show date.
- Provide packages and sample tour itineraries if possible
- 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. **TOUR OPERATORS AND MOTORCOACH OPERATORS WILL BE PROVIDED WITH RED NAME BADGES UPON THEIR ARRIVAL.** The Tour Operators and Motorcoach Operators traditionally provide their own group leaders with hand-written badges.

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 in bound information may be distributed or discussed with group leaders. Receptive Operator registrations may be subject to review by the Marketplace Committee.

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.

FORMS ON WEBSITE

The MMA website is in the process of being updated. Check www.marylandmotorcoach.org in the coming weeks for additional copies of the Marketplace registration information and the sponsorship forms.

SECURITY AT TRAVEL SHOWCASE

The Showcase floor will be secured from March 29, 2017 at 5pm thru March 30, 2017 at 7am to secure your items.

EXHIBITOR GUIDELINES

Important items you need to know:

PERMITTED:

- Balloons are permitted
- Food Samples are permitted
- Move in: The show floor is on the first level and will allow for easy move-in/tear-down. Please unload your materials at the rear of the hotel which is where the event will be held, park your car, then return to set your booth up so other exhibitors are not kept waiting to unload

NOT PERMITTED:

- Smoking
- Walls please do not affix anything to the walls or floor
- No Flames, propane, or combustibles of any kind
- Glitter, confetti & rice are also not permitted in the exhibit area

IMPORTANT DATES

November 30, 2016 - January 1, 2017

PLANT

Exhibitor Discount in effect.

January 2 - 15, 2017

SOW

Final date to request cancellation for 75% refund. No refunds issued after January 15

January 16, 2017

GROW!

Exhibitor Discount ends. Forms and payment are due in full after this date.

February 1, 2017

- Sponsorship and Marketplace Directory Ad Form due
- Balance for any booth payment due for guaranteed placement in Marketplace Directory

March 3, 2017

Hotel room block released to public

March 1, 2017

Any Unpaid Marketplace fees due

Membership must be up to date in order to qualify for MMA Member Discounted Booth Fees

NOTE: Exhibiting companies with unpaid Market-place fees will be unable to set-up. All fees must be paid in advance.