



# 2018 Group Leader Travel Showcase



## INFORMATION SHEET WITH HELPFUL HINTS AND POLICIES

### Connect Your Building Blocks For Future Growth

#### AUDIO-VISUALS

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

#### 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, 2018** cannot be guaranteed placement preference. MMA will be working very closely with PBA to insure that your booth remains in the same location should you be doing both show's.

#### DECORATIONS

Are highly encouraged and anticipated by the group leaders and should be given consideration of the theme colors for both MMA and PBA are Blue & White. MMA reserves the right to remove any decorations that interfere with other exhibitors.

#### 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 will be 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 at travel showcase and can certainly be fun but large items should not be distributed, as they can be dangerous protruding from bags. I.e. yardsticks. Etc.

#### MASCOTS

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

#### 2018 TRAVEL SHOWCASE ADS

Rates for placing ads in the 2018 Travel Showcase Program are enclosed. The Directory handed out to the group leaders upon their arrival at Travel Showcase and 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.

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](mailto:mpresley@marylandmotorcoach.org) no later than **February 15, 2018**. Any ads received after this date may not be able to be included in program due to printing deadline.

**The back page of the program is available for a full-page advertisement. Please contact Mary Presley directly for cost.**

#### 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 NAME BADES 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 information pertaining to inbound receptive services 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](http://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 28, 2018 at 5pm – March 29, 2018 at 7am to secure your items.

#### EXHIBITOR GUIDELINES

##### **Important items you need to know:**

##### PERMITTED:

- Helium Balloons are permitted but must have prior approval
- Food Samples are permitted but must have prior approval
- Move in: There is a loading dock on the show floor level. Please unload your materials at the loading dock, park your car, then return to move your materials to your booth so other exhibitors are not kept waiting to unload
- Food & Beverages will be available show day to the exhibitors at the venue's concession stand located in the lobby.

##### 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

**January 1, 2018**

**Advance**

Tier One - Early Bird Rate ends

**January 2-15, 2018**

**Boost**

Tier Two - Prices in effect

**January 16, 2018**

**Cultivate**

All Exhibitor Discounts have ended and the full amount will be charged (why did you wait?). All Forms and payment are due in full after this date.

**February 15, 2018**

- Sponsorship and Travel Showcase Program Ad Form due
- Balance for any booth payment due for guaranteed placement in Travel Showcase Program

**February 25, 2018**

Hotel room block released to public

**March 1, 2018**

Any Unpaid Marketplace fees due

**Membership must be up to date in order to qualify for MMA Member Discounted Booth Fees. MMA Staff will be checking this very closely so please make sure your membership dues are up to date. Thank you**

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