

VENDOR REGISTRATION

Maryland Motorcoach Association

2022



Annual Group Leader Travel Showcase

**Building Motorcoach
Industry Connections**

September 26 & 27, 2022

Wicomico Civic Center
500 Glen Avenue
Salisbury, MD
(410) 548-4900



www.MarylandMotorcoach.org



WELCOME!

The Maryland Motorcoach Association (MMA) is excited to announce the location for the 2022 Group Leader Travel Showcase will be the Wicomico Civic Center in Salisbury, Maryland, September 26 & 27, 2022, immediately prior to the Greater New Jersey Motorcoach Association (GNJMA) in Atlantic City, NJ.

MMA is looking forward to hosting the Group Leader Travel Showcase and working with the Wicomico County Tourism Bureau to bring you this fantastic opportunity to market to the MMA Operators and their group leaders. We could not do this without the help of our excellent committee: Rich Gilbert, Maryland Office Of Tourism; Kay Gaddy, Huber's Bus Service; Lauren Grote, Rill's Bus; Kristen Goeller, Wicomico County Tourism; and YOU our faithful exhibitors.

Thank you to everyone for their efforts to make the 2022 MMA Group Leader Travel Showcase a success.

Hotel Accommodations

Hampton Inn Salisbury

121 East Naylor Mill Road

Salisbury, MD 21801

Ph: 410.334.3080 • Fax 410.334.3095

\$99.00 ++per night

- Be Sure to Request MMA Room Block
- Cancellations must be made 48 hours prior to your arrival
- Be sure to make your reservations by August 26, 2022 to take advantage of this excellent rate.
- Check-in 4pm – Check-out 12pm
- Complimentary wireless Internet in all rooms
- Free parking

Schedule Of Events

September 26, 2022

3:00pm Vendor Set-up at the Wicomico Civic Center (tentative)

6:00pm – 8:00pm Vendor Reception at Hampton Inn Salisbury (included in registration fee)

SPONSORED BY MMA

September 27, 2022

6:00am – 8:30am Set up for any vendors that did not set up the night before

7:00am – 8:00am Continental Breakfast at the hotel for those that stayed the night

(Included in room rate)

9:30am – 12:30pm MMA Group Leader Travel Showcase

12:30pm – 1:00pm Tear Down

1:00pm

Box Lunch (Included in registration fee) – Take it with you or just relax and visit with other vendors. We will have the box lunches set-up in a convenient location.

SAFE TRAVELS!

Decorator Information:

Your space will come with one table (covered) and two chairs.

Shipping Information:

Send To:

MD Motorcoach Assoc.

c/o Wicomico Youth & Civic Center

Attn: Chelsey Jones

500 Glen Ave.

Salisbury, MD 21804

Booth Includes:

- 1 – 6' table, covered, & 2 chairs
- Sign w/company name & booth #
- Vendor Reception September 26, 2022
- Continental Breakfast September 27, 2022, at the Hampton Inn included in room rate
- Box Lunch September 27, 2022, included in registration fee



Electricity

Electric is available on a first come first serve bases. Please indicate on the registration form if you need electricity and we will do our best to place you accordingly. (must be pre-ordered)

Cancellation Policy

Cancellations must be submitted in writing and received prior to August 1st for a 75% refund. No refunds will be issued for cancellations after this date. MMA cannot be held responsible for cancellations, after this date.

Booth Placement

Booths are arranged geographically based on the address provided. Special placement should be noted on the registration form and every effort will be made to accommodate requests. MMA will be responsible for final determination of booth placement. Booths purchased after September 1st cannot be guaranteed placement preference.

Decorations

Are highly encouraged and anticipated by the group leaders. MMA reserves the right to remove any decorations that interfere with other exhibitors.

Door Prize Distribution

Please drop off your door prizes at registration, upon arrival. Door prizes will be placed on each motorcoach to be awarded during the group leader FAM. The group leaders and operators look forward to prizes and are very appreciative of them. Multiple prizes are welcomed.

Exhibit Space

Important items you need to know:

- Balloons are permitted
- Food Samples are NOT permitted
- Move In – There is a loading area near the show floor level. (Look for signage) Please unload your materials and park your car, before setting up you booth. Be respectful of other exhibitors.
- Food & Beverages will be available to exhibitors
- Smoking is not permitted
- Please do not affix anything to the walls or floor
- No flames, propane, or combustibles of any kind
- Glitter, confetti & rice are not permitted in the exhibit area

Giveaways

Giveaways are permitted and can certainly be fun, but please consider items to be distributed. Large items, such as yardsticks, can be dangerous, due to protruding from bags.

Mascots

Mascots and costumed characters are not permitted to roam the aisles. They must stay on the designated show floor.

2022 Travel Showcase ADS

Advertising rates for the 2022 Travel Showcase Directory are enclosed. The directory is distributed to each group leader upon arrival and includes a floor diagram, exhibitor listing and advertising. Each vendor is encouraged to submit a sample itinerary or destination article. Space is limited.

Ads must be 3 ½ " wide x 2" high, color, in pdf format, 300 dpi. Please submit all ad copy to mpresley@marylandmotorcoach.org, no later than August 1st. Ads received after this date, will not be included in program.

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



Forms On Website

Travel Showcase registration information, including sponsorship forms, will be available on the website. Check www.marylandmotorcoach.org for the latest information.

Literature Distribution

Solicitation for contact information is not permitted. Group leader marketing materials should not include pricing. Exhibitors are expected to refer interested parties, directly to the motorcoach operator for packaged pricing.

- The Travel Showcase Committee has the right to pull inappropriate literature from the Travel Showcase floor. If you have questions, please submit samples for review and approval, in advance of the show.
- Provide suggested packages and tour itineraries, if possible
- Group Leaders will be planning for 2023 and beyond
- Consider bundling brochures rather than multiple flyers
- Avoid heavy pieces. Group leader bags can get very heavy
- Name Badges - Each operator will provide name badges for their respective group leaders. Motorcoach and Tour Operators will be provided with RED badges upon arrival.

Receptive Companies

Receptive tour companies may not discuss or distribute any materials 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

Important Dates

BEST RATE

APRIL 15, 2022 — MAY 15, 2022

Lowest Exhibitor Registration Fee

BETTER RATE

MAY 16, 2022 – JUNE 15, 2022

Second Tier Rate

WHY DID YOU WAIT RATE?

JUNE 16, 2022 – DATE OF SHOW

Highest Exhibitor Rates Paid

NOTE: Forms and full payment are due in full after this date.

AUGUST 15, 2022

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

AUGUST 30, 2022

Hotel room block released to public

SEPTEMBER 1, 2022

All Marketplace fees due

NOTE: MEMBERSHIP MUST BE UP TO DATE IN ORDER TO QUALIFY FOR MMA MEMBER DISCOUNTED BOOTH FEES*****

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

EXHIBITOR Registration Form



2022 Annual Group Leader Travel Showcase
WWW.MARYLANDMOTORCOACH.ORG

COMPANY _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____ TEL _____

CONTACT _____ TITLE _____ EMAIL _____

BOOTH REPRESENTATIVES & EMAIL: One representative per booth. Additional representatives may be present for additional fee of \$85.00. <i>(Please only two representatives per company)</i>		RECEPTION	BREAKFAST	LUNCH
NAME: _____	EMAIL: _____	<input type="checkbox"/> YES <input type="checkbox"/> NO	<input type="checkbox"/> YES <input type="checkbox"/> NO	<input type="checkbox"/> YES <input type="checkbox"/> NO
NAME: _____	EMAIL: _____	<input type="checkbox"/> YES <input type="checkbox"/> NO	<input type="checkbox"/> YES <input type="checkbox"/> NO	<input type="checkbox"/> YES <input type="checkbox"/> NO

SHARED BOOTHS INFO: I AM SHARING WITH _____

NOTE: both companies must submit individual registration forms

NOTE: EXHIBITING COMPANIES WITH UNPAID TRAVEL SHOWCASE FEES WILL BE UNABLE TO SET-UP. ALL FEES MUST BE PAID IN ADVANCE

DEADLINES	MEMBER TYPE	SINGLE DISPLAY	SHARED DISPLAYS	# OF BOOTH(S)	TOTAL
BEST RATE Lowest Exhibitor Registration Rate In effect	MMA Member	<input type="checkbox"/> \$495	<input type="checkbox"/> \$710		\$
	MMA Non-Member	<input type="checkbox"/> \$595	<input type="checkbox"/> \$860		\$
	Shared Split Fee <small>(1) member & (1) non-member</small>	/	<input type="checkbox"/> \$785		\$
BETTER RATE Second Tier Rate	MMA Member	<input type="checkbox"/> \$570	<input type="checkbox"/> \$785		\$
	MMA Non-Member	<input type="checkbox"/> \$670	<input type="checkbox"/> \$885		\$
	Shared Split Fee <small>(1) member & (1) non-member</small>	/	<input type="checkbox"/> \$860		\$
WHY DID YOU WAIT RATE? Highest Exhibitor Rates Paid NOTE: Forms and full payment are due in full after this date.	MMA Member	<input type="checkbox"/> \$645	<input type="checkbox"/> \$860		\$
	MMA Non-Member	<input type="checkbox"/> \$745	<input type="checkbox"/> \$960		\$
	Shared Split Fee <small>(1) member & (1) non-member</small>	/	<input type="checkbox"/> \$935		\$
There is an additional charge for a second attendee in a single display and they MUST be from the same company		\$85	/		\$
Electrical Hookup per booth / per day		\$50	\$50		\$
				TOTAL DUE	\$

SPECIAL EXHIBITORS NOTE
TAKE ADVANTAGE OF OUR SPECIAL MEMBERSHIP RATE EXCLUSIVELY FOR NEW MEMBERS.

FOR AN ADDITIONAL \$100, BECOME A MEMBER TO ENJOY THE ADDED ADVANTAGES OF MEMBERSHIP.

I AM INTERESTED IN TAKING ADVANTAGE OF THIS SPECIAL OFFER

BOOTH PLACEMENT REQUEST

REQUESTING BOOTH BE PLACED:

- NEAR ACROSS FROM
 NEXT TO NOT NEAR

PAYMENT INFORMATION

- Check for \$ _____ enclosed, Payable to Maryland Motorcoach Assn.
 Please invoice me via PayPal so that I can pay with a credit card. **NOTE: YOU DO NOT NEED A PAYPAL ACCOUNT TO PAY WITH A CREDIT CARD**

SEND COMPLETED FORM ALONG WITH PAYMENT TO:
MARYLAND MOTORCOACH ASSOCIATION
PO BOX 320266 ALEXANDRIA VA 22320

HAVE QUESTIONS? PLEASE CONTACT MARY PRESLEY
571-312-7117 or mpresley@marylandmotorcoach.org

- YES! WE WANT TO BE A SPONSOR**
 SELECT LEVEL:
 RED HOT **ORIGINAL**

SPONSORSHIP	FEE	RECOGNITION
RED HOT	\$2500	Travel Showcase Presence, Print & Media Exposure and much more...please see Sponsorship Opportunities
ORIGINAL	\$4000	Travel Showcase Presence, Print & Media Exposure and much more...please see Sponsorship Opportunities

EXHIBITOR Advertising Form



2022 Annual Group Leader Travel Showcase
WWW.MARYLANDMOTORCOACH.ORG

COMPANY _____

ADDRESS _____

CITY _____ **STATE** _____ **ZIP** _____ **TEL** _____

CONTACT _____ **TITLE** _____ **EMAIL** _____

ADVERTISING OPPORTUNITIES

PRICING

	PLACEMENT	SIZE (INCHES)	MMA MEMBERS	NON-MEMBERS	TOTAL
OUTSIDE BACK COVER	INCLUDES: • Highlighted Marketplace Directory listing with Booth # and ADVANCE group leader recognition • MMA Web-site Recognition • MMA Newsletter Recognition • Special Poster Recognition • Sponsorship Ribbon	8.5 X 11 PORTRAIT ONLY	\$700	\$800	
INSIDE BACK COVER	INCLUDES: • Highlighted Marketplace Directory listing with Booth # and ADVANCE group leader recognition • MMA Web-site Recognition • MMA Newsletter Recognition • Special Poster Recognition • Sponsorship Ribbon	8.5 X 11 PORTRAIT ONLY	\$550	\$650	
OUTSIDE FRONT COVER	INCLUDES: • Highlighted Marketplace Directory listing with Booth # and ADVANCE group leader recognition • MMA Web-site Recognition • MMA Newsletter Recognition • Special Poster Recognition • Sponsorship Ribbon	8.5 X 11 PORTRAIT ONLY	\$550	\$650	
QUARTER PAGE	INCLUDES: • Highlighted Marketplace Directory listing with Booth # and ADVANCE group leader recognition • MMA Web-site Recognition • Sponsorship Ribbon ONLY 4 AVAILABLE!	4.25 X 5.5	\$125	\$190	
BUSINESS CARD	INCLUDES: • Highlighted Marketplace Directory listing with Booth # and ADVANCE group leader recognition • Sponsorship Ribbon ONLY 2 AVAILABLE!	3.5 X 2 LANDSCAPE ONLY	\$100	\$125	
AD COPY MUST BE SUBMITTED BY AUGUST 1, 2022				TOTAL DUE:	

ADVERTISING GUIDELINES / REQUIREMENTS:

SIZE: Please make sure you note the size and orientation (stated in the chart above) of the ad choice you selected.

COLOR: All ad copy can be full color as well as greyscale

RESOLUTION: All submitted Artwork and/or Photo MUST be 300 dpi

FORMAT: We **ONLY** accept **VECTOR PDF, EPS** and **HIGH QUALITY JPEG**

NOTE: If ad copy is not received by the submission date, your Ad will **NOT** be included in the program.

• Scanned Artwork / Images will **NOT** be accepted **OR** included in the program.

• When submitting your Ad Copy, please let us know what program the Ad was designed in. It certainly helps our designers to know if they encounter an issue with your Ad, where to troubleshoot, correct the issue and ensure your Company Image has the best representation through MMA.

ITEMS TO SEND TO MMA:

- ✓ Completed Forms
- ✓ All Payments
- ✓ Ad Copy Submission

MARYLAND MOTORCOACH ASSOCIATION
PO. BOX 320266 ALEXANDRIA VA 22320

PAYMENT INFORMATION

Check for \$ _____ enclosed, Payable to Maryland Motorcoach Assn.

Please invoice me via PayPal so that I can pay with a credit card.

NOTE: YOU DO NOT NEED A PAYPAL ACCOUNT TO PAY WITH A CREDIT CARD