



Helpful Hints for Attending the OMCA Marketplace

- SELLERS -

The motto ***Be Prepared*** will serve you well at the OMCA Marketplace. One of the keys to being prepared is doing your research before you select your appointments. Tour operators have been asked to complete in-depth profiles to assist you in understanding their business and determine the tour operators with whom you should request an appointment.

Your Appointments: A Step-by-Step Approach!

- 1) Complete your online profile, and remember to include information for your target markets. If you are interested in seniors, educational, or receptive operators, remember to include information specific to each in your profile or have a different profile for each type of operator you are interested in.
- 2) Research your potential targets. Ensure that you have products that are of interest to specific operators and then request appointments with those operators, beginning September 14 and ending October 8. Following this initial sign-up period, you may request to meet operators with open appointment slots remaining, beginning October 16 until October 26.
- 3) Each of your appointments is a total of seven minutes in length.
- 4) Buyers sit and sellers move. This means that during Marketplace, buyers will remain seated in their booths, and the sellers will move from one appointment to the next.
- 5) Tailor your presentation to the tour operator with whom you are meeting. The more you know about their company, the more you can ensure that your appointment time is used to the best advantage for buyer and seller.

- 6) We ask that all brochures be mailed to tour operators AFTER Conference. During Marketplace, we ask that you leave tour operators with only a ONE PAGE, 3-HOLE-PUNCHED profile form. It is very important that the profile is 3-hole-punched for the convenience of the tour operator.
- 7) When you arrive at the OMCA Marketplace, there is an orientation program for first-timers. This program is highly recommended to ensure that you get the most out of Marketplace.
If you did not select the "first time" box when registering online, please email info@omca.com so that we can make sure your registration reflects your first-timer status.
- 8) Buyers appreciate sellers who take the time to know their business and treat their appointments like business meetings.
- 9) Remember to keep all cell phones on silent or vibrate while on the Marketplace floor.

Networking Events

Just like in any industry, there is a significant amount of business conducted during the networking events. Make sure to attend all of the networking opportunities and take the time to meet buyers. There are several networking events. To check the schedule, go to <http://www.omca.com/event/marketplace/location-dates-program-info/>

What You Should Bring to Marketplace

We recommend bringing with you an ample supply of business cards (100-150) and the 8.5"x11" three-hole-punched insert for each buyer that you are meeting with.

Education Sessions

OMCA has added new education sessions to ensure that delegates have an opportunity to learn while they are at the OMCA Marketplace.

When Should You Arrive?

Many delegates arrive on Sunday for orientation and the Ice Breaker event that night. The first Marketplace session begins on Monday morning at 9:00 AM. This Marketplace session is for DMO/Tour Service/Receptive Seller delegates ONLY, plus all Buyers. All sellers with appointments should be on the floor at this time.

Hotel/Attraction/Food Service/Other Seller Delegates: Your first Marketplace session is the morning of Tuesday, November 13. You may want to arrive on Sunday for the Ice Breaker event and attend the Monday education sessions. Some delegates choose to stay all four days of the conference to ensure they have as much access to networking events as possible.

When Should You Leave?

DMO/Tour Service/Receptive Seller Delegates may choose to leave after their appointments are completed on Monday, November 12, though they may miss out on some networking and education opportunities.

Hotel/Attraction/Food Service/Other Seller Delegates usually choose to leave on Wednesday November 14 after their final appointment.

If you have any questions or need clarification, please contact us at 416-229-6622.

**We look forward to seeing you
at the OMCA Marketplace!**