



*Driving Member Success through Advocacy, Awareness and Education*

## **Helpful Hints for new Sellers to the 2009 OMCA Marketplace & Conference**

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 knowing which tour operators you should request an appointment with.

### **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 possibly 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 – **starting September 8<sup>th</sup> and ending October 16<sup>th</sup>**.
3. Each of your appointments is a total of seven minutes in length.
4. Buyers sit and sellers move. This means that during marketplace, the 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 you are meeting with. The more you know about their company the more you can ensure that your appointment time is used to the best advantage to both buyer and seller.
6. We ask that all brochures are mailed to tour operators **AFTER** conference. At conference we ask that you leave tour operators with only **a ONE PAGE, 3-HOLE PUNCHED profile form**. It is **very important** that the profile form is three hole punched for the convenience of the tour operator.

7. When you arrive at the OMCA Marketplace & Conference there is an orientation program for freshmen (also known as - first timers). This program is highly recommended to ensure that you get the most out of marketplace.  
**Attention:** If you did not select the “freshmen” box when registering online or if you registered via fax, please [info@omca.com](mailto:info@omca.com) so that we can make sure that your registration reflects that you are a freshman and this will ensure you a space in this orientation.
8. There is a shopping session at the beginning of marketplace. This session gives you 15 minutes to try and schedule an appointment with those tour operators you were unable to set an appointments with in the appointment scheduling program. An organized approach is best. We recommend having a prioritized list of operators you want to meet with and plan your time accordingly. There is a Marketplace Map in the Conference Program.
9. In 2008 we added a 90 minute open marketplace for all delegates on Monday afternoon. This session allows sellers to set up appointments with buyers that they were unable to schedule appointments with in advance. Please do not try and make appointments before the shopping session at the Open Marketplace and please do not use this time to try and reschedule your Wednesday appointments. We will also host the Buyer / Seller Round Table on Monday. You should plan to attend both of these events.
10. Buyers appreciate sellers who take the time to know their business and treat their appointments like business meetings.
11. Remember to turn off all cell phones and pagers during the Marketplace.

### **Networking Events**

Just like in any industry there is significant 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 [www.omca.com](http://www.omca.com) and view the conference timeline under the *Conferences and Events* section of the website.

### **Volunteering**

Volunteering is a great way for new delegates to make contacts and learn more about the association. For information on volunteering contact Diane Leacock at [Diane@omca.com](mailto:Diane@omca.com)

### **Education Sessions**

OMCA has added new education sessions to ensure that delegates have an opportunity to learn while they are at the OMCA Annual Marketplace & Conference. There will be education sessions specific to each group of sellers when they are not on the Marketplace floor. A detailed schedule will be posted on the [www.omca.com](http://www.omca.com) website closer to the date of the OMCA Marketplace & Conference.

### **When Should You Arrive?**

**DMO Seller Delegates:** Many delegates arrive on Saturday night. The first full Conference event is the start of Marketplace and takes place on Sunday, November 8 at 9.00AM. This Marketplace session is for **ONLY DMO Seller delegates and all Buyers**. All DMO sellers with appointments should be on the floor at this time.

**Non DMO Seller Delegates:** Your first Marketplace session is the morning of Tuesday, November 10th, however if you plan on attending the open marketplace and the buyer/seller roundtable you should arrive before 9am on Monday. **All non DMO Seller delegates should be on the Marketplace floor at this time.** You may want to arrive on Sunday afternoon for the education sessions and to attend the OMCA Awards dinner on Monday evening. Some delegates choose to stay all four days of conference to ensure they have as much access to networking events as possible.

### **When Should You Leave?**

**DMO Seller delegates** may choose to leave after their appointments are completed at the end of the day on Monday, November 9th, though they may miss some networking and education opportunities.

**Non DMO Seller delegates** should leave on Wednesday, November 11 after the final appointment at 3.00PM.

If you have any questions or just need clarification, please do not hesitate to contact us at 416-229-6622.

**The OMCA Supplier Council would like to remind delegates that the networking events provide great business opportunities.**

**We look forward to seeing you at the 2009 OMCA Marketplace & Conference in November!**