



ABA Encourages IFEA Members to Nominate Their Event for the Top 100 Events Award

The [American Bus Association's](#) Top 100 Events in North America is an annual compendium of the best events for group travel in the United States and Canada and one that typically finds a good number of IFEA member events among those selected. Each spring, a committee of ABA-member motorcoach and tour operators select the Top 100 Events for the subsequent year. Winners are chosen from hundreds of celebrations, festivals, fairs, commemorative events, and more that have been nominated by ABA members. From among the winners, ABA names the Number One Event for both the United States and Canada in September of each year.

As part of a new industry partnership program, the ABA is encouraging IFEA members to nominate their festival or event to be considered for the Top 100 Events award. All current ABA members (typically CVB's, State Tourism Departments, Chambers and Motorcoach/Tour Operators) can nominate up to three events for this prestigious award. If you are not an ABA member, you can contact a member in your area (you probably work closely with some to promote your event already) and encourage them to nominate your festival or event. Or, for the first time, you may now nominate your own festival or event for a nominal fee of \$100 (fee will be rebated if you choose to join the ABA in 2010). Simply click on the ABA link at the end of this article. The deadline for nominations is May 7, 2010.

Further helping us to recognize the quality of IFEA member events, for those fortunate enough to be chosen to the Top 100 listing, the ABA will provide special recognition by placing an IFEA logo next to your listing in the Top 100 Events magazine.

For more information about this program, please visit this site: <http://www.buses.org/top100> or contact Courtney Davis, ABA's Meetings and Events Coordinator, at 800-283-2877.