



MEET --- AC



2016 MARKETING PLAN





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A MESSAGE FROM

JIM WOOD & JEFF ALBRECHT



Organizationally, we are excited that 2016 is set up to be a very productive year for Atlantic City due in part to the successes we've had from our convention and sales efforts in 2015. In 2015, we set new record highs in terms of future meetings and convention business booked; which translates into stronger future economic impact for Atlantic City. Our recent successes are especially impressive in light of Atlantic City struggling to rebound from the closure of four casinos in 2014 along with a slew of bad press that went along with that. We are confident convention growth and development is one of the key market segments that can and will help revitalize Atlantic City's economy.

To start, Atlantic City and Meet AC will be hosting three industry meeting professional conventions in 2016. They are: Health Professions Network (HPN), Meeting Professionals International World Education Congress (MPI's WEC) and TEAMS'16 Conference and Expo, the world's largest expo for the sports-event industry. The news and publicity from being awarded these three industry shows have been fantastic for us. It has already begun to reshape perceptions of individuals who once had reservations about Atlantic City. Now, Atlantic City will showcase itself to all

three industry shows with the intent of growing additional meetings and conventions which, as stated earlier, will help grow our local economy.

Transportation to and from Philadelphia Airport has been and continues to be a major challenge in converting tentative group business to definite group business for Atlantic City. To address this issue, Meet AC has developed a strategic alliance with Academy Bus Company. Meet AC's sales team, along with Academy Bus will be addressing the transportation issue in convention proposals requiring airport shuttle by including a cost analysis to and from Philadelphia Airport and strategies in which this can be a positive outcome for our future meetings and conventions.

Our 2016 marketing plan also outlines a detailed list of sales, marketing and services strategies designed to enhance our image and to grow our client base through direct sales, trade show attendance, strategic partnerships and database management. As previously mentioned, the successful hosting of HPN, MPI's WEC and TEAMS will go a long way in rebuilding our reputation as a meetings and convention destination. Meet AC will continue to evaluate strategies of adding additional consumer shows and



“ ATLANTIC CITY MEANS

BUSINESS

AND WE'VE GOT THE NUMBERS TO

PROVE IT.”

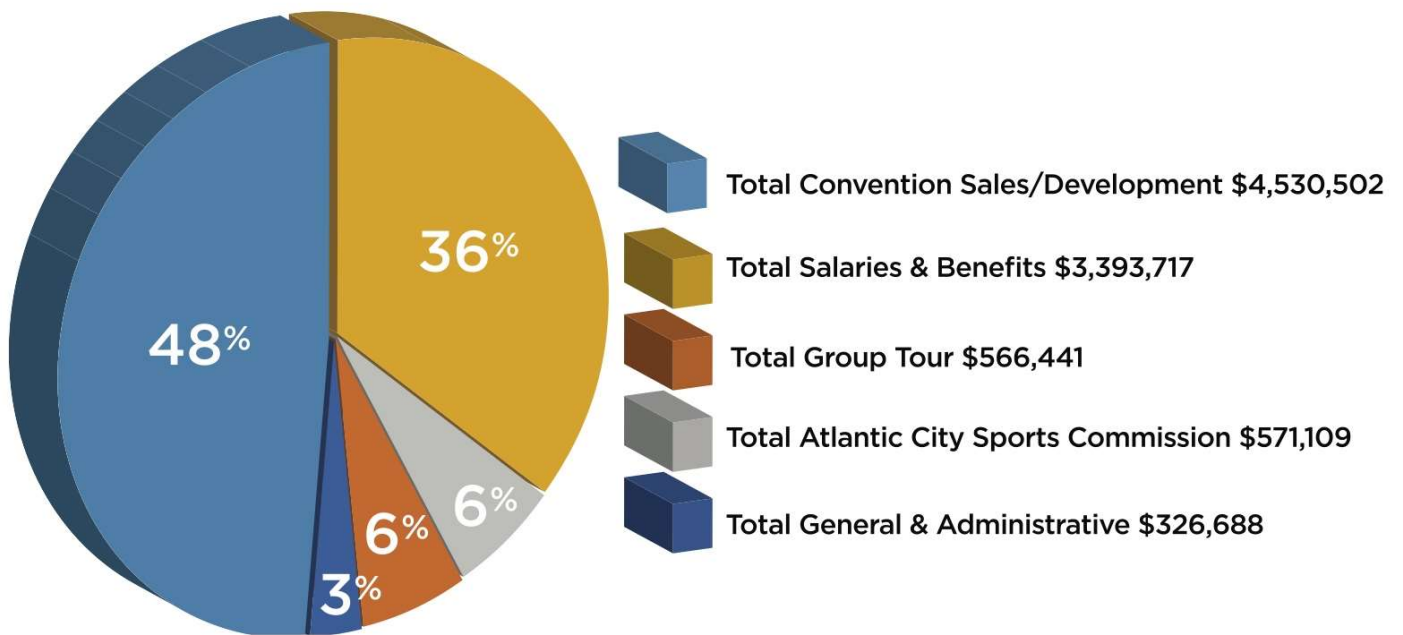
growing convention business during the summer months.

Through our marketing and communications efforts we will continue to drive new messaging and general awareness campaigns when the opportunity arises. We have incorporated podcasts into our mix and we are continuing to grow our social media footprint in the meetings and conventions industry. We are very excited to launch our latest and very aggressive advertising campaign which is a 36-page meeting planner guide. The meeting planner guide will serve as our primary advertising piece which is to be featured in select trade publications. We feel strongly that this piece will drive awareness and build upon our recent successes and help drive new business into Atlantic City.

2016 is shaping up to be one of the most exciting in recent years for Atlantic City. Repurposing three of the closed casinos will bring positive news. New development has taken off in 2015 with the momentum carrying forward into 2016. With Atlantic City hosting three major industry shows in 2016, all eyes will be focused on how well we deliver. We are very optimistic that the meetings and convention market can continue to grow and serve as a beacon of hope for Atlantic City's future.



FINANCE



"INNOVATION
DISTINGUISHES BETWEEN A

LEADER AND A
FOLLOWER."

- Steve Jobs



MARKETING OVERVIEW

CONVENTION DEVELOPMENT ADVERTISING & MARKETING CAMPAIGN

KEY STRATEGIES

- Web-based bid books, planner guides, media kit, & photo gallery
- Mobile-Compatible website
- Ungerboeck CRM integration
- Social media integration
- Monitor and continue Google SEO advertising
- Quarterly E-Newsletter
- Monthly video podcasts

TRADE SHOW MESSAGING

Atlantic City has proven to become a choice destination for meeting planners in the Northeast, which can be attributed to a targeted marketing approach which has educated meeting planners and show organizers of the ample space and availability of Atlantic City! Meeting and event planners can choose from many destinations with convention centers and large hotels. The attendees of meetings and conventions are seeking unique aspects of a destination to rate a great experience. This process begins at trade shows with the meeting and event planner. Our goal is to create a streamlined trade show sales message that highlights our city's most authentic and differentiating attributes and adjust them to fit the needs of planners.

Each theme provides an opportunity for our sales team to choose a specific booth activity. After each trade show, a follow-up e-blast to all contacts will be distributed. A more concentrated point of sale will be administered to those clients that dropped off an RFP.

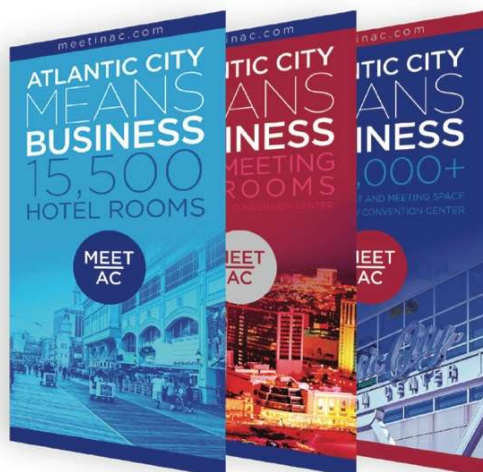
PRINT ADVERTISING

Our main marketing tool in 2016 is our 36 page Meeting Planner Guide which highlights all of Atlantic City's meeting space including our casino properties, offsite venues plus our 600,000 sq. ft. convention center and historic Boardwalk Hall. The convention market will continue to grow with the offering of our current incentive plan.

Our Meeting Planner Guide will run as a polybagged outsert in publications for which Atlantic City has a presence at their designated trade shows to further promote all of the meeting space in the City. The Meeting Planner Guide is a comprehensive marketing tool for planners which highlights floor plans, specs, square footage of properties, local transportation, plus dining, entertainment and recreational activities in and around the city. We will be working with the following advertising vendors:

- Association Conventions & Facilities
- Association News
- Associations Now
- Collinson Media: Connect, Collaborate and Connect Sports
- Corporate & Incentive Travel
- Insurance & Financial Meetings Management
- Smart Meetings
- Successful Meetings/Meetings & Conventions
- The Meeting Professional

For Meet AC's 2016 advertising schedule please contact marketing@meetinac.com





DIGITAL ADVERTISING

Meet AC has a comprehensive digital advertising component to complement the print advertising. Along with the Meeting Planner Guide being printed as an outsert, it is offered digitally and proves to be fully interactive with digital floorplans and mobile compatibility. Meet AC will drive traffic to www.meetinac.com with yearly banner advertisements whose ROI is tracked through a wide array of statistics.

DIRECT MAIL MARKETING

Meeting planners are bombarded every day with various forms of postcards and letters from destinations with a destination marketing message. Destinations are all vying for the meeting planners' attention and it is critical that our marketing efforts are noticeable and interactive to the meeting planner. Our 2016 strategy will be to send three-dimensional mailers including our Meeting Planner Guide to send market specific messages to Atlantic City's top 100 meetings clients and prospects in the following markets:

BY GROUP:

- State and Regional Association
- Corporate
- National Association
- Sports

ELECTRONIC MARKETING

Electronic communication is a preferred choice of correspondence between meeting planners and destinations. Research shows us that meeting planners want destinations to provide content that is timely, informative and relevant. They no longer want to see sales messages, but they want to know about new product developments happening in the destination to keep them informed. Meet AC offers our sales team a more targeted marketing approach with customizable newsletters to send to their vertical market segments.

Innovative electronic tools continue to enhance the publicity effort of the overall marketing program of Meet AC. Meet AC developed four new websites in 2015, which have incorporated the newest technologies, enhanced user experience with dynamic viewing capabilities and grown organically within search engines. Traffic is primarily from computers, however meeting planners will be able to access our site on the go from their mobile devices as our site will be mobile compatible for phones and tablets. The Meet AC Marketing Team has developed an electronic schedule with quarterly e-newsletters showcasing the status of the City, Casino Reinvestment Development Authority (CRDA) economic development, entertainment throughout the City, and of course meetings and event information. Along with our quarterly newsletter, we publish monthly video podcasts around Atlantic City highlighting meeting facilities, local dining, things to do and much more.

MARKETING OVERVIEW

CONVENTION DEVELOPMENT ADVERTISING & MARKETING CAMPAIGN

2016 PODCAST SCHEDULE:

January Reflecting on a Successful 2015
& Looking Ahead

February What's Happening at the Atlantic City
Convention Center

March Shopping at Tanger Outlets The Walk

April Recreation

May New Developments

June Boating/Gardner's Basin

July Beach & Boardwalk

August Conference Centers

September Miss America

October Local Eats

November Gaming Destinations

December Noyes Arts Garage

2016 MARKETING PROJECT SCHEDULE:

January Distribution of Meeting Planner Guide &
Marketing Plan and Prepare Annual Reports

February Assess & evaluate website composition
and strategies

March Attend Digital Marketing Summit

April Review and Distribution of New
Marketing Collateral

May Marketing preparations for MPI WEC

June Attend, market and manage MPI WEC in
Atlantic City & begin annual revision of Meeting
Planner Guide

July Attend DMAI Annual Conference & request for
2017 advertising proposals

August Request for advertising proposals and
coordinating meetings with sales staff re:
vertical markets

September Annual Revision of Marketing Plan and
revision of Meet AC holiday greeting cards

October Prepare annual infographic & compilation of
marketing initiatives, meet with advertising agency
with regard to 2017 creative strategy

November Acquisition of insertion orders for
advertising in trade publications

December Annual board meeting with
marketing presentation



“THE BEST WAY TO PREDICT THE
FUTURE
IS TO **INVENT IT.**”

- ALAN KAY

SOCIAL MEDIA STRATEGY

Social Media will be used to bring awareness to local events, groups, conventions and attractions. The promotion of contests, special events and conventions in town will be broadcast via social media. Meet AC will take an interactive approach to social media by posting relevant, thoughtful articles in the meetings and events market as well as local content featuring Atlantic City.

STRATEGIES

- Hashtag utilization for different conventions
- Attendee engagement
- Trending topics
- Connecting with CVBs and meeting planners on all social media outlets

Facebook

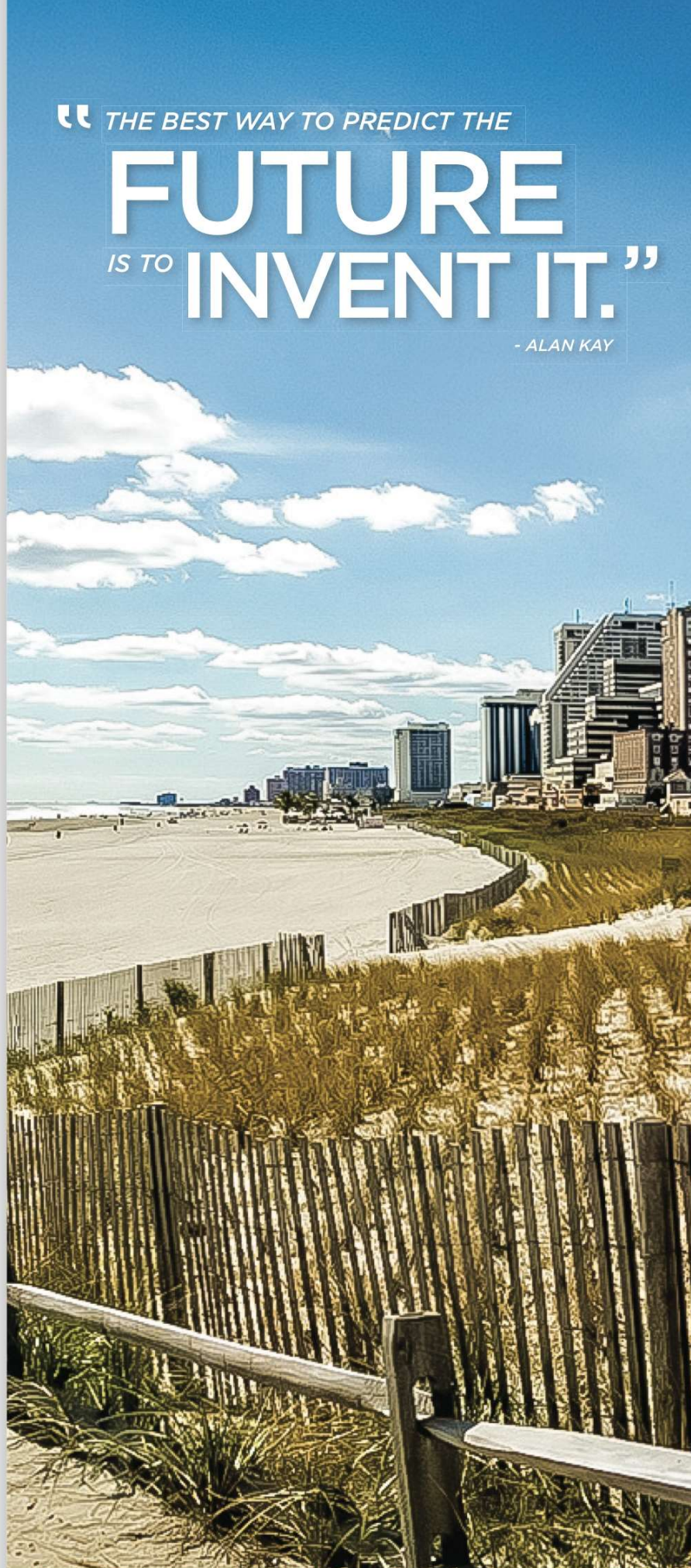
Twitter

YouTube

Google +

Instagram

LinkedIn



MARKETING OVERVIEW

CONVENTION DEVELOPMENT ADVERTISING & MARKETING CAMPAIGN

MARKETING COMMUNICATIONS

Traditional Marketing & Public Relations

The Marketing Communications staff works to create awareness about Atlantic City as an affordable, accessible and unique destination for meetings, conventions and the group motorcoach markets through positive publicity, innovative advertising, outstanding marketing and sales collateral, electronic and web campaigns and brand strategy.

GOALS

- Distribute 50-100 press releases
- Generate and service three meetings and conventions travel writer visits
- Generate 1,000,000 media impressions
- Generate website traffic of 1,000,000 visitor sessions
- Engage and retain social network subscribers
 - 1,000 Facebook
 - 1,000 Twitter
 - 300-500 LinkedIn
 - 300-500 Instagram



STRATEGIES

Business to Business Initiatives

Corporate Marketing

Convention Marketing

Small Leisure Marketing

Sports Marketing

Consistent brand message through all marketing outlets

Refined look in advertising that relates to meeting and convention audience

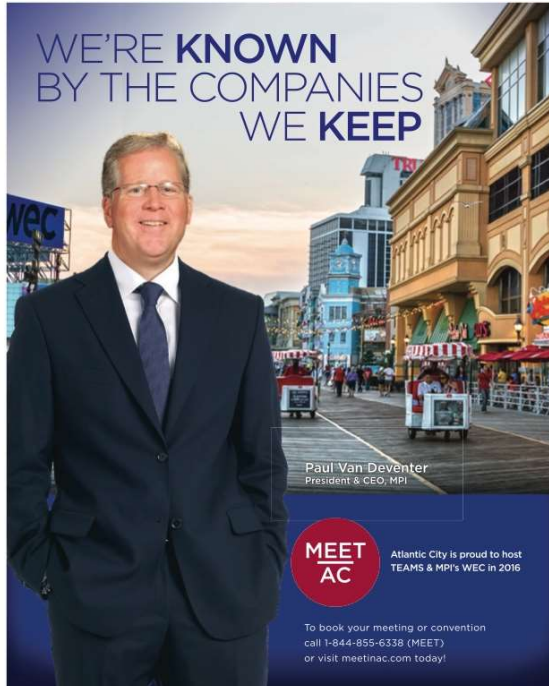
The Marketing & Communications Department will attend the following media marketplaces and technology shows:

Organization	City	Date
Innovation Enterprise Digital Marketing Summit	New York City, NY	3/16-17, 2016
MPI WEC	Atlantic City, NJ	6/11-14, 2016
DMAI Annual Conference	Minneapolis, MN	7/31-8/3, 2016
TEAMS	Atlantic City, NJ	9/26-29, 2016



MEET AC 2016

NEW ADVERTISING CAMPAIGN



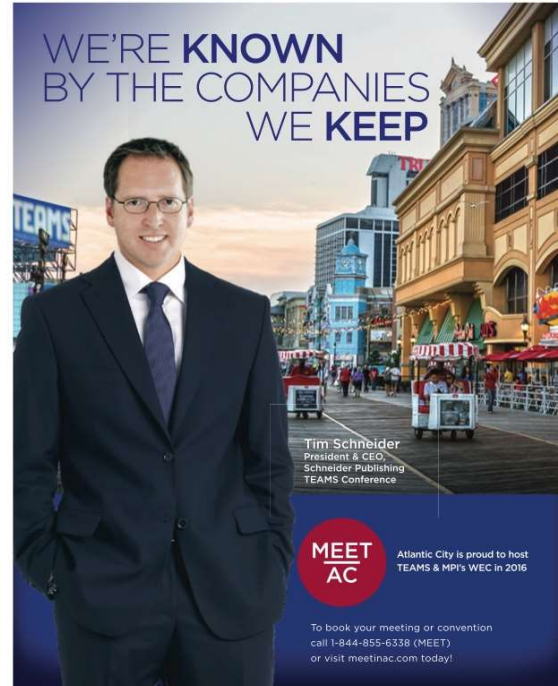
WE'RE **KNOWN**
BY THE COMPANIES
WE **KEEP**

Paul Van Deventer
President & CEO, MPI

**MEET
AC**

Atlantic City is proud to host
TEAMS & MPI's WEC in 2016

To book your meeting or convention
call 1-844-855-6338 (MEET)
or visit meetinac.com today!



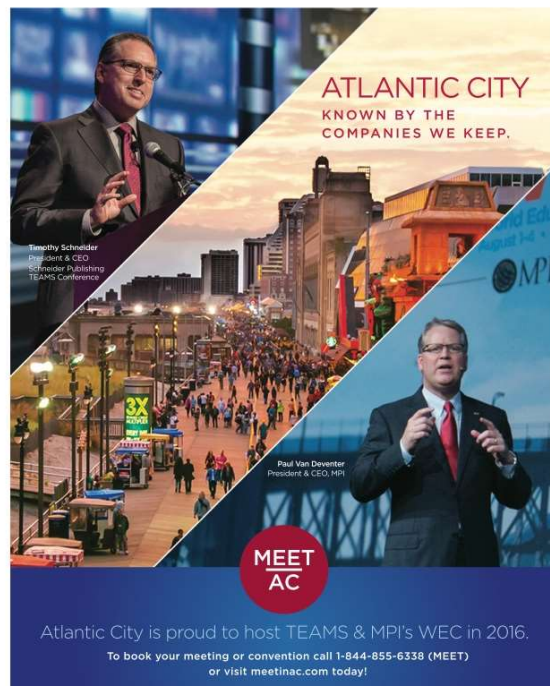
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President & CEO,
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TEAMS Conference

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President & CEO,
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Paul Van Deventer
President & CEO, MPI

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AC**

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or visit meetinac.com today!

MEET AC

GROUP TOUR

ADVERTISING

PRINT ADS



My Bucket List

#14. SHOP 'TIL HE DROPS



CHECKING OFF YOUR LIST IN ATLANTIC CITY!

- ✓ #11. Walk in Miss America's Shoes
- ✓ #22. Grab a Cheeseburger in Paradise
- ✓ #29. Book a Room with A View
- ✓ #37. Sun Bathe in Winter

Celebrity chefs and award-winning dining, brand name tax-free shopping, show stopping entertainment, the arts and culture, and a world famous beach and boardwalk, one visit to Atlantic City can really check off your Bucket List. Heather Colache is available at 609.449.7151 or hcolache@meetinac.com to help you DO AC.



AtlanticCityNJ.com



My Bucket List

#34. WALK ON WATER



CHECKING OFF YOUR LIST IN ATLANTIC CITY!

- ✓ #15. Ghost Hunting In The Lighthouse
- ✓ #28. Dinner At An English Pub
- ✓ #07. Ride An Elephant On The Beach
- ✓ #55. Meet A Legend On The Boardwalk
- ✓ #19. Live Like An Emperor

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DoAtlanticCity.com

WEB ADS

My Bucket List

#34. WALK ON WATER



CHECKING OFF YOUR LIST IN ATLANTIC CITY!



DoAtlanticCity.com

My Bucket List


#34. WALK ON WATER




MEET AC

INTERNATIONAL ADVERTISING

PRINT ADS



EAT, DRINK & BE LUCKY.
(and create lasting memories while you're at it)



DO ATLANTIC CITY NIGHTLIFE

New Jersey
WELCOME To book your Atlantic City Getaway contact Manny Witt
at 888.640.3925 or mwitt@ne-tc.com.
Meet AC received funding through a grant from the New Jersey Department of State, Division of Travel and Tourism.

**DO
AC**

AtlanticCityNJ.com



EAT, DRINK & BE LUCKY.
(and do a little sunbathing while you're at it)



DO ATLANTIC CITY BEACHES

New Jersey
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**DO
AC**

DoAtlanticCity.com



EAT, DRINK & BE LUCKY.
(and do a little tax-free holiday shopping while you're at it)




DO ATLANTIC CITY SHOPPING


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**DO
AC**


DoAtlanticCity.com

ATLANTIC CITY CONVENTION



The Atlantic City Convention Center officially opened on May 1, 1997. The building includes 500,000 sq. ft. of exhibit space divisible into five sections plus, 45 breakout rooms containing 109,000 sq. ft. of meeting space. The building also includes a parking garage that can accommodate 1,400 automobiles and the Atlantic City Rail Terminal which the New Jersey Transit's Atlantic City to Philadelphia route operates daily.

Although gains continue to be made, assessments and studies continue to be conducted on the Atlantic City Convention Center's output with the goal to identify those business segments that have the ability to grow. Those segments include but are not limited to the Consumer Show Market and the Regional Association markets which have less reliance on some of the challenges Atlantic City faces such as air service and competitive weekend hotel rates.



Meet AC's goal is to increase the number of events and the number of event days utilizing the Atlantic City Convention Center. The building is currently averaging 86 events per year and 200 event days per year. The 2013 IAVM Operating Revenue and Expense Survey states that a building the size of the Atlantic City Convention Center should be hosting on average 249 events per year with nearly 400 event days.

Success in growing the number of events and event days over the next several years, will also be reflected in revenue growth for the building. Reducing the operating deficit is another challenge facing us.

Spectra by Comcast Spectacor, the management operators of the Atlantic City Convention Center, have identified several areas in which they believe they can add revenue streams for the building. Additionally, several capital improvement projects have been identified that could help make the building more functional from a client's usage standpoint as well as maximize the utilization of the meeting and exhibit space moving forward. Those projects include the adoption of a building master plan that will address the convention center's overall capital needs, as well as upgrades to our current client services. Most recently, we completed a one million dollar upgrade to the wireless and technology services available that will not only grow revenue, but also position the building to expand technology services moving forward. The end result could lead to an increase in events, event days and most importantly, revenue.

The net operating income for the Atlantic City Convention Center is as follows:

2013 - \$4,992,160
2014 - \$5,329,870
2015 - Net Event Income Forecast \$4,717,500

CENTER



The Trends, Analysis, and Projections Report continues to show progress being made on a long term basis. Meet AC will continue to work strategies that will help extend our 28-month booking window further into the future, allowing the destination and convention center a broader opportunity with major conventions which typically book on at least a three-year window. Those strategies will be evaluated on an ongoing basis.

MEET AC HAS DEVELOPED A COMPREHENSIVE SALES STRATEGY TO ADDRESS THE BUILDING'S NEED FOR MORE EVENTS AND EVENT-DAY USAGE.

STRATEGY #1

Atlantic City will be hosting the Health Professions Network April 4-8, 2016. Attendees are meeting professionals from the Healthcare Industry. Our strategy is to grow our share of the healthcare business by hosting a tremendous event.

STRATEGY #2

Transportation to and from Philadelphia Airport continues to be one of the primary concerns of meeting professionals looking at Atlantic City as a possible destination for their meeting or convention. We will develop a comprehensive menu of transportation options which we hope can help us in booking more convention business for Atlantic City.

STRATEGY #3

Meet AC and Atlantic City has been awarded the 2016 MPI's WEC Conference. Atlantic City will be hosting 2,500 meeting professionals June 11-15, 2016. Through committees, partnerships and specific strategies, Atlantic City has a tremendous opportunity to deliver a very impactful convention which can help reshape Atlantic City's image and book more meetings and conventions into the future.

STRATEGY #4

Meet AC and Atlantic City has been awarded the TEAMS Annual Conference. Atlantic City will be hosting 1,500 sports professionals September 26-30, 2016 which is the sports industry's largest gathering of sports conventions and sporting event rights holders in the nation. By hosting TEAMS, we hope to grow our sports footprint through our newly-formed Atlantic City Sports Commission.

STRATEGY #5

We've identified the summertime as a need period for the Atlantic City Convention Center (ACCC) even though it is a peak travel period for our leisure customers. Our strategy is to maximize the ACCC business opportunities through the summer months moving forward.

STRATEGY #6

One of our marketing strategies includes creation of our 36-page meeting planner guide and to utilize this piece as our main advertising supplement during the first quarter of 2016.

STRATEGY #7

Our client Familiarization trips (FAMs) will be centered on a few select special events in 2016 because we are hosting three industry shows.

STRATEGY #8

Meet AC will look to bid on additional meeting professional shows in 2016 or as they become available. We are working to increase our presence nationally and hosting meeting professional shows is a great catalyst to do so.

MEET AC

ROOM NIGHTS & CHARTS





**"GREAT THINGS
ARE DONE BY A SERIES OF
SMALL THINGS
BROUGHT TOGETHER."**
- Vincent Van Gogh

CONVENTION SALES VERTICAL

MARKET

STRATEGIES



NATIONAL ASSOCIATION MARKET

The National Association Market is still a very strong market and is heavily concentrated in Washington, D.C. and Chicago. This market continues to focus on membership retention, new revenue sources and member values. They continue to measure the core market of their prospective association and tap into a number of resources from government, licensing boards, regional, state and chapter levels. Many organizations are migrating to Association Management Companies and Third Parties for a number of various reasons including a lack of association staff, budget constraints and strategic guidance. We should continue to focus on hosting board retreat opportunities and the support of state and regional chapters.

OBJECTIVE

National Associations continue to be a successful market for Atlantic City. Our goal is to capture the National Association Market. The opportunity of incentives will be attractive to National Association Markets.

STRATEGY

Launch an email campaign to current database

Develop testimonials from three Associations:

- National Elevator Contractors
- National College Fair
- American Wind Energy

Develop presentations geared to National Associations

Partner with Helms Briscoe, ConferenceDirect and Experient to obtain more National Association business.

Host four National Board Meetings

Support from New Jersey based associations.

MARKETING TO ATHLETICS & SPORTS



OBJECTIVE

Because of the tremendous growth in sports-related travel, Meet AC has formed the Atlantic City Sports Commission. Our goal is to capitalize on Atlantic City's existing facilities and begin to attract a diverse array of sports-related events, conventions and competitions to Atlantic City. Sports groups meet virtually year round. The opportunities to grow our sports footprint is tremendous given the fact we can offer significant value during the Summer months.

STRATEGY

Showcase Atlantic City as a Sports Destination at TEAMS '16

- Increase local awareness by integrating local sports promoters through hosted registration
- Provide all buyers at TEAMS '16 with hard copy of Sports Facility Guide

Develop a Sports Facility Guide

Partner with Collinson Media and Events at their Connect Sports Trade Show

Entertain sports clients at the LPGA ShopRite Classic

Develop the website as an all-inclusive AC Sports HUB

- Provide exposure for existing clients by incorporating show photos, dates, locations and calendar of events
- Integrate Sports Facility Guide

Send quarterly sports newsletter to update existing database of Atlantic City Sports Commission activities and investments

Schedule a photographer to capture hi-res, quality photos of events to display in advertisements, websites and trade publications.

Facilitate Bader Field Sports, LLC and work closely to develop premier tournaments at this sports complex.

MARKETING TO **AUTOMOTIVE INDUSTRY**



OBJECTIVE

The United States has one of the largest automotive markets in the world and is home to 13 auto manufacturers, which produce an average of over 8 million passenger vehicles annually in the United States.

There is an extensive network of auto parts suppliers serving the industry. Suppliers produced \$225.2 billion dollars in industry shipments, accounting for nearly four percent of total U.S. manufacturing.

Sales have risen 13% since last year and are expected to maintain stable growth over the foreseeable future.

STRATEGY

Focus on the various components of the automotive industry, such as the manufacturers of parts and tools.

Work with the Motor and Equipment Manufacturers Association as well as the American Automotive Retailers Association to help bring regional tradeshow and association meetings to Atlantic City.

MARKETING TO **BUILDING & CONSTRUCTION**



OBJECTIVE

Commercial Building

The commercial sector is expected to continue growing in 2016. Current construction forecast indicates that hotels, office buildings & the institutional sector (healthcare & education facilities) will lead this group.

Residential

Home sales in the U.S. show continued growth in 2015; year-over-year for ten consecutive months.

The strong rebound in economic growth during 2015 and ongoing job creation are gradually improving the outlook for both the Commercial & Residential real estate sectors.

STRATEGY

Prospect specific events in the Building Construction, Real Estate markets that would be a good fit for Atlantic City. Continue to foster relationships through personal outreach as well as attending trade shows to help build our tentative base for future business for Atlantic City.

Utilize the network of NECVB Reps as an opportunity to showcase Atlantic City.

Send targeted e-blasts to existing database specific to the Building Construction/Real Estate sector, informing them of the development taking place in and around Atlantic City as it relates to this field.

Continue to use our FAMS as a tool to get face-to-face time with new and existing customers.

MARKETING TO EDUCATION MARKET



OBJECTIVE

Atlantic City continues to host several national and regional educational conferences. Based on their success, we are positioned to secure other educational conferences. Educational conferences are offering continued recertification.

STRATEGY

Host two Leadership Executive Retreats

Execute two Roundtable/Presentations at PCMA & ASAE

Execute one Presentation at CONNECT Marketplace

Continue to Utilize MINT to identify targeted groups.

Video testimonials from New Jersey Education Association, National Council of Teachers of Mathematics and New Jersey School Boards Association.

Host four four Education Targeted Board Meetings

MARKETING TO ENERGY



OBJECTIVE

The major energy sources consumed in the United States are petroleum (oil), natural gas, coal, nuclear, and renewable energy. The major users are residential and commercial buildings, industry, transportation, and electric power generators.

The United States hopes to have 25% of its energy produced from renewable sources by 2025. The most rapidly growing renewable energy source since 1995 has been wind power. The implementation of wind power has exploded with an increase of over 2000%. Although this is spectacular growth, wind contributes less than 3/4% of the nation's energy supply. Solar has grown over 55% since 1995 and the rapid fall in per kilowatt price of solar panels should support future growth.

STRATEGY

Use the resources in our "back yard" to attract new business in this sector; i.e. Wind Turbines, Solar (Convention Center Roof), Recycling, etc.

Research Energy related trade shows/events taking place in the U.S. that would be a good fit for Atlantic City. Foster a relationship with these groups to bring their events to our city.

Utilize FAMS to bring in new customers and show first-hand our initiatives in the city in the renewable energy field.

Prospect existing data base, while building a new base of customers in the energy-related field.

Send targeted e-blasts to our existing database specific to the energy sector, informing them of the development taking place in and around Atlantic City as it relates to energy.

MARKETING TO INSURANCE & FINANCIAL MARKETS



OBJECTIVE

The insurance and financial markets can be very lucrative, from high-end incentive travel to large national and regional meetings.

Given that both the financial and insurance segments can be sales and goal-oriented, the opportunity for incentive travel is great. Atlantic City can capture this business by the nature of it being a resort destination, as well as, its proximity to the large financial institutions in New York City and a large concentration of insurance companies in the New England area.

STRATEGY

Involvement in industry associations such as MPI and Connect.

Being a member of specific industry associations, FICP (Financial, Insurance, and Conference Planners).

Develop strategic sales blitzes in New York and New England.

Develop relationships and nurture existing relationships in both the Insurance & Financial markets.

Maintain and grow industry data base.

Solicit industry associations to host their board meetings in Atlantic City.

MARKETING TO FOOD SERVICE COMPANIES



OBJECTIVE

New Jersey is home to some of the leading food companies – Campbell Soup Company, Goya Foods, Inc., Unilever United States, Inc., and National Starch Food Innovation to name a few.

Meet AC will concentrate on soliciting Northeast Regional events within the Food Service Industry, by tapping into these leading companies located in our backyard. With Atlantic City's position in the Northeast, hotel & attraction offerings, and a desirable beachfront location, we hope to become an attractive destination for meetings and events within the Food Service Industry.

STRATEGY

Prospect our existing database.

Prospect & focus on building relationships with the top New Jersey based food companies.

Strengthen relationship with US Foods and Uni Pro to generate more regional events.

Utilize MPI WEC in Atlantic City to break into this market and showcase Atlantic City.

Explore professional development organizations focused on the food and beverage industry.

MARKETING TO FRANCHISE



OBJECTIVE

The franchise industry is responsible for 1 out of 8 U.S. private-sector jobs, which is nearly 18 million workers. Direct and indirect economic output of franchised businesses is reported at \$2.1 Trillion.

Franchise companies plan meetings and events for all levels of employees – from the franchisor to the line-level employee. Meet AC will concentrate on soliciting Northeast Regional events within the franchise Industry. Atlantic City's diverse offerings of hotel properties and entertainment options, should appeal to the franchise company meeting planner to satisfy all levels of their events from VIP to line-level.

STRATEGY

Renew membership in IFA (International Franchise Association); dive deeper into membership benefits and opportunities.

Exhibit at the IFA Annual Convention in February 2016 and co-host client dinner with other attending DMO's.

Advertise in Franchising World the IFA Magazine's August 2016 Convention issue.

Utilize MPI WEC Hosted buyer program to invite contacts made through IFA Annual Convention to Atlantic City.

Particular focus will be placed on franchise companies & owner associations headquarters in the Northeast.

SOCIAL AFFAIRS, ENTERTAINMENT & **FRATERNAL GROUPS**



OBJECTIVE

As Atlantic City continues to develop broader amenities and new attractions, it creates a larger opportunity in social and fraternal markets. The diversity of venues puts Atlantic City in a position to offer the option for smaller regional events that can be accommodated in a variety of our hotel and casino properties; to the larger annual events that can utilize the Atlantic City Convention Center and Boardwalk Hall.

STRATEGY

Identify the largest fraternal/sorority organizations and understand their travel propensity.

Due to social/fraternal budget constraints, package an all-inclusive price to utilize rooms at the Convention Center.

Integrate Meet AC with Boardwalk Hall to provide assistance in housing accommodations for staff/media/VIP's and fans for all events held in Boardwalk Hall.

Help grow local, annual shows, so that they are self-sustaining home grown events in Atlantic City (For example Cider Fest, Horror Fest, and more).

MARKETING TO GOVERNMENT



OBJECTIVE

As Atlantic City begins to diversify and transform itself, leaving behind the gaming concentration that once put us on the map, it's imperative we capture a portion of the government spending that has increased over the last three years. With the reopening of non-gaming properties (i.e. the Claridge), our goal is not only to maintain the government groups we presently have, but also to obtain ancillary government groups through concerted efforts that present Atlantic City as a Northeast location option for conducting business.

STRATEGY

Actively engage our government database (E-blast) as we build on our client list.

Entertain government group leaders in order to gain insight into their present needs and wants.

Partner with our non-gaming properties to develop a government group exclusive incentive (i.e. rewards program).

Utilize current business relationships in this segment to build opportunities with support industries and contractors.

Use the favorable government per diem to position Atlantic City to government buyers.

MARKETING TO HEALTHCARE & PHARMA



OBJECTIVE

The health care and the pharmaceutical industry employ 11.75 million people in the Northeast, with 2 million workers located in the tri-state area. 42% of the Philadelphia meetings and convention market is comprised of healthcare and healthcare-related business & associations. Presently, in New Jersey, the healthcare and pharmaceutical industry host approximately, 20% of the overall meetings/convention market.

Among the top 100 fastest growing firms in the country, 21 are in the healthcare field, four in medical device/equipment manufacturers, three are health care providers and six are pharmaceutical companies.

A recent trend in the association market would be independent associations reducing and moving towards becoming AMC clients.

Historically, Atlantic City has not been in consideration for this market due to the nature of the destination. Now Atlantic City is viable option for all meetings and tradeshow with an East Coast focus or rotation, considering that gaming has expanded to most states.

STRATEGY

Involvement in industry associations such as PCMA.

Maintain and build an ongoing relationship with Maritz travel that plans large volumes of pharma & healthcare meetings in the Northeast.

Hosting Health Professionals Network consisting of over 40 meeting planners in the healthcare industry that represent over 100 healthcare related associations.

Joining specific industry associations, HCEA (Healthcare Convention Exhibitor Association)

Develop strategic sales blitzes in North Jersey/ Pennsylvania

Develop relationships and nurture existing relationships in both the healthcare and pharmaceutical markets.

Maintain and grow industry data base.

Solicit industry associations to host their board meetings in Atlantic City.

MARKETING TO HEAVY EQUIPMENT



OBJECTIVE

Heavy equipment manufacturers have more than 850 companies that produce and market equipment, products and services used worldwide in the agriculture, construction, forestry, mining and utility sectors. These industries tend to view gaming destinations as a more favorable option to hold their meetings and conventions.

STRATEGY

Work and promote the industry/public needs at the state, national, provincial and international levels

Work with the National Association of Equipment Manufacturers headquartered in Milwaukee, WI

Solicit their branch office in Washington, DC, to cultivate and nurture contacts in the North East region

Work with the International Union of Operating Engineers Local 68- Atlantic City to obtain introductions to Northeast heavy equipment manufacturers

Identify ancillary support organizations with the potential to do business in Atlantic City



MARKETING TO MULTI-TIERED MARKETING INDUSTRY



OBJECTIVE

The Direct Sales industry has seen an upward trend since 2009 with 2013 being a banner year featuring estimated retail sales of \$32.6B plus a record high of 16.8MM people enrolled in direct sales companies. Atlantic City has shown growth in the number of Direct Selling companies hosting events in the past several years, with one major advantage being our geographic location in the heart of the Northeast.

STRATEGY

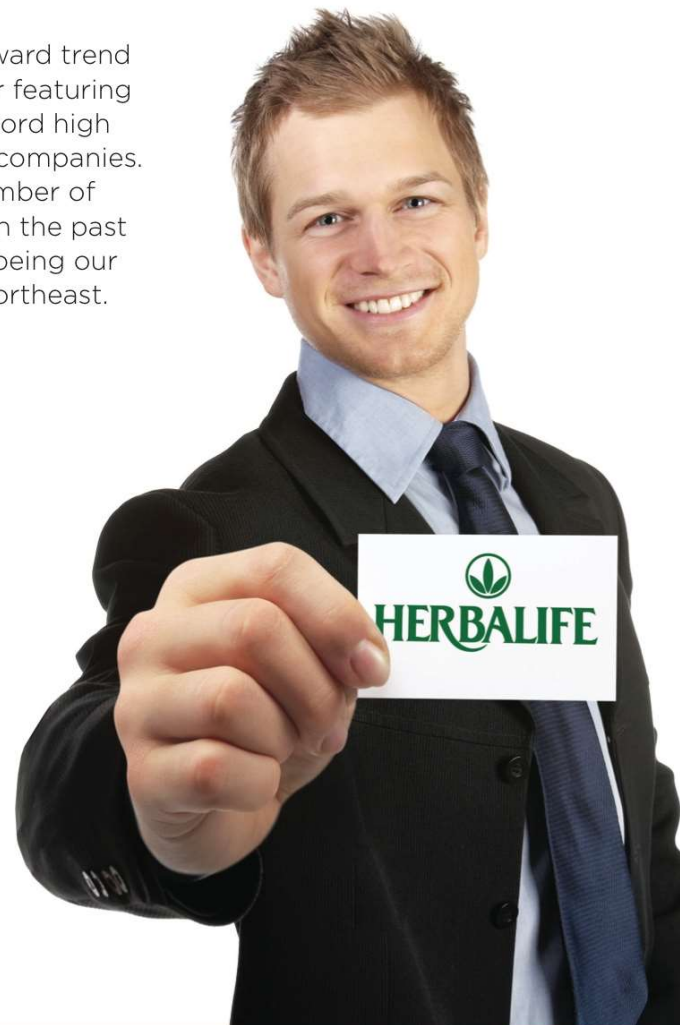
Prospecting our existing database

Send a quarterly E-newsletter to our current database with destination updates and short-term availability at Atlantic City Convention Center.

Attend the DSA (Direct Selling Association) Annual Conference in June 2016 & co-host a client dinner with other attending DMOs

Target five new Direct Sales clients to be invited to MPI WEC

Advertise in Direct Selling News the DSA's magazine



MARKETING TO MILITARY



OBJECTIVE

Atlantic City's proximity to major military installations locally and within a short driving distance makes it a great option or alternative to other Northeast Destinations for the military market. New Jersey is home to the FAA, Maguire Air Force Base, Fort Dix, and Fort Monmouth. New Jersey's accessibility to Washington, D.C. also creates a favorable location for all military and support associations as a host destination.

The changing rate structure in Atlantic City over the past 5 years along with a favorable room rate and food and beverage per diem can further enhance Atlantic City's ability to attract the military and government markets.

STRATEGY

Maintain and develop relationships within the military.

Align closely with General Service Administration (GSA).

Attend GSA/government meetings on procurement and contracting.

Maintain and develop relationships with third party and AMC that strictly handle military groups.

Utilize relationships to build opportunities with-in military and government contracting industry.

Identify buying structure.

Educate government/military groups on the availability of non-gaming properties to help make the buying decision allowable for groups that can't use a gaming property.

Sales calls to military bases.

MARKETING TO MULTI-CULTURAL MARKET



OBJECTIVE

Atlantic City has been successful in capturing multi-cultural groups in the past. Focus on board-based organization with the multi-cultural spectrum.

The multi-cultural market continues to thrive and membership is growing. This market continues to focus on growing the membership and offering more value to their attendees due to various demographics. They are meet primarily over the weekends and summer timeframes and are looking for reasonable room rates and overall value options for their attendees.

STRATEGY

Attend Diversity Marketplace

Testimonials from Multi-cultural groups:

- International Association of Hispanic Meeting Professional.
- Attend Links Conference
- Alpha Kappa Alpha
- Delta Sigma Theta

E-News blast to current and enhanced database

Host two Executive Leadership Meetings (Delta Sigma Theta & Women of Color)

MARKETING TO ORGANIZED LABOR



OBJECTIVE

The Labor Market is extremely important to Atlantic City. There are currently 14.5 million people in Union Memberships in the United States. Among states, New York continues to have the highest union membership rate of 24.4% of all workers (in 2011).

Unions in the private and public sectors often are required to represent workers who are not dues-paying members.

The largest number of union members live in California (2.4 million) and New York (2.0 million). More than half of the 14.5 million union members in the United States live in seven states: California, New York, Illinois, Pennsylvania, Michigan, New Jersey and Ohio. Therefore our location here in the Northeast is in key proximity to Pennsylvania, New York and Ohio, not to mention that many of the International Union offices and officers are based in Washington, D.C. which is a mere 3 hours away from Atlantic City thus positioning us as a top Regional Destination for labor programs here in the Northeast.

STRATEGY

Continue to build on the success of the Labor Summit which was held on October 1, 2014 at the Atlantic City Convention Center.

Continue to maintain a solid working relationship with Caesars Entertainment as they are extremely active in the Labor market where we can partner on booking more meetings here in Atlantic City.

Attend various labor meetings around the country such as the AFL-CIO Executive council Meeting in January 2016.

Plan a number of sales missions in the Northeast ie: Washington, D.C., New York, Pennsylvania and Ohio.

Continue to participate and make the North America Building and Construction Trades Department's Labor of Love Event an annual event here in Atlantic City.

Work closely with the MEET AC Washington, D.C. office to obtain five Requests for Proposals from the International Labor Community.

MARKETING TO PUBLISHING & MEDIA



OBJECTIVE

This segment includes corporations and associations engaged primarily in the media and publishing industries, and host events to support their trade profession or interest. This group also includes newspapers, books and periodicals, but is focused on the for-profit tradeshow industry.

STRATEGY

Prospect existing database

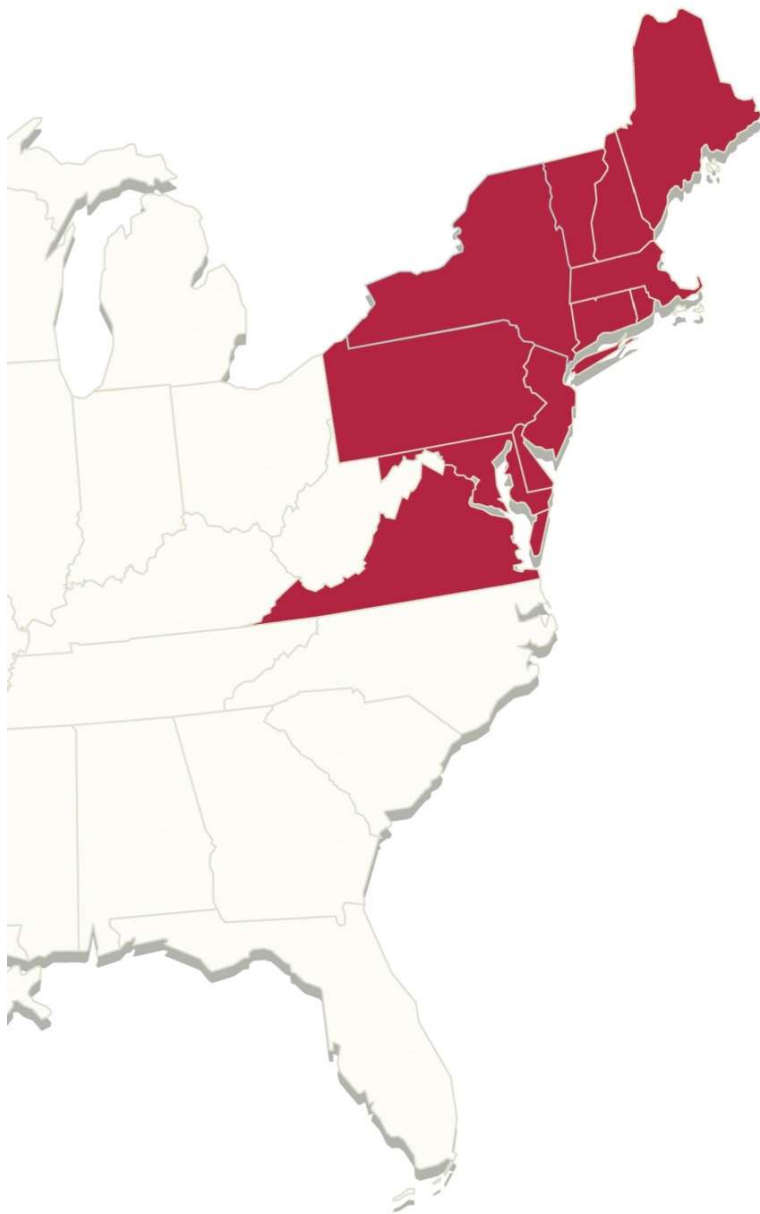
Solicit the many media groups such as F & W Media, Red 7 Media, Penton Media, PennWell Publishing, Reed, as well as all media companies that provide meetings and tradeshows

Work closely with National Business Media (NBM) to bring new shows to Atlantic City

Continue and expand opportunities with the Society of Independent Show Organizers and TSE

MARKETING TO

REGIONAL ASSOCIATIONS



OBJECTIVE

Regional Associations will play a major role in Meet AC's overall objective of increasing the meetings market for the Atlantic City Convention Center and the surrounding hotels and therefore generating a significant economic impact for Atlantic City as a whole.

STRATEGY

Continue to identify a targeted list of Northeast Regional Associations that have the potential to hold future meetings in Atlantic City.

Retain memberships with neighboring state associations and identify those associations that are permitted to meet outside of the respective state according to their association bi-laws. NYSAE will be a major focus due to its regional membership component.

Create small-targeted client events focused on NYSAF organizations that utilize destinations outside New York State.

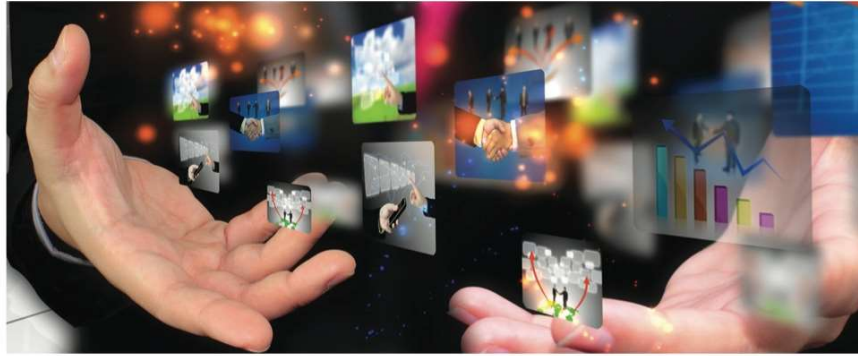
Identified planners will be included on FAMS and client events in AC.

All clients will be sent Quarterly Newsletters from Meet AC.

MARKETING TO TECHNOLOGY



IEEE



OBJECTIVE

According to 2014's Inc. 5000, New Jersey is home to 47 of the fastest-growing private technology companies in America.

This concentration of top companies in New Jersey, Atlantic City's central Northeast location, the new Smart City technology being installed at the Atlantic City Convention Center and the addition of the Harrah's Conference Center should make Atlantic City an attractive location for meetings and events for the technology industry.

STRATEGY

Research and solicit the top technology companies located in Northeast.

Penetrate IEEE & CESSE and market to all member associations to capture Regional Meetings.

Focus on relationship building through IEEE & CESSE.

Utilize R&G to telemarket to the member organizations of CESSE.

Utilize MPI WEC Hosted buyer program to invite contacts from this market to Atlantic City.

Research & bid on the CESSE 2019 Annual Meeting RFP, as CESSE's meetings guidelines suggest that they will prioritize the Eastern region of the U.S. and Canada for the 2019 meeting location.

MARKETING TO RETAIL



OBJECTIVE

Rapid changes in technology and consumer behavior is changing retail.

Market expansion is expected to record yearly growth of close to 5% through 2015 to exceed \$13.2 trillion. Food and groceries represent the leading market segment, generating more than \$6.63 trillion or close to 65% of the overall market.

The global online retail industry is expected to reach almost \$830 billion in 2015. This represents 90% market expansion in just five years. Electronics are the leading market segment, with close to 34% of the overall market. The Americas represent more than 40% of the global online retail industry.

STRATEGY

Research Retail specific trade shows/events taking place in the U.S. that would be a good fit for Atlantic City. Foster a relationship with these groups to bring their events to our city.

Utilizing our existing database and build on those relationships to bring new business into the city.

Look for opportunities to become a member in the Retail Association industry. Use this tool to get face time with key decision makers.

Send targeted e-blasts out to existing database specific to the Retail Industry, informing them of the developments taking place in and around AC as it relates to this field.

Continue to use our FAMS as a tool to get face-to-face time with new and existing customers.

Continue Committee participation to the NYPCMA Chapter to assist in building the New York Client base in this sector.

MARKETING TO SMALL MEETINGS

OBJECTIVE

The demand for venues for small meetings and conferences is rapidly increasing. Recent studies of corporate, association and other markets estimate there were approximately 800,000 small conferences with fewer than 200 attendees in the U.S. in 2012. In addition to these meetings, conference and hotel properties with up to 100 sleeping rooms frequently accommodate groups as large as 200 to 300 attendees. Experts anticipate that the number of small meetings and training programs will continue to grow, even during periods of economic downturns. The two most frequent small meetings are:

- 1. Training Programs** This is the most common type of small meeting, lasting from two to five days at the property. The site may be selected because of its proximity to the business' corporate headquarters.
- 2. Management Meetings / Regional & National Meetings** These meetings are often intensive and planners may schedule recreational and social activities to offer an opportunity for relaxation.

Atlantic City is well located, both within driving distance and short airline flight from many of America's corporate and business centers. This is a major advantage in terms of attracting and capturing the different types of popular small meetings. We currently offer a wide inventory of meeting spaces and guest rooms, along with a variety of off-site entertainment options that in the end combine to make Atlantic City a great option for the small meetings market in 2016.

STRATEGIES

Plan quarterly corporate-meeting-planner FAM's or special activities involving site visits. These FAM's will focus on the business services available in Atlantic City and how they compare to our regional competitors. (Many corporations have outsourced their small meetings programs to third party companies).

Concentrate on Email and Direct Mail Campaign to push the incentive plan.

Create small meeting packages for the Atlantic City Convention Center.

Maintain relationship/partnership with Collinson Media by attending Diversity Marketplace and Collaborate/Connect, as well as continuing to answer and follow up with leads generated by them.

Focus on LinkedIn project and attend LinkedIn Sales Connect Conference in the Fall of 2016.

MARKETING TO STATE ASSOCIATIONS

OBJECTIVE

Currently 60% of all convention business in Atlantic City comes from the Association market. Meet AC will be targeting this market as a growth potential for future business. Sales emphasis will be placed with MASAE and the local AMC organizations.

Mid Atlantic Society of Association Executives (MASAE) is a regional association of professionals who manage trade, professional, educational, technical and business associations and societies and is the primary source for State association business.

Association Management Companies (AMC) are for profit firms made up of professionals from various specialties that provide management services to volunteer associations. The AMC model is a growing trend for the association market.

STRATEGY

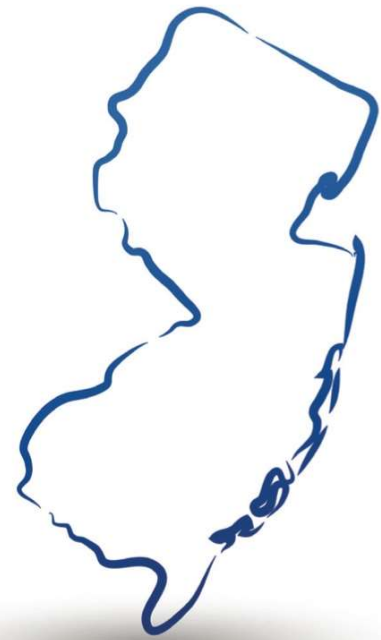
Maintain current database of annual conventions.

Host Luncheon in Trenton on March 24, 2016 for approx. 50 Association Planners and Executives in State of NJ. A presentation will give updates on AC.

MASAE – Continue to have Meet AC presence on the Annual Conference Committee. Attend Quarterly meetings, Mid-Year and Annual Tradeshows.

Continue to engage the top four local AMC organizations:

- Association Headquarters
- Talley Management Group
- Public Strategies Impact LLC
- Fernley & Fernley



Presentations have been made to each of them.

Host Executive Board Retreats for each AMC in Atlantic City to showcase the City.

Propose to host Board Meetings for select Associations that each AMC manages.

All clients will be sent Quarterly Newsletters from Meet AC.

“MANAGEMENT
IS DOING THINGS RIGHT;
LEADERSHIP
IS DOING THE RIGHT THINGS.”

- PETER F. DRUCKER



MEET AC WILL PARTICIPATE IN THE FOLLOWING KEY 2016

TRADESHOW SPONSORSHIPS	DATE
AFL CIO Executive Council Meeting	January 2016
Collinson Diversity Mktplace	January 2016
ESPA Annual Conference	January 2016
Natl Assoc School Boards Board Retreat	January 2016
NYSAE	January 2016
PCMA Annual Convening Leaders	January 2016
AMC Institute	February 2016
DMAI Destinaton Showcase	February 2016
Human Resources Summit	February 2016
IFA Annual Conference	February 2016
Meet NY	February 2016
AFL CIO Legislative Conference	March 2016
ASAE Mid Year	March 2016
Client Event Hotel Partner	March 2016
Client Lunch Trenton	March 2016
Digital Marketing Summit	March 2016
Experient EnVision	March 2016
PCMA Mix & Bowl	March 2016
SPORTEL	March 2016
ASAE Springtime	April 2016
MASAE Monthly Luncheon	April 2016
Meeting Quest-DC	April 2016
NECVB Reps	April 2016
SISO CEO	April 2016
Natl Assoc Sports Commissions	April 2016
CEM Week	May 2016
NYSAE Luncheons	May 2016
PRSA Travel & Tourism Conference	May 2016
AFL CIO Labor of Love	June 2016
Client Event Hotel Partner	June 2016
CONNECT, Collaborate Marketplace	June 2016
Direct Selling Association	June 2016
HCEA	June 2016
Helms Briscoe	June 2016
iBTM	June 2016
NJ CPA	June 2016
PCMA Education	June 2016
Trade Show Executives	June 2016
National Association Consumer Shows	June 2016
GPPCMA Board Retreat	July 2016

TRADESHOW SPONSORSHIPS

TRADESHOW SPONSORSHIPS	DATE
ASAE Trade Show	August 2016
DMAI Annual Event	August 2016
Experient.	August 2016
CVB Reps Summer Events	August 2016
SISO Executive Conference	August 2016
CONNECT Sports	August 2016
CMP Conclave	September 2016
VA Education/Association	September 2016
Client Dinner NYC	October 2016
DMAI Finance & Technology	October 2016
IAHMP	October 2016
IMEX	October 2016
Linked In Sales Connect	October 2016
MASAE Monthly Luncheon	October 2016
NECVB Reps	October 2016
FICP	Novemebr 2016
Society HR Managers	Novemebr 2016
CVB Reps Holiday	December 2016
ExpoExpo Annual	December 2016
NECVB Reps	December 2016
NYSAE Holiday Event	December 2016
Society HR Managers	December 2016
PCMA Holiday Party	December 2016
GPHCC	Bi-Monthly

MEET AC WILL ATTEND THE FOLLOWING KEY 2016 INDUSTRY

DATES	TRADESHOWS & SALES MISSIONS	LOCATION	SALES MANAGER
January 8-10 January 10-13	ESPA Annual Conference PCMA Annual Convening Leaders	Vancouver, Canada Vancouver, Canada	Mary Moliver/Felicia Davis Sandi Harvey/Anne Bergen Patrick McCormick Melissa Ritchie
January 16-19 January 17-19 January - December	AFL-CIO Executive Council Meeting Collinson Diversity Mktplace Sales Missions	Hollywod, FL Atlanta, GA	Michael Reynolds Sandi Harvey/Laura Terrero Sales Staff
Feb/May/Oct February February	NECVB Reps Human Resources Summit PCMA Mix & Bowl	Philadelphia/NYC/Boston Las Vegas, NV Washington, DC	Anne Bergen Caren Fitzpatrick Sandi Harvey Melissa Ritchie
February 9	DMAI Destination Showcase	Washington, DC	Gary Musich /Sandi Harvey Melissa Ritchie
February 10-12 February 20-23	AMC Institute IFA Annual Conference	Anaheim, CA San Antonio, TX	Gary Musich/Joan Mooney Tanya Curran/Laura Terrero
March 2 March 13-15 March 20-24 March 24	Meet NY ASAE Mid Year Digital Marketing Summit Client Lunch Trenton	New York, NY Colorado Springs, CO New York City, NY Trenton, NJ	Joan Mooney/Anne Bergen Melissa Ritchie Karina Makarova Joan Mooney
April April 3-6	Client Event Hotel Partner SISO CEO	Washington, DC San Diego, CA	Melissa Ritchie Gary Musich Michael Reynolds
April 17-19 April 28	AFL-CIO Legislative Conference ASAE Springtime	Washington, DC Washington, DC	Michael Reynolds Sandi Harvey/Joan Mooney Melissa Ritchie
May May 22-25	Client Event/Natl Sales Director PRSA Travel & Tourism Conference	Virginia Houston, TX	Melissa Ritchie Jessica Merrill
June June 5-8 June 8-10 June 15-17	NJ CPA Direct Sellers Association Helms Briscoe IBTM	Atlantic City, NJ Phoenix, AZ Phoenix, AZ Nashville, TN	Caren Fitzpatrick Tanya Curran Sandi Harvey/Susan Fixler Anne Bergen Patrick McCormick
June 25-27 June 26-29	AFL CIO Labor of Love PCMA Education	Baltimore, MD St. Louis, MO	Michael Reynolds Anne Bergen Melissa Ritchie
June 28-30	National Association Consumer Shows	St. Louis, MO	Anne Bergen
July July July July 31-August 2	CVB Rep Summer DMAI Finance & Technology GPPCMA Board Retreat Experient.	Virginia Minneapolis, MN Philadelphia, PA Las Vegas, NV	Melissa Ritchie Caren Fitzpatrick Laura Terrero Gary Musich Patrick McCormick
July 31-August 3	DMAI Annual Conference	Minneapolis, MN	Jim Wood/Gary Musich Sandi Harvey/Joan Mooney Melissa Ritchie Caren Fitzpatrick Karina Makarova

TRADESHOWS & SALES MISSIONS

DATES	TRADESHOWS & SALES MISSIONS	LOCATION	SALES MANAGER
August 8-12 August 9-11 August 13-16	CEM Week SISO Executive Conference ASAE Trade Show	Orlando, FL Cleveland, OH Salt Lake City, UT	Tanya Curran Michael Reynolds Sandi Harvey/Joan Mooney Melissa Ritchie
August 14-16	HCEA	Savannah, GA	Patrick McCormick Melissa Ritchie
August 25-27	CONNECT, Collaborate Marketplace	Grapevine, TX	Sandi Harvey/Tanya Curran Patrick McCormick Daniel Gallagher
September September September September September 7-10 September 17-19	Meetings Quest-DC Natl Assn School Boards Board Retreat Trade Show Executives VA Education/Multi Experient EnVision CMP Conclave	Washington, DC Atlantic City, NJ California DC/VA Denver, CO Baltimore, MD	Melissa Ritchie Sandi Harvey Michael Reynolds Melissa Ritchie Patrick McCormick Anne Bergen/Tanya Curran
October October October 6 October 18-20	Linked In Sales Connect IAHMP Client Dinner NYC IMEX	Las Vegas, NV East Coast New York, NY Las Vegas, NV	Susan Fixler Laura Terrero Joan Mooney Jim Wood/Gary Musich Michael Reynolds
November November 9-12	Society HR Managers FICP	Atlantic City, NJ Nashville, TN	Caren Fitzpatrick Patrick McCormick
December December December December	NYIAEE Holiday Event NYSAE Holiday Event CVB Reps Holiday PCMA Holiday Party	New York, NY New York, NY Washington, DC Washington, DC	Gary Musich/Joan Mooney Michael Reynolds Joan Mooney Melissa Ritchie Sandi Harvey Melissa Ritchie
December 6-8	Expo Expo Annual	Anaheim, CA	Gary Musich/Anne Bergen Patrick McCormick
Monthly Monthly	PAMPI Monthly Meeting PCMA Capital Chapter	Maryland Washington, DC	Melissa Ritchie Melissa Ritchie
Quarterly Quarterly	MASAE Luncheons NYSAE Luncheons	NJ, Philadelphia New York, NY	Joan Mooney Joan Mooney
Bi-Monthly Program	GPHCC	Philadelphia, PA	Laura Terrero

DATES	AC SPORTS COMMISSION TRADESHOWS & SALES MISSIONS	LOCATION	SALES MANAGER
April 3-7	Natl Assn Sports Commissions	Grand Rapids, MI	Daniel Gallagher
August 25-27	CONNECT Sports	Grapevine, TX	Daniel Gallagher
September 12-15 September 26-30	SPORTS the Relationship Conference TEAMS '15	Overland Park, KS Atlantic City, NJ	Daniel Gallagher Daniel Gallagher

MEET AC

CONVENTION SERVICES



2016 OBJECTIVES

#1. Through the Client Direct Program, Convention Services will provide support to conventions, meetings and tradeshows in Atlantic City.

- Through the use of our new Convention Services kit, introduce planners to the services that are offered through Meet AC.
- Welcome Program to include business signs and welcome buttons to targeted shows in the Convention Center.
- Continued promotion of our transportation assistance which includes airport transportation information, convention shuttle assistance and rental car program assistance. Also providing air/airport, train and bus information for Atlantic City.
- Generate 300 Convention Services Leads to assist planners with acquiring information pertaining to their show, while supporting local businesses in the Atlantic City area.
- Event Planning, including Spouse Programs, private luncheons, receptions and dinners, team building and group outings.

- Show Me Your Badge Program offering discounts to attendees for local businesses.
- City-wide Banner Program. Work with SID to ensure proper hanging of banners for current shows. Work with Meeting Planners to design and produce banners for new, qualified shows.
- Signage Program including Expressway signage and Wave Garage signage for shows.
- Work with the SJTA to create a welcome signage program at ACY.
- Provision of promotional materials for meetings and tradeshows.
- Maintain proactive relationships with annual clients through phone and email.
- Building relationships with new clients through active participation in site visits and offering assistance with their program.
- Presence during shows, supporting the needs of the Meeting Planner.

#2. Provide planners with internal professional, experienced on-site registration staffing support inclusive of computer operators, Lead retrieval and show office support. In addition, provide specialized, highly trained tradeshow booth sales staff.

- Recruit and train qualified persons to provide effective show support.
- Formulate relationships with Stockton University and Atlantic Cape Community College to broaden the scope of qualified persons.
- Convention Services Manager to work directly with Show Manager and Registration Company representatives to design a viable show support schedule.
- Convention Services Manager to provide on-site support to show management during show.



#3. Effectively implement client events, familiarization trips, sponsorships and special events for Meet AC.

- Meet with sales staff to brainstorm and design events specific to their defined goals.
- Implement the Meet AC Action Calendar and tradeshow activities to enable brand consistent, productive marketing of Atlantic City to the convention and meetings industry.

#4. Identify Convention Services industry related organizations, attend yearly and monthly meetings and become involved on committees, thus broadening Atlantic City's exposure and fostering industry-wide relationships and promoting professional growth.

- Participate in meetings for ESPA, ISES, NJ Staffing Association, PCMA and TSE.

#5. Continued industry-specific training for Convention Services Manager.

- Completion of CMP Certification by all Convention Services Managers by end of 2016.

#6. Continue to provide the highly successful Restaurant Reservation Program to shows and meetings in the Atlantic City Convention Center.

- Through the continuation and promotion of the Show Me Your Badge Program, we can drive additional customers to Atlantic City restaurants and attractions.
- Use the Open Table program to make "real time" reservations. Points acquired by this program can be used as incentives for Show Managers to promote their show.





“ YOU MISS ALL OF THE SHOTS YOU DON'T TAKE ”

- WAYNE GREZTKY



WHEN IT COMES TO SPORTS NO ONE ELSE CAN COMPETE.

As part of the new direction for Meet AC we have formed as a department of Meet AC the Atlantic City Sports Commission. The new Sports Commission took effect on January 13, 2015, and is structured as a 501 (c) 3, non-profit corporation. The Atlantic City Sports Commission will function as a department within Meet AC. The five member Meet AC Board of Directors also serves as the Board of Directors of the Atlantic City Sports Commission.



AtlanticCitySports.org

ATLANTIC CITY SPORTS COMMISSION

MISSION STATEMENT

The Atlantic City Sports Commission strategically solicits, creates and supports sports related events and businesses that enhance our community's economy.

VISION

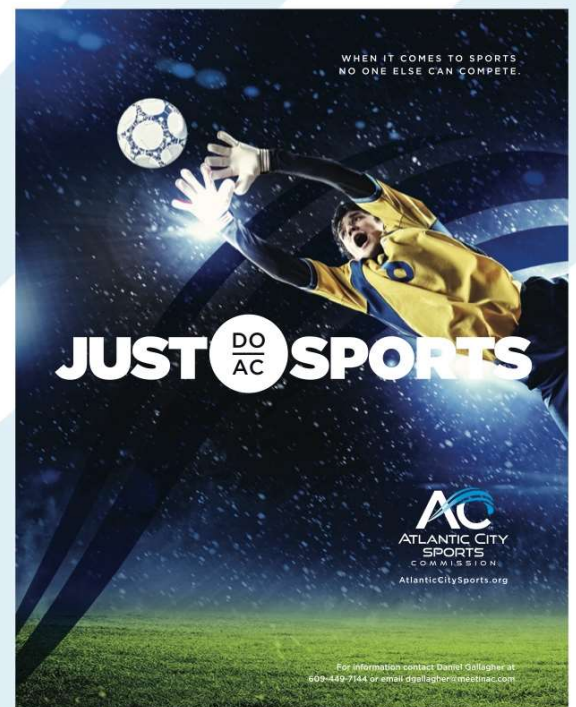
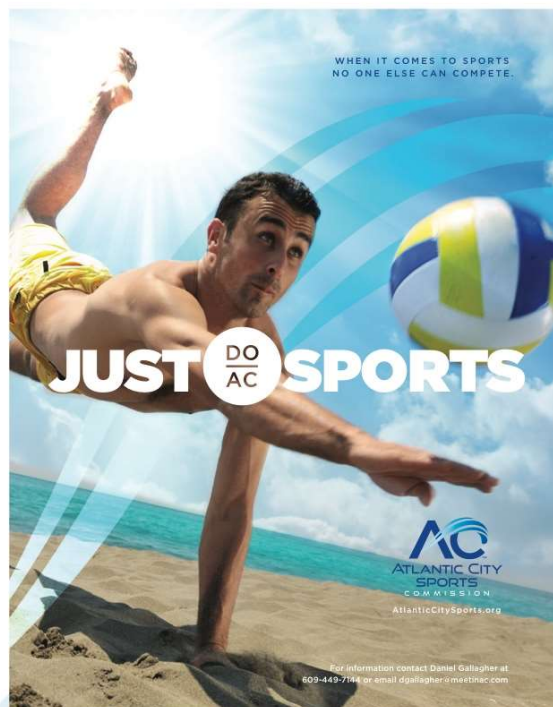
To be recognized by our government partners, business and community leaders and event clients as the primary organization in Atlantic County that drives sports tourism and economic development through sports.

OUR GOALS

Attract and host professional and amateur sporting events

Achieve the sports room night goals

Achieve the economic impact goals





WHAT WE DO:

BID & EVENT MANAGEMENT

The sports commission works locally, regionally, nationally and internationally with event organizers in the areas of site/facilities selection, budget development, development of local organizing committees, and event management oversight.

VENUE SELECTION

The sports commission team maintains excellent relations with all of Atlantic County's sports facility management, hotels and casinos and meeting facilities. We will provide prospective clients a significant head start and substantially increase their odds of a successful event experience by assisting them with identification, cooperation and coordination with facilities.

GOVERNMENT RELATIONS

We can act as liaison with city, county and state officials, and local agencies.

SUPPORT SERVICES

We are well positioned to provide events with a broad range of valuable support services, including: convention services in coordination with Meet AC, volunteers, transportation logistics, special arrangements with area attractions, advance planning with emergency medical services (EMS), application for and securing of permits, and assistance with event security and local law enforcement coordination.

ENTERTAINMENT

We can assist sports organizations with all aspects of hospitality coordination and entertainment.

PUBLIC RELATIONS & COMMUNICATIONS

The Atlantic City Sports Commission will assist with media coordination and relations, press conferences, and formal presentations.

MARKETING

We have expertise in the areas of event sponsorship and cause-related sports marketing. We will assist sports clients with event naming and rights negotiation, proposal and bid preparation, and formal presentations.

ATLANTIC CITY

GROUP MOTORCOACH

OBJECTIVE

Position Atlantic City as the East Coast Entertainment Destination that offers a vacation that appeals to all generations with the world-famous Boardwalk, white sandy beaches, shopping, nightlife, live shows, dining, golf, spas and casino packages and a variety of name-brand hotels to fit any budget. The Group Motorcoach market has a demographic of 55-85 and travels year round with the potential to attract new customers as they emerge and our destination evolves.

STRATEGY

- Attending industry shows (FAMs)
- Host familiarization trips, site inspections and sales calls
- Advertise in trade publications, online and newsletters
- Create a Group Leaders Guide in print and digital
- Partner with NJ DMO's and the Philadelphia CVB to create fresh new itineraries promoting longer stays
- Sit on industry Boards and Committees
- Conduct industry training
- Maintain industry related database





Group Motorcoach will attend the following Key 2016 Motorcoach Industry Tradeshows & Sales Missions

EVENTS	DATES	LOCATION	SALES MANAGER
American Bus Association United Motorcoach Association	January 8-12 January 31 - February 4	Louisville, KY Atlanta, GA	Heather Colache Heather Colache
Pennsylvania Bus Association Group Leader Show	March 29	Allentown, PA	Heather Colache
Maryland Motorcoach Association Group Leader Show	March 30	Allentown, PA	Heather Colache
AFCI Locations Film Show Yankee Trails Group Leader Show African American Travel Conference	April 6-9 April 2016 April 21-23	Century City, CA Lantham, NY Cleveland, OH	Heather Colache Heather Colache Heather Colache
North American Journey Summit East	May 1	New York City, NY	Heather Colache
International PowWow Pennsylvania Bus Tour Operator Retreat	June 18-22 June 2016	New Orleans, LA Gettysburg, PA	Heather Colache Heather Colache
Virginia, North Carolina, South Carolina Joint Meeting	August 17-21	Concord, NC	Heather Colache
Trans-Bridge Lines Group Leader Show	August 2016	PA	Heather Colache
AAA East Central Group Leader Show	September 2016	Pittsburg, PA	Heather Colache
Bus Association of New York World Travel Market International Show	October 2016 October 2016	NY London, England	Heather Colache Heather Colache
Ontario Motorcoach Association Trade Show	November 2016	Canada	Heather Colache
Greater New Jersey Motorcoach Association Group Leader Show	November 2016	Atlantic City, NJ	Heather Colache



INTERNATIONAL MARKETING

OBJECTIVE

The International Market plays a key role in generating overnight growth each year through multi-night trips and twin city tours and is slated to grow 4% with an 8 day stay and a 6% growth in spending. International visitors look for diversified destinations that offer many options which gives Atlantic City the exponential to significantly increase our presence and appeal in this market.

STRATEGY

Continue to have representation in key markets

Utilize the NJ DMO grant awarded by the State of NJ to enhance Meet AC's International Marketing program

Partner with Philadelphia CVB to leverage a larger presence within key markets

Utilize Brand USA and Discover America Committees outreach programs

Conduct Familiarization trips (FAMs), site inspections and sales missions

Attend World Travel Market, IPW and Ontario Motorcoach Association trade shows and any other show deemed important

Advertise in strategic publications in each market

Conduct industry training

Design an International web page

Target New York based receptive operators

Work with Meet AC's Media Department to create messages that resonate within each market.

Maintain industry related database



MARKETING TO THE FILM INDUSTRY

OBJECTIVE

Atlantic City is a prime location for filmmakers from feature films to music videos and everything in between. Atlantic City continues to become a great film destination - easy to film and economical with no permit fees and a virtual landscape of different locations all with unique personalities. Increasing visibility in the market, increases prospects and creates relationships that can turn into revenue, employment and overall commerce for Atlantic City.

STRATEGY

Act as a liaison between Atlantic City officials and the Special Events office for contact and permits

Create partnerships for catering and lodging for this industry

Continue to partner with the New Jersey Television & Film Commission

Continue membership with AFCL, Association of Film Commissions International

Attend industry related film shows and festivals

Maintain a robust Atlantic City Film Commission website

Partner with local film festivals

Maintain industry related database



MARKETING TO WASHINGTON, D.C.

OBJECTIVE

Engage and educate local industry planners by presenting and positioning Atlantic City as a premier destination for meetings and events through strategic reintroduction of the city and Atlantic City's development projects. Increase conversion of D.C. area business by increasing number of site inspections from D.C. market through client qualification and Atlantic City destination trainings to generate an increase in economic impact for Atlantic City from D.C. market.

GOALS

Generate 125 convention sales leads

Generate 200,000 tentative room nights

Generate and host 10 Site Inspections

TRADESHOWS

Increase number of qualified leads generated and gain additional market share, through strategic pre/post planner engagement.

PCMA Convening Leaders

ASAE Great Ideas

AMC Institute

- Pre-show targeted intimate client event to increase awareness of Atlantic City as a premier meetings destination.
- Presentation for 10/20 qualified planners
- Post-show follow up

TARGETED CLIENT EVENTS

Partner with Atlantic City Sales Directors and hotel partners to engage local planners through client events targeting specific vertical market segments to generate new convention business for Atlantic City.

Host five D.C. Metro-area intimate client events with Atlantic City National Sales Directors and/or hotel partners

- Target specific vertical market segments for each event
- Education/Multicultural
- Labor Union/Heavy Equipment/Auto Industry
- Healthcare/Medical/Insurance
- Government/Fraternal
- Construction/Real Estate
- Create qualified working target list of accounts with input from National Sales Directors
- Small Meetings Market to be included in each targeted event
- D.C. showcase, large event targeting all markets

Host three Executive/Board retreats in Atlantic City and/or office educational presentations to Association Management Companies

- Courtesy Associates/Smith Bucklin
- Drohan Management
- Coulter Companies
- Kellen

INDUSTRY ORGANIZATIONS

Increase involvement in local industry chapters through sponsorship opportunities, attending monthly meetings and actively participating on committees.

Capital Chapter Professional Convention Management Association (PCMA).

- Marketing Committee
- Education Sponsorship with speaking opportunity Association of Meeting Professionals (AMPS) Potomac Chapter of Meeting Professionals International (PMPI)
- Ad Hoc Committee
- Sponsorship with speaking opportunity International Association of Exhibitions and Events (IAEE) National Capital Chapter of Society of Government Meeting Planners (SGMP)
- Committee Chair Community Outreach Reston Herndon Meeting Planners (RHMP)
- Sponsor breakfast with speaking opportunity American Society of Association Executives (ASAE) Convention & Visitors Bureau Representatives (CVB Reps)
- Summer Splash Committee

MEET --- AC



