

2020 SALES & MARKETING PLAN

MEET
AC



EXECUTIVE MESSAGE

On behalf of the Meet AC Board of Directors, the Meet AC staff and our primary funding agency, the Casino Reinvestment Development Authority (CRDA), we are pleased to present the 2020 Meet AC Marketing and Sales Plan.

As we take a glance back over 2019, Meet AC had another record breaking year. We booked 394,029 hotel room nights in 2019, which will bring more than \$400 million back into our local economy. This is the fifth year in a row that Meet AC has exceeded its booking room night goals. 2020 will be no exception as we are well positioned to have another stellar year of definite bookings. We expect to book over 375,000 room nights in 2020 with a continued stretch goal of 400,000 room nights.

Meet AC uses an industry tool called the TAP (Trends, Analysis & Projection) Report, which provides a yield management forecast for the meeting and convention market here in Atlantic City. In 2019, Meet AC grew the tentative room nights to over 1 million. This report also reveals that Meet AC is currently outpacing its competition with a 38% conversion rate from tentative to definite for meeting and convention business. Based upon the monthly results of the TAP Report, Meet AC continues to book meetings and conventions up to eight years into the future.

Our focus in 2020 will be top producing vertical markets such as tradeshow, education, automotive and social affairs. We will strategically pursue industry related events such as American Express INTER[action], PCMA and others for future years.

The Atlantic City Sports Commission continues to flourish and we anticipate exponential growth. Currently, we are pacing to hit over 100,000 room nights with sport groups. The Rock 'n' Roll Marathon Series and Pickle Ball are just two of the new groups that will take place in 2020. The sport courts continue to be a game changer for these types of events and have certainly shown a return on investment.

Group Tour has produced 52,996 room nights for Atlantic City in 2019 and is positioned to continue to grow in 2020.

Due to the Governors Film Tax Credits, The Atlantic City Film Commission has received several major production inquiries. We are positive that these opportunities will result in additional room nights and economic impact for Atlantic City and provide incremental exposure to our destination in the coming year.

On behalf of the entire Meet AC organization, we are extremely confident that our 2020 Marketing and Sales Plan contains the specific targeted strategies that are necessary for us to continue to grow the meeting and convention business in Atlantic City.

Thank you to the CRDA for their full support. In addition, we would like to recognize and personally thank the Meet AC Board of Directors who dedicate their time and insight to ensure our success.

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MEET OUR TEAM

SALES



Sandi Harvey,
Vice President of Sales



Michele Turturro Young,
Executive Assistant to the CEO & VP of Sales



Joan Mooney,
Director of Sales



Patrick McCormick,
National Account Director



Anne Bergen,
National Account Director



Laura Terrero,
Multicultural National Sales Manager



Howard Munves,
DC National Sales Manager



Michele Murphy,
Sales & System Administrator



Christina Oleszewski,
Sales Assistant

MARKETING



Karina Anthony,
Marketing Director



Jessica Kasunich,
Communications Manager

SPORTS COMMISSION



Daniel Gallagher,
Director of Sports Sales

GROUP, INTERNATIONAL & FILM



Heather Colache,
Tourism Account Director

CONVENTION SERVICES



Mary Moliver,
Director of Convention Services



Margie Hurley,
Convention Services Manager



Alisa Doyle,
Convention Services Manager



Casey Sickler,
Convention Services Coordinator

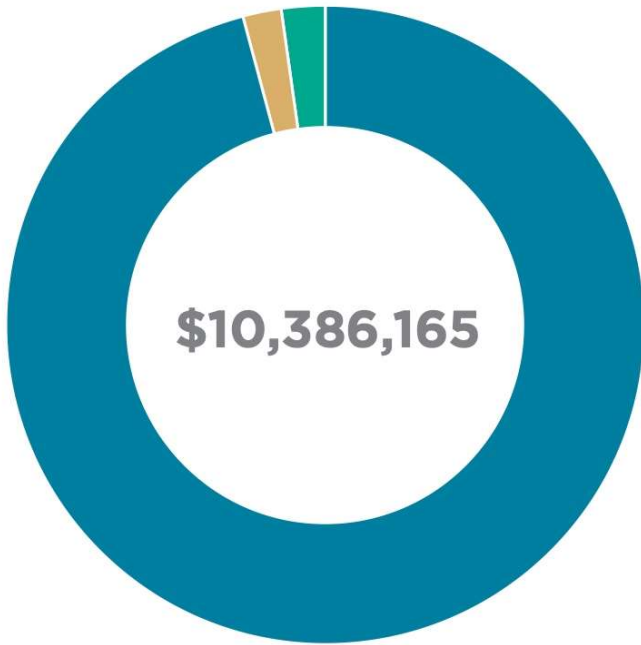
FINANCE



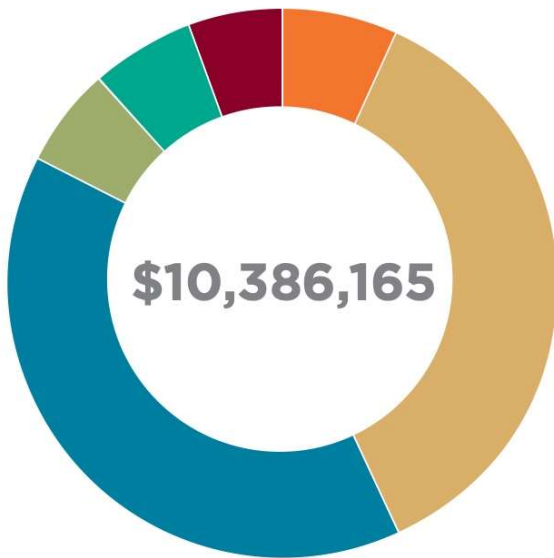
Caren Fitzpatrick,
Sr. Director, Finance & Administration



Nancy Taylor,
Financial Support Specialist



FY2020 REVENUES

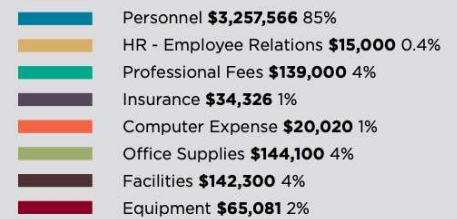
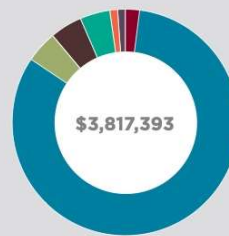


FY2020 EXPENSES

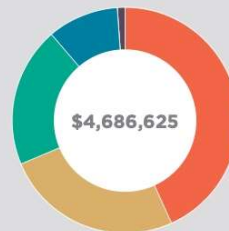


EXPENSES BREAKDOWN

GENERAL & ADMINISTRATIVE



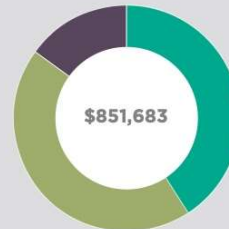
CLIENT DEVELOPMENT



GROUP TOUR/FILM COMMISSION



ATLANTIC CITY SPORTS COMMISSION



BY THE NUMBERS

- Includes 500,000 sq. ft. of exhibit space, divisible into five sections.
- 45 breakout rooms containing 109,000 sq. ft. of meeting space.
- Onsite parking garage that can accommodate 1,400 automobiles.
- Atlantic City Rail Terminal
- Currently averaging 80 events per year, this equates to 165 event days per year.

GOALS

- Work seamlessly with Meet AC and across departments to operate as one team to increase event days at the AC Convention Center.
- Continue to find the best methods to run our business and serve our clients.
- Work to complete capital project investments to the venue to upgrade technology, content and infrastructure to optimize revenue, manage expenses, and exceed client expectations.
- Attract, train and retain qualified people for appropriate employment positions, thus creating authentic brand ambassadors who broadcast their enthusiasm for working at Spectra, the company that manages the Atlantic City Convention Center.

2020 Projected Gross Revenue

11,250,733

2019 Budgeted Gross Revenue

9,202,595

2018 Gross Revenue

9,151,506

2017 Gross Revenue

9,517,000

2016 Gross Revenue

8,904,070

2015 Gross Revenue

9,311,451

2014 Gross Revenue

10,314,268

2013 Gross Revenue

9,706,386

CAPITAL IMPROVEMENT PROJECTS



- Continued mechanical and infrastructure upgrades including lighting control, HVAC systems and building envelope loading dock structural improvements.
- Plan to recertify Gold LEED certification annually.
- Planned ADA upgrades from entrance of Convention Center to the parking garage.

FOOD & BEVERAGE

- Planned Rock Bar upgrade incorporating visitor destination area.
- Planned upgrades to six exhibit hall concession stands to flex concept concessions.
- New portable and permanent concessions equipment with emphasis on grab and go concept.
- New banquet and small wares equipment upgrades as continued upgrade to operations.



2020 SALES CALENDAR

JANUARY

- PCMA Convening Leaders
- Independent Planners Education Conference (IPEC)

JULY

- Cvent Connect
- Destinations International Annual

FEBRUARY

- AMC Institute Annual Meeting
- Medical Meetings Summit
- DI Destination Showcase
- Emerge

AUGUST

- ASAE Annual Meeting & Expo
- Connect Marketplace
- CEM Week
- MASAE Golf Tournament
- MASAE Mid Year
- CVB Reps Event

MARCH

- ASAE Great Ideas Conference
- Conference Direct Annual Partner Meeting
- SISO CEO Summit
- Cvent Elite
- Meet NY

SEPTEMBER

- IMEX America
- American Express Interaction
- NY/DC IAEE Event

APRIL

- IAEE Women's Leadership Forum

OCTOBER

- TSE Gold 100

MAY

- HelmsBriscoe Annual Business Conference & Partner Fair
- ASAE Mid Year

NOVEMBER

- FICP Annual Conference
- Association Headquarters Leadership Forum
- CMP Conclave

JUNE

- AFL-CIO Labor of Love
- DSA Annual
- MPI WEC
- PCMA Education Conference
- TSE Fastest 50

DECEMBER

- MASAE Annual
- IAEE Expo
- CVB Reps Event
- NY IAEE Event
- NYSAE / MPI / PCMA Event

KEY OBJECTIVES & MARKETS WE WANT TO REACH

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



CONVENTION SALES VERTICAL MARKET STRATEGIES

VERTICALS

- Agriculture
- Associations - National, Regional, State
- Athletics
- Auto Industry/Transportation
- Building Industry
- Construction
- Direct Selling Associations
- Education
- Energy/Utilities
- Engineering
- Environmental
- Film Industry
- Financial
- Food & Beverage
- Franchise Owners Associations
- Fraternal
- Government
- Group Tour/International Group Tours
- Healthcare
- Heavy Equipment
- Hobby
- Insurance
- Legal
- Military
- Multi-Cultural
- Multi-Tier Marketing Companies
- Organized Labor
- Pharmaceutical
- Publishing/Printing
- Real Estate
- Religious
- Retail
- Scientific
- Sports
- Technology

STRATEGY #1

INCREASE ATLANTIC CITY CONVENTION CENTER SALES/EVENTS

- Increase incentive funding for Atlantic City Convention Center (ACCC) bookings.
- Increase top line revenue in the ACCC.
- Multi-year contracts – continue efforts to secure multi-year agreements.
- Tentative booking growth to 1,000,000 rooms.
- Partner with management company Spectra on national sales opportunities.

STRATEGY #2

INCREASE ATLANTIC CITY'S MEETING & CONVENTION BUSINESS

- Increase hotel room nights with additional properties and new Atlantic City products.
- Attract more single property meetings and conventions through hotel partnerships.
- Grow youth sports and Esports related events.
- Support citywide special events with room and services support.
- Partner with Spectra, Marriott and Hard Rock global offices.



STRATEGY #3

EXECUTE THE 2020 SALES & MARKETING PLAN

- Host client board meetings.
- Attend targeted industry shows.
- Execute our sales missions, site visits, client events, etc.
- Utilize Atlantic City entertainment to draw prospective clients.
- Greater emphasis on the top 10 vertical markets that are producing for Atlantic City.
- Continue to focus on third party providers.
- Emphasis on available research tools to identify potential business.
- Technology to enhance documentation.

STRATEGY #4

IMPROVE ATLANTIC CITY'S IMAGE

- Aggressively market Atlantic City to promote growth and new investments.
- Capitalize on current positive momentum.
- Continue efforts to change perception of Atlantic City.

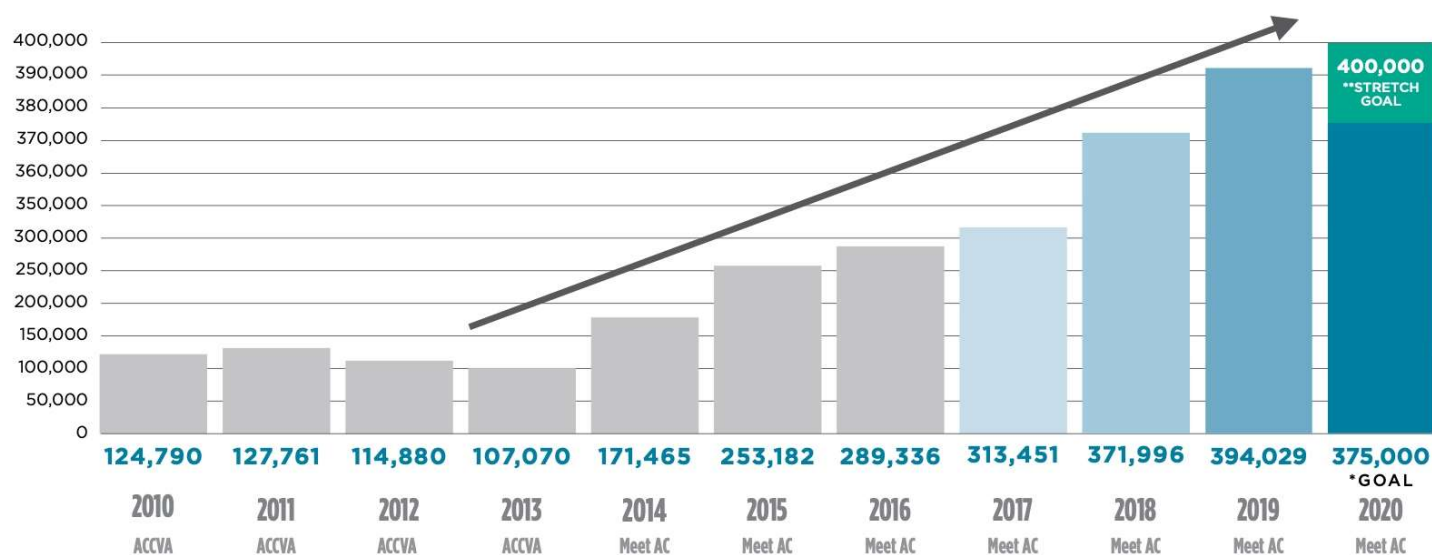
STRATEGY #5

DEVELOPMENT OF A FIVE-YEAR STRATEGIC SALES PLAN

- Review relevant research.
- Stakeholder engagement (feedback).
- Future funding review and approach.
- Synergy between Meet AC, CRDA, Spectra, casinos, hotels & attractions.



ANNUAL ROOM NIGHT BOOKING REPORT



OUR PRIORITY GOALS

- To market the awareness of the meeting capabilities of Atlantic City.
- To formulate and implement targeted meeting sales strategies.
- To identify qualified meeting/convention sales leads.
- To convert meeting/convention sales leads to new business.
- To provide value-added meeting/convention services.



MISSION

OUR MISSION IS TO CREATE
ENHANCED VISITOR SPENDING
AND ECONOMIC IMPACT THROUGH
ATTRACTING MEETINGS AND
CONVENTIONS TO AC.



VISION

OUR VISION IS TO BECOME
A PREEMINENT RESORT
DESTINATION, SALES AND
MARKETING ORGANIZATION
FOCUSING ON THE MEETING
& CONVENTION MARKETS.

ABOUT

- The Atlantic City Film Commission has offered free assistance for productions working within Atlantic City for the past thirteen years and has an in-depth understanding of the filming process. With a great deal of Atlantic City knowledge, we also assist with location scouting, contacts, services, crew, casting, photos and more.
- Atlantic City is a 'Film Friendly Community,' and because of that we've taken measures to ensure that all film productions make the most of the variety of locations and services we have to offer.
- Our Film website offers all styles of services and information to make sure projects are filmed successfully.
- With the NJ Film Tax credit incentive of 35%, Atlantic City is an attractive location for all types of productions.
- Our five miles of white sandy beaches and Atlantic Ocean offers a variety of amazing looks from our historic Steel Pier, America's first Boardwalk and nine casino resorts to the back bays and marshes with all their flora and fauna.

GOALS

1. Attract the major Film industry to Atlantic City with the NJ State 35% tax credit
2. Partnership with the NJ Motion Picture & Television Commission
3. Work closely with the City of Atlantic City on all film projects
4. Increase visibility of Atlantic City as a film friendly destination with an innovative and fun film website - **www.atlanticcityfilm.com**



WHAT WE DO

- Bid and Event Management
- Venue Selection
- Government Relations
- Support Services
- Entertainment
- Public Relations
- Marketing

The Atlantic City Sports Commission will increase social engagement in 2020 with aggressive objectives for Facebook, Twitter & Instagram. 85% of posts will be in reference to events that have been booked by the Atlantic City Sports Commission. Short live streaming videos, attendee engagement and

promotion of events will be just some of the strategies incorporated. Interaction with the following social brands will increase exposure and lead to more followers who are interested in the sporting events industry:

- Sports Destination Management
- Connect Sports
- National Association of Sports Commissions
- SportsEvents Media
- The ACSC will also interact with all upcoming events' Facebook and Twitter pages.

For more information, please visit atlanticcitysports.org and request a copy of the Sports Planning Guide.

PRINT ADS

WE'RE COURTING
WORLD-CLASS
SPORTING EVENTS!

ATLANTIC CITY IS THE SHORE PLACE TO PLAY!

The Atlantic City Sports Commission is proud to feature nearly 100,000 sq. ft. of modular, state-of-the-art new sport court flooring that can provide 18 Basketball, 27 Volleyball, or 12 Futsal courts. Atlantic City welcomes all teams, not only with our indoor facilities but especially our World Famous Boardwalk and 5 miles of beaches that can host your next championship event in the all-star setting only Atlantic City features.

PLAY AC For information contact Daniel Gallagher at 609-318-6054 or email dgallagher@meetac.com

AC ATLANTIC CITY SPORTS COMMISSION
AtlanticCitySports.org
#PlayACsports

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AC ATLANTIC CITY SPORTS COMMISSION
AtlanticCitySports.org
#PlayACsports

SPORTS COMMISSION DEVELOPMENT CALENDAR

JANUARY

- Sports Express 2020

MARCH

- Maxwell Awards

APRIL

- NASC Sports Event Symposium

JUNE

- Northstar Esports Summit

JULY

- Sports Client Event

AUGUST

- Connect Sports

SEPTEMBER

- S.P.O.R.T.S. The Relationship Conference

OCTOBER

- TEAMS 20

DECEMBER

- Regional Sport Accord



OUR GOALS

- Attract and host professional and amateur sporting events.
- Achieve the sports room night goals.
- Achieve the economic impact goals.



MISSION

THE AC SPORTS COMMISSION
STRATEGICALLY SOLICITS,
CREATES & 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.

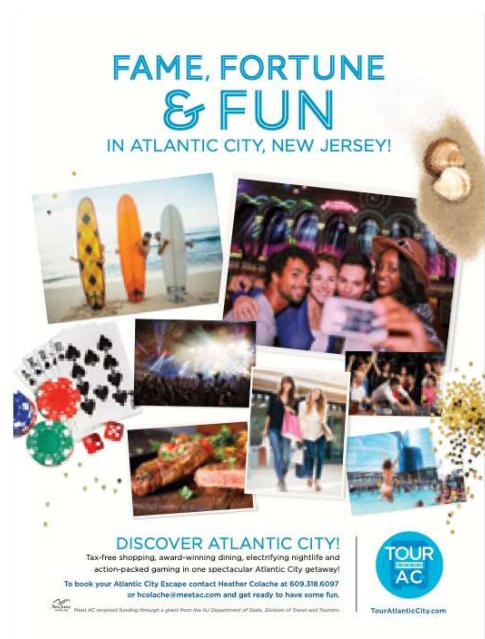
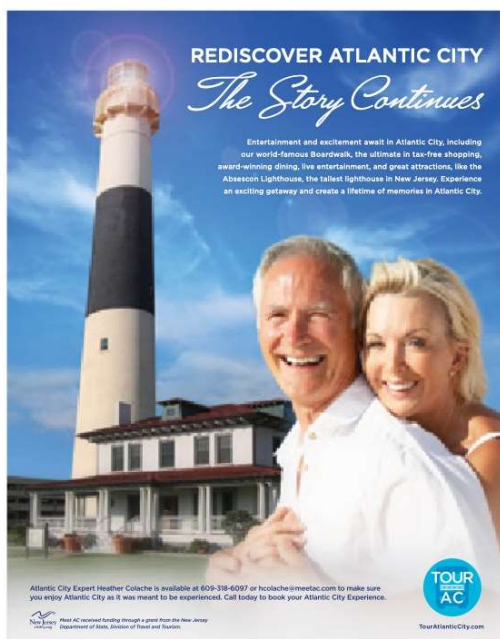
ABOUT

Tour AC continues to strategically market Atlantic City and the surrounding area to Domestic Motorcoach, International FIT [frequent independent traveler] and Groups. New attractions, tax-free shopping, restaurants and entertainment in Atlantic City has created a buzz. People are talking about AC on social media, at trade shows and in the news bringing new energy to our seaside city, which will show continued growth to all group market segments. Groups large or small can enjoy a variety of fresh new itineraries highlighting what makes Atlantic City a truly unique vacation destination. Tour AC receives international recognition through cooperative marketing opportunities with Brand USA, the United States Tourism Office, to international tour operators and travelers, which help educate those visitors about our destination. International marketing through a grant from the NJ State Division of Travel & Tourism permits Tour AC to reach operator decision makers in the UK, Ireland, Canada and Germany.

GOALS

1. Attract group motorcoach and international FIT/group markets.
2. Achieve room night goals and grow economic impact.
3. Attend industry shows.
4. Improve brand recognition through sales calls, site inspections, familiarization tours, client events, trade advertising, marketing, cooperatively working with partners and a dedicated website.
5. Facilitate Tourism Grant to enhance International Tourism initiatives through marketing, trade shows, education and advertising.

PRINT ADS



2020 TOURISM DEVELOPMENT CALENDAR

JANUARY

- United Motorcoach Association Expo
- American Bus Association Marketplace

FEBRUARY

- Connect Travel Marketplace

MARCH

- Trailways Show
- Pennsylvania Bus Association
- ITB Berlin

APRIL

- RTO Summit East- International Receptive Operators

JUNE

- International Pow Wow
- Pennsylvania Bus Association Spring

AUGUST

- Friendship Tours
- Virginia, North & South Carolinas Joint Motorcoach Meeting

SEPTEMBER

- AAA Central

OCTOBER

- Bus Association of New York
- Greater NJ Show

NOVEMBER

- World Travel Market
- Ontario Motorcoach Association
- National Tour Association

DECEMBER

- New Jersey Conference on Tourism





CONVENTION SERVICES OBJECTIVES

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

- Through the use of our Digital Convention Services Kit, familiarize planners with the services that Meet AC has to offer.
- Continued promotion of 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, at a minimum, 600 Convention Services Leads to assist planners with acquiring information pertaining to their show, while supporting local businesses in the Atlantic City area.
- Continue to offer event planning for clients, including spouse programs, private luncheons, receptions and dinners, team building and group outings.
- Continue our highly popular, Show Me Your Badge Program, offering discounts to attendees for local businesses.
- Citywide Banner Program. Work with the CRDA to assure proper installation and dismantling of banners for conventions at the Atlantic City Convention Center and select public events. Work with meeting planners to design and produce banners for new, qualified shows.
- Promote the Meet AC signage program, which includes digital signage on the Wave garage, the Convention Center marquees, the Jim Whelan Boardwalk Hall marquis and the Impactivate Boardwalk signs.
- Continue to define the citywide signage program and the Atlantic City Convention Center door clings program.
- Provision of promotional materials for meetings and tradeshow.
- 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/Show Manager.

#2. Provide planners with professional, experienced on-site registration staffing support including computer operators, room monitors, show office support, and market researchers. In addition, provide specialized, highly trained tradeshow booth sales staff.

- Recruit and train qualified persons to provide effective show support.
- Continue to formulate relationships with Stockton University and Atlantic Cape Community College to broaden the scope of qualified personnel.
- 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.
- Work with area contacts to continue to build our present volunteer database of qualified personnel to assist with various Sports Commission events.

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

- Meet with executive and sales staff to brainstorm concerning events specific to their defined goals. Proceed to design said events, with an emphasis on the vision, incorporating the Atlantic City message.
- Implement Meet AC's Travel Calendar and tradeshow activities to enable brand consistency, productive marketing of Atlantic City for 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.

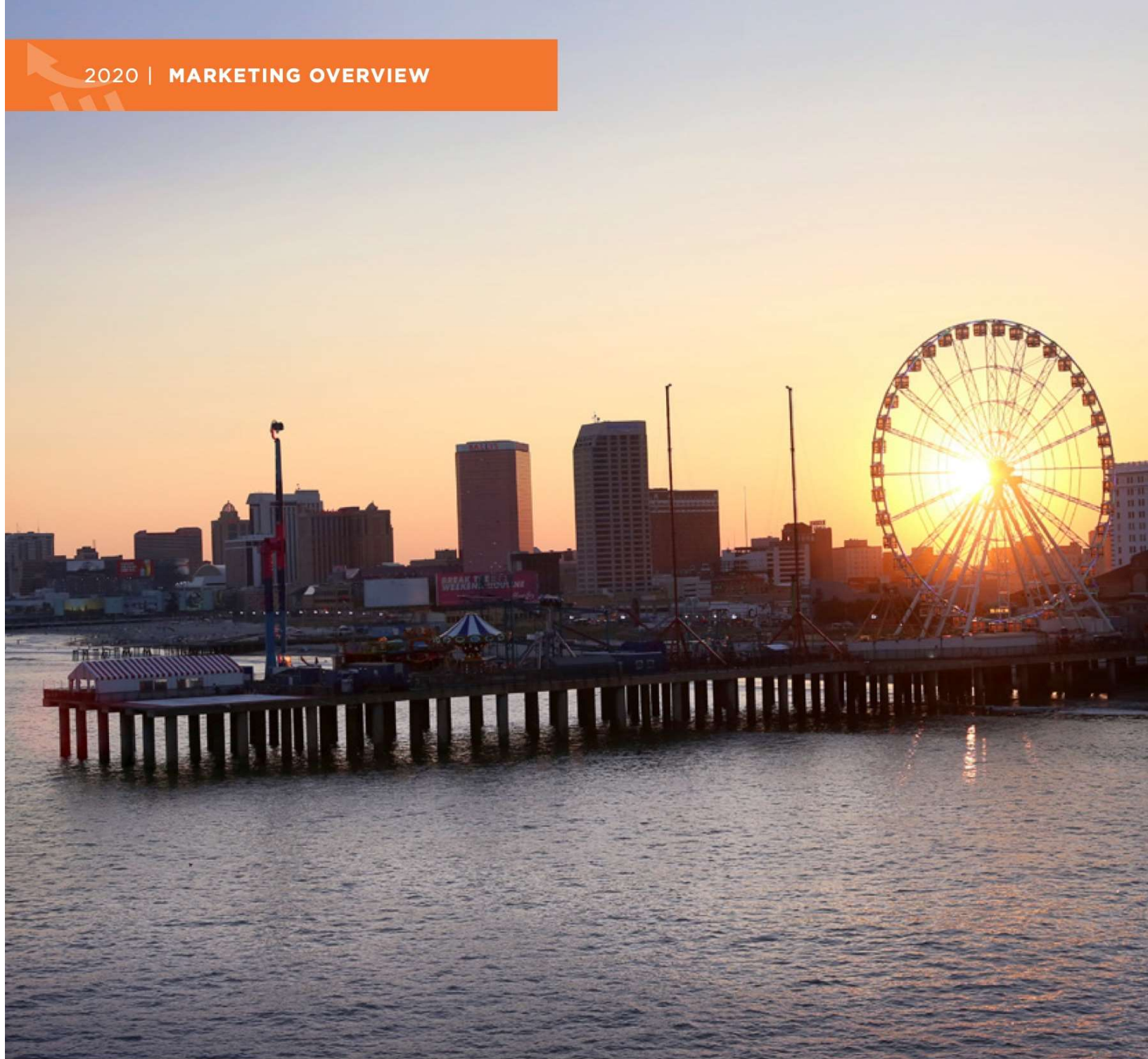
- Participate in meetings for ESPA, NJ Staffing Association, PCMA, DMAI and the Atlantic City Concierge Association.

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

- Completion of CMP Certification by all Convention Services Managers by end of 2020.
- Continue our lead generation tracking for all Convention Services Managers.

#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.
- Connect with our friendly, welcoming Atlantic City professionals for recommendations and reservations at any of the various locations Atlantic City offers.



MARKETING PLAN OVERVIEW

In 2020, Meet AC will focus on a holistic customer experience strategy and an omni-content distribution approach, which addresses the challenges that meeting planners face throughout their decision-making journey. This marketing and communication strategy paired with a robust mix of digital media tactics and social media execution, ensures that Meet AC is delivering targeted messaging to meeting planners resulting in optimal customer engagement, lead generation and conversion.

MARKETING COMMUNICATIONS STRATEGY FOR NEW BUSINESS

A 12-month communications strategy aimed at targeting new convention center business, while sending e-marketing and direct mail marketing about developments and positive press in Atlantic City. This consistent messaging will be sent by Meet AC Marketing with follow up from Meet AC Sales.

JANUARY

Meet AC, Year in Review including 2019 economic progress & looking ahead to 2020 marketing & sales strategies.

JULY

Atlantic City Media Coverage Including Trade & Local Media.

FEBRUARY

Treat yourself to an Incentive in Atlantic City!

AUGUST

Meet the Sales Team, Specializing in Your Vertical Market.

MARCH

Client Testimonials Featuring Video Testimonials.

SEPTEMBER

Escape the Everyday with a Virtual Site Visit to Atlantic City.

APRIL

State of the Industry & Global Meetings Industry Day (GMID).

OCTOBER

Meet our Partners, Atlantic City Fact Sheet.

MAY

National Travel & Tourism Week May 3-9, 2020.

NOVEMBER

Meet AC Thanksgiving Card as Marketing Direct Mail piece, also send as e-blast and social media.
All sales managers will call clients this month.

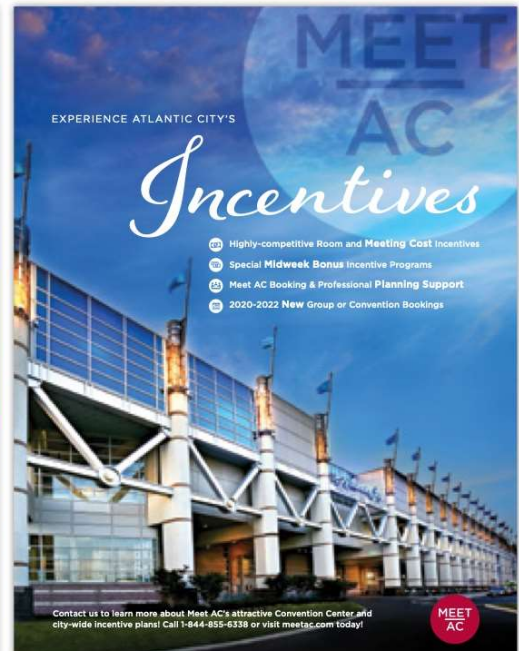
JUNE

Direct Mail.

DECEMBER

What the DMO in Atlantic City can do for you & your event.

2020 ADVERTISING CAMPAIGN



PRINT & DIGITAL ADVERTISING

Meet AC will be advertising in these trade publications, their websites and via their e-blasts.

- Associations Now
- Black Meetings & Tourism
- Connect
- CVENT
- Facilities & Destinations
- Meetings & Conventions
- Meetings Today
- Mid-Atlantic Events Magazine
- Meeting Professionals International
- New Jersey Business
- PCMA Convene
- Prevue
- Smart Meetings
- South Jersey Biz
- Successful Meetings
- Trade Show Executive
- Trade Show News Network
- USAE - The Weekly Community Newspaper of Associations, CVBs and Hotels

meetings
PEOPLE + PLACES
TODAY

Trade Show Executive



MEETING PROFESSIONALS INTERNATIONAL

THE WEEKLY COMMUNITY
NEWSPAPER OF
ASSOCIATIONS, CVBs
AND HOTELS

USAE

Smartmeetings

prevue
meetings + incentives

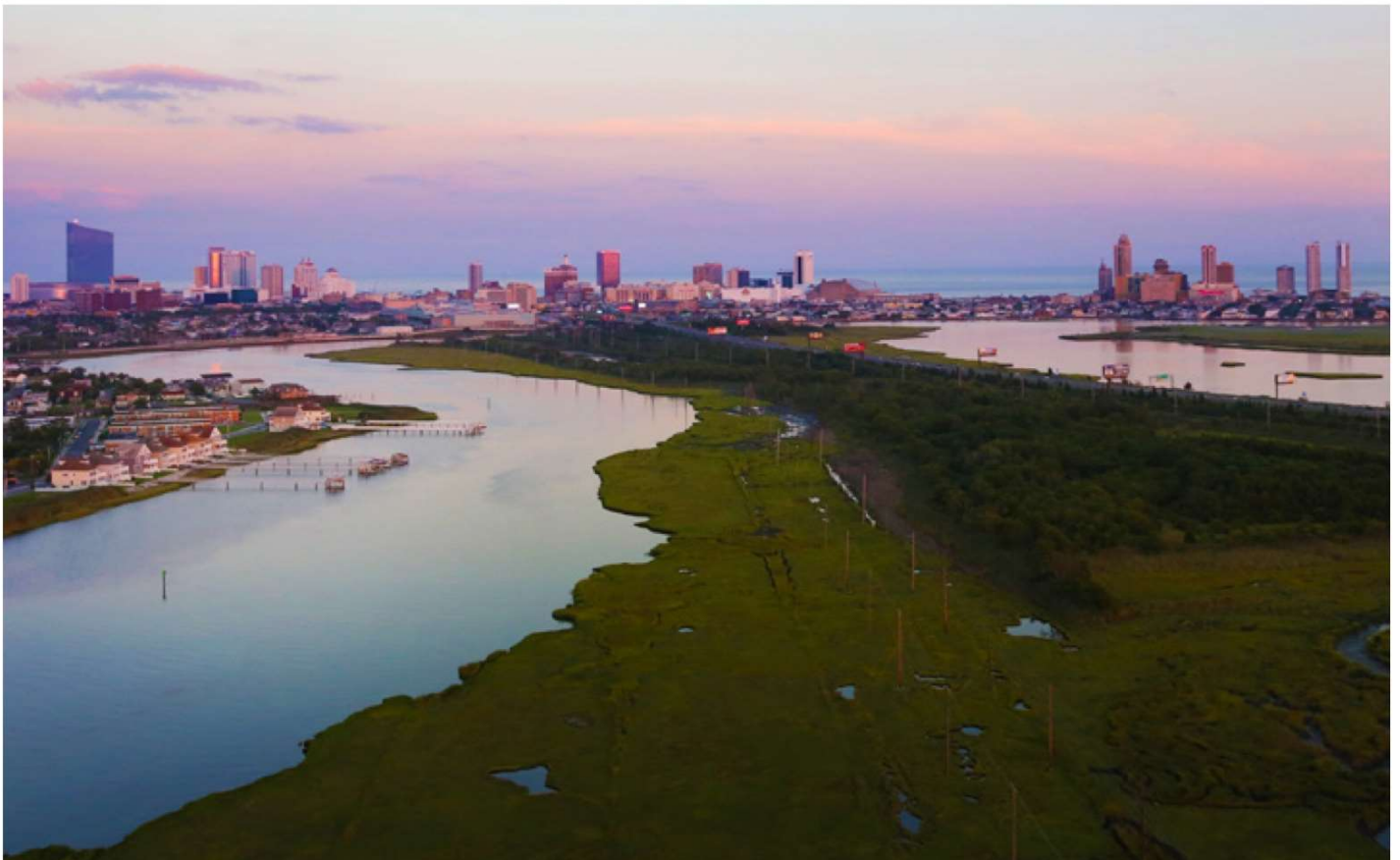
MC
MEETINGS AND CONVENTIONS

SUCCESSFUL
MEETINGS

MEET AC 2020 DIGITAL EXECUTION OVERVIEW:

Through advanced audience targeting and data modeling we are able to identify meeting planners at key moments in their decision-making journey and serve the most relevant form of digital advertising (tactic) for that particular moment of consideration. Adopting traditional product-based decision-making journey maps and applying them to travel is challenging, but with behavioral data we are able to better understand different needs that planners have at different journey moments.

If we look at initial consideration: At this moment a meeting planner has included Meet AC in her/his consideration set with a number of other destinations. Reasons that a destination makes the initial consideration set are usually based on existing perceptions that the planner has. In order for a destination to make a planner's initial consideration set they must build brand awareness within the meeting planner audience. Once awareness is established and a planner has moved into a consideration moment their needs have changed or expanded. They still might need to know that the destination has unique culture offerings like dining options and nightlife, but they also need to know that the destination can address their needs from a cost and quality perspective. Many moments are interconnected and dependent on one another and it's critical to take that into account when optimizing around all meeting planner decision-making moments. When building the 2020 plan, we want to map digital tactics to the right planner moments to increase engagement, relevancy and conversion.



MEET AC 2020 DIGITAL MEDIA TACTICS AND DEFINITIONS:

Display and Sequential Retargeting:

Display and Retargeting may look similar, but the benefit in sequential retargeting is the ability to continue the conversation with our engaged audience and address different challenges and needs at different journey moments. For example, if a planner interacts with an ad focused on building destination appeal, we want to retarget that exact same user with a different message and different value proposition to influence consideration and intent to book a meeting.

In-Need Targeting:

This capability allows us to target consumers based on search behavior. We establish a qualifying set of search terms that meeting planners often use, then serve them a relevant digital ad with a value proposition to book their next meeting with Meet AC. This tactic ensures a qualified audience that is highly engaged.

Programmatic Video In-stream:

In 2020, our video strategy will move away from engagement within the YouTube ecosystem. We will be executing Programmatic In-Stream Video. This tactic serves users video content that is more contextually relevant to their interest and is more likely to drive website traffic. It utilizes a 15 – 30 second video with the ability to measure completed video views and clicks to the website.

Google Adwords:

This is an on going tactic that targets relevant users by key words that are searched and ensures Meet AC digital properties are at the top of search results for all relevant meeting planner searches.

Geofencing and Retrofencing:

A highly effective targeting method that guarantees a qualified audience. Meet AC will leverage geofencing to target meeting planner events and tradeshow throughout the year. We have the ability to choose specific trade show events and are able to target the individuals who attend by knowing they were at that location.

Social Media Advertising:

Data driven social media solutions that feel organic and produces quality consumer engagements. There are a number of ways to deliver content to the most relevant audience through social media channels. We primarily focus paid social efforts on Facebook, Twitter and Instagram.

Quarterly E-Mail Newsletter:

This is a necessary tactic to ensure continued engagement with customers and prospects who have engaged with an ad or have been to the website. A quarterly newsletter for meeting planners allows Meet AC to stay engaged with prospects who have shown intent. Through regularly scheduled email deployment we can tell a more robust story of the destination.





WEBSITE ANALYTICS

379,380 Page Views | 2020 Goal: **405,936** Page Views

315 Active Users Per Day | 2020 Goal: **362** Active Users Per Day

77,496 Organic Searches | 2020 Goal: **89,120** Organic Searches

GOOGLE ADWORDS

Meet AC is currently pacing at an extremely strong 7.8% Click-Through Rate. The industry average ranges between 5-7%. Our goal for 2020 will be to maintain above the industry average CTR and optimize to ensure qualified website traffic.

3,727 Click-Through Rate (*the industry average*) | 2020 Goal: **3,750** CTR

47,328 Impressions | 2020 Goal: **50,000** Impressions

SOCIAL MEDIA (PROJECTING 15% INCREASE)

Meet AC will continue to post relevant articles and engaging items that meeting planners would find beneficial in addition to driving traffic to our website by cross-posting links to our site. Meet AC will be incorporating Facebook advertising for Meet AC & the Atlantic City Sports Commission Facebook pages.

3,256 Facebook Likes | 2020 Goal: **3,744** Likes

2,141 Twitter Followers | 2020 Goal: **2,462** Followers

1,432 Instagram Followers | 2020 Goal: **1,642** Followers

590 LinkedIn Followers | 2020 Goal: **678** Followers

88,534 Total Combined YouTube Video Views | 2020 Goal: **101,814** Views

2020 QUARTERLY MEET AC NEWSLETTER

FIRST QUARTER: Meet AC Year in Review Featuring Video & Marketing Plan.

SECOND QUARTER: Introducing Meet AC as the DMO Authority for Atlantic City.

THIRD QUARTER: Why AC? Positive Testimonial Videos & Industry Articles.

FOURTH QUARTER: Get to know your DMO! What Tourism Does for Planners & the Community.

2020 VIDEO STRATEGY

The 2020 video strategy will give our viewers a behind the scenes look into the life of a meeting planner, spending a few days in Atlantic City. Four meeting planners will opt-in to be brought to Atlantic City to experience the destination and a conference while in town. These planners have never been to Atlantic City and will have the choice to stay at any resort hotel within the destination. These planners will have the ability to test our VR Experience and share their review and pre-thoughts on the destination. Once they arrive, there will be a thorough itinerary immersing them in the destination's travel accommodations, exclusive VIP experiences, unique culinary ventures and many community/local attractions.

The ideal takeaway from this strategy will assist in educating our viewers about perceptions in Atlantic City and the meetings and events industry. This innovative industry approach will aid in our sequential marketing campaigns in 2020.

FIRST QUARTER: Behind the Scenes Look at a Meeting Planner Site Visit in Atlantic City.

SECOND QUARTER: Introducing Meet AC as the DMO Authority for Atlantic City.

THIRD QUARTER: Planner Experiencing AC Airshow & behind the scenes of putting on this event with the AC Chamber.

FOURTH QUARTER: Planner Going Behind the Scenes at ACCC & seeing how Atlantic City gives back to the community.

2020 EDITORIAL/ADVERTORIAL FOCUS

While the Atlantic City Convention Center remains to be our biggest conversation piece, Meet AC will continue the discussions on the revitalization of Atlantic City as a meetings and convention destination. Meet AC's editorial and advertorial will focus on rediscovering Atlantic City and all of the many experiences business and leisure guests can enjoy. Meet AC will also continue to keep the attention on The Orange Loop, renovated properties, meeting space investments and new restaurant concepts. In addition, Meet AC's new destination video will be utilized by clients, promoted on social media and through Northstar Travel Group. The Media FAM trips will allow us to invite key members of the trade media, while receiving positive press in print, digital and on-site social media.



2020 PROSPECTIVE COVER STORIES

Below are the trade publications that the Marketing and Communications department has had discussions with for prospective cover stories in 2020.

- Smart Meetings Magazine
- Meetings Today Magazine
- Mid-Atlantic Events Magazine
- Prevue Magazine





2020 MEDIA FAMILIARIZATION (FAM) TRIPS

- Showcase Atlantic City and events surrounding 150th anniversary of the World Famous Boardwalk in June
- Showcase Atlantic City with a focus on Ocean Casino Resort in the Fall
- Invite select members of the media to client FAMs; i.e. – concerts and various destination events



GOALS

- Distribute 10-15 press releases
- Generate and service 2 media FAM trips
- Generate over 4,000 media hits



MEET AC

FOR MORE INFORMATION VISIT OUR WEBSITES.



meetac.com



atlanticcitysports.org



touratlanticcity.com



atlanticcityfilm.com



Meet AC is primarily funded by the CRDA, whose mission evolved from statewide projects to becoming the state's key economic development agency for Atlantic City.

