



MEET  
AC

DESTINATION  
SERVICES KIT

[meetac.com](http://meetac.com)



# MEET AC

# WELCOME PROGRAM

The Destination Services Team provides services for booked conventions, trade shows and events. We are ready and eager to show off our destination and help you produce a successful meeting!



## SIGNAGE\*:

- As a city welcome, your logo, along with welcome verbiage, will be posted on the digital board of the Wave Garage. This garage is located directly upon entering the city and can be seen from major roadways into Atlantic City.
- 125 LCD monitors line the famous Atlantic City Boardwalk. A custom welcome message will be displayed, incorporating your logo, that will run throughout your show. These monitors can also be used for additional promotion and sponsorship opportunities.
- Custom door clings, incorporating your show logo and dates, will be produced and installed for all Convention Center shows. These door clings are an excellent way to welcome your attendees to your event.
- Lightboxes are an excellent way to welcome guests to the Convention Center. Your show will be included on the monthly lightbox graphic. These signs are also available for additional promotion or sponsorship opportunities.
- Your show name and dates will be included on over 150 welcome signs that are distributed monthly to our Atlantic City partner businesses.



## WELCOME BANNERS\*:

Welcome banners can be placed on light poles along the major entrance and exit from Atlantic City. These customized banners can be displayed during the dates of your meeting or convention. The welcome banners are a great way to build interest and excitement about your convention.



## RESTAURANT AND INFORMATION BOOTH\*:

Meet AC will staff an onsite booth located on the second floor of the Atlantic City Convention Center during your show hours. The Visitor Services Representatives can assist attendees with area information, discounts and sample menus to our vast array of partner restaurants.



## CONCIERGE BOOTH\*:

Meet AC will staff a concierge booth located in the lobby of the Atlantic City Convention Center. The Visitor Service Representatives can provide city information.



## WELCOME BADGES\*:

Select shows hosting events in the Convention Center, will be eligible for customized welcome buttons. These buttons will be worn by all Convention Center staff during show days.

*\*Some components require a minimum room block. Ask your Meet AC contact for details.*



# MEET AC

# STEPS TO A SUCCESSFUL SHOW

Meet AC's Destination Services Team is here to ensure you have a successful event while in Atlantic City. Review our steps and don't hesitate to inquire about additional services.



## STEP 1

### SITE TOUR

During your site tour you will be introduced to the Destination Services Team and presented a kit of offerings for your event.



## STEP 2

### CHECK YOUR EMAIL

Following your face to face introduction to the Destination Services Team, look out for their detailed email including a digital version of the kit. At this time the show logo will be requested for welcoming your group into the city.



## STEP 3

### LET'S TALK

A phone call will be placed from the Destination Services Manager to answer any, and all questions in addition to going over details that will enhance your approaching show.



## STEP 4

### COMMUNICATION

Meet AC's Communications Manager will reach out via email to discuss the PR and marketing support we offer such as press releases, social media and website placement.



## STEP 5

### PROVIDE PROMOTION

- Promotional Materials
- Transportation Information
- Signage
- Convention Services Leads
- Local Information and Itineraries



## STEP 6

### ONSITE SUPPORT

- Registration Services
- Restaurant Cart
- Show Me Your Badge Program



# MEET AC

# ATTENDANCE BUILDING TOOLS

One year prior to your show in the Atlantic City Convention Center, qualified groups will be offered the opportunity to have a Meet AC staff member attend their show and share information about what Atlantic City has to offer.



## PROMOTIONAL BOOTH:

We will provide an Atlantic City themed display, to be used in the designated space. In addition, customized posters will be made to place around your show and in our booth to help spread the word about the future show in Atlantic City.



## PROMOTIONAL MATERIALS:

A staff member will offer Atlantic City Visitor Guides, our famous salt water taffy and small promotional items to your attendees during predetermined show hours.



## PERSONALIZED FACT SHEET:

A personalized Atlantic City Fact Sheet will be created that will include a map of the city highlighting the hotels that will be used by your group/convention, their distance to the Convention Center and any additional information show management would like to share with attendees/exhibitors. In addition, this fact sheet will have "seasonal" things to do in the city for your group.



VISITORS GUIDE



ATTENDANCE BUILDING FLYER



WELCOME POSTER



# MEET AC

# RESOURCES

**MEET AC IS EAGER TO ASSIST YOU IN YOUR PLANNING EFFORTS FROM BEGINNING TO END.**

Meet AC's Destination Services Team will be happy to assist you in designing leisure time activities, spousal programs and exquisite receptions and dinners to ensure that your Atlantic City experience will be a fun and successful one.



## **ATTENDANCE PROMOTION:**

- Customized Promotions
- On-site promotional materials
- City proclamation
- Public Relations Support



## **SUPPLIER - VENDOR RESOURCES:**

- Attractions
- Special Event Venues



## **ATTRACTIONS - UP TO DATE INFORMATION:**

- Free Attractions
- Family Friendly Attractions
- Nightlife
- News/Facts about AC



## **CITY LOGISTICS - ON-SITE INFORMATION & SERVICES:**

- Restaurants
- Transportation
- Registration Services
- Special Event Venues
- Welcome Program



## **MULTIMEDIA - RESOURCES:**

- Maps
- Photos
- Videos



# MEET AC

# TRANSPORTATION

Atlantic City is conveniently located within one-third of the nation's population. There are many transportation options available for your trip to Atlantic City.



## AIRPORTS:

### **Atlantic City International Airport** (<http://www.sjta.com/acaairport/>):

Located a short 12 miles outside of Atlantic City, the Atlantic City International Airport is a convenient option. ACY is serviced by Spirit Airlines.

### **THE PHILADELPHIA INTERNATIONAL AIRPORT** ([www.phl.org](http://www.phl.org)):

Located an easy 60 minute/60 mile drive outside of Atlantic City, the Philadelphia International Airport is another convenient air transportation option. PHL is serviced by all major airlines.



## TRANSPORTATION TO AND FROM ACY AIRPORT:

**SHUTTLE:** From the Atlantic City International Airport, you can catch a quick Jitney ride into Atlantic City. Prices range from \$10 to \$15 per person.

**TAXI:** Taxis are available curbside and cost an approximate price of \$30 to Atlantic City.



## TRANSPORTATION TO AND FROM PHL:

**SHUTTLE:** A number of transportation companies can provide shuttle service from the Philadelphia International Airport. Cost per person ranges from \$40.00 to \$100.00.

- Uber and Lyft can also provide transportation. Approximate cost ranges from \$90 to \$125.



## TRAINS:

- The Atlantic City Train Station is conveniently located adjacent to the Atlantic City Convention Center. The Train Station is serviced by New Jersey Transit.
- New Jersey Transit ([www.njtransit.com](http://www.njtransit.com)) provides service from 30th Street Station in Philadelphia. Trains run on the hour and the estimated cost from Philadelphia to Atlantic City is \$10 per person (prices subject to change).
- Philadelphia 30th Street Station is serviced by AMTRAK ([www.amtrak.com](http://www.amtrak.com)). AMTRAK provides service from all major East Coast destinations including New York, Boston and Washington, DC to the 30th Street Station.



## LIMOUSINE SERVICES:

A number of limousine companies service both the Atlantic City International Airport and the Philadelphia International Airport.



## LOCAL TRANSPORTATION INFORMATION:

Jitneys are Atlantic City's most convenient and most affordable method of transportation. The Jitney Association is comprised of 190 privately owned and operated vehicles that service Atlantic City 24 hours per day, 7 days per week, and 365 days per year. They also provide shuttle service from the Atlantic City Rail Terminal to the hotel properties in the city.





# MEET AC

# DIGITAL SERVICES

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## **PUBLIC RELATIONS SUPPORT:**

The marketing and communications team works to distribute press releases and pitches stories to trade media. We are your go-to source for local, trade and broadcast media.



## **ATLANTIC CITY PUBLICATIONS:**

Atlantic City Visitor's Guide, Meeting Planner Guide, Event Planning Guide and Planner's Notebook are available digitally or in print.



## **WEBSITE:**

### **MeetAC.com**

If you are having an event in Atlantic City, visit our website for Atlantic City-specific information, including things to do, places to see and upcoming events. Your event can be featured on the Meet AC website either as a press release or on our Calendar of Events.



## **SOCIAL MEDIA:**

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.



## **SHOW US YOUR BADGE PROGRAM:**

Meet AC offers all convention attendees and exhibitors a special discount program. When a Convention Center attendee or exhibitor badge is presented, the delegate will receive deals at local restaurants, attractions, shops and more.



## **ATLANTIC CITY PHOTO LIBRARY:**

Need photos of Atlantic City to post on your website or for marketing collateral? Our photo gallery features Atlantic City images for client or media use. You may download high resolution images directly from our photo library. [Photos.meetinac.com](http://Photos.meetinac.com)



## **ATLANTIC CITY VIDEO LIBRARY:**

Visit our YouTube channel and subscribe to view the latest videos on all things Atlantic City! Video podcasts, testimonials, time lapses and site visits are just some of the content you'll find.

# MEET AC

FOR MORE INFORMATION VISIT OUR WEBSITES.



[meetac.com](http://meetac.com)



[atlanticcitysports.org](http://atlanticcitysports.org)



[touratlanticcity.com](http://touratlanticcity.com)



[atlanticcityfilm.com](http://atlanticcityfilm.com)



