MEET AC

2015 MARKETING PLAN

MEETSPACE MEETSTYLE MEET IN AC









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A MESSAGE FROM CEO



Meet AC. Inc., was officially formed as a 501(c) (6) company on June 23, 2014. Prior to its formation, the Meetings and Convention sales and marketing group was operating under the Casino Redevelopment Development Authority (CRDA). Meet AC is a tourism economic development agency with three primary areas of focus. Our prime objective will be to maximize the potential of the Atlantic City Convention Center and Boardwalk Hall; both buildings serve as huge economic drivers for Atlantic City. Our second objective will be to develop and book singleproperty meetings and small conventions. Our third objective will be to drive additional motor coach business to Atlantic City. To achieve these key objectives, Meet AC will rely on sales, marketing and services to achieve each of these objectives.

The need for group business has never been greater than it is today. The proliferation of casinos surrounding New Jersey has eroded Atlantic City's gaming industry, leading to the closing of the Atlantic Club in January and Trump Plaza, the Showboat Hotel & Casino and Revel all in the late summer of 2014. Collectively, Atlantic City has lost 4,500 hotel rooms during 2014. Meet AC was reorganized in response to Atlantic City's need to diversify its customer base.

Our 2015 sales and marketing plan will include a shift in sales deployment from a geographic focus to specific vertical market targets. This shift in approach will allow our sales managers to become better known, as well as to better understand the nuances of the particular clients they serve. Meet AC is proud of the sales and marketing team that has been assembled and its innovative approach to creating a high performing environment. We will utilize target marketing and social media to better interact with our client base and use social media to help drive site inspections to Atlantic City. As an example, we will build upon our recent "Union Summit" and work on a comprehensive plan to attract union convention business back to Atlantic City. This strategy won't happen overnight. It will take three to five years for us to begin to see the fruits of our labor. Meet AC will apply this type of targeted approach to all of the designated markets that we have determined will yield the highest return.

Another strategy will be to attend industry shows involving businesses that have demonstrated a strong propensity to book Atlantic City in the past. We will build on our existing strengths while developing new markets for the future. In partnership with Global Spectrum, Meet AC will officially adopt new booking guidelines for the Atlantic City Convention Center with the goal of maximizing the revenue potential for the building, while producing strong economic impact for the city as a whole. We will always keep in mind that the Atlantic City Convention Center is an economic engine designed to substantially impact the city.

Group motor coach business has been and continues to be a cornerstone of opportunity for Atlantic City. We will remain active in the bus market, looking to attract new customers as they emerge.

Though we have been dealt a tough hand this past year with the closing of four casinos, we remain optimistic that better days are ahead for Atlantic City. We are committed to working closely with prospective customers on demonstrating Atlantic City's commitment to support the Meetings and Convention business. Hopefully the casinos that have closed can be repurposed into convention hotels and we will support continued efforts to evolve the vision for the future of Atlantic City Tourism. Regardless, we can expect continued growth and if we focus on market segments that enjoy being in Atlantic City, we can realize our potential.

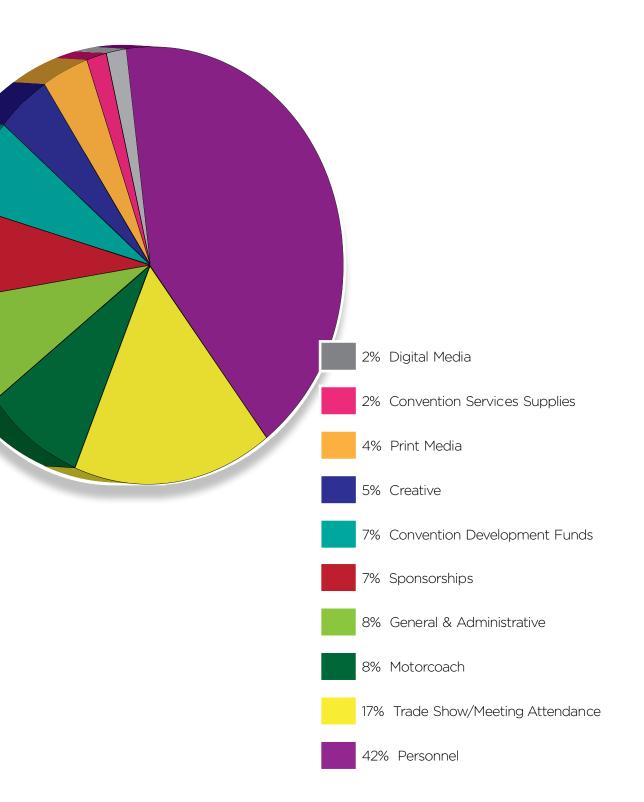
Jim Wood, CEO Meet AC, Inc.

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MEET AC FINANCE

The majority of the Meet AC's budget comes from the CRDA through a five-year operating agreement. The Meet AC Board of Directors works to ensure resources are properly allocated to gain the greatest return on investment. The Meet AC budget is designed to invest in strategies and tactics that will attract meetings and conventions into Atlantic City.

EXPENSE	BUDGET	% OF BUDGET
Trade Show/Meeting Attendance	\$1,375,020	17%
Convention Development Funds	\$552,331	7%
Sponsorships	\$576,250	7%
Motorcoach	\$690,474	8%
Print Media	\$317,853	4%
Digital Media	\$136,450	2%
Creative	\$375,000	5%
Convention Services Supplies	\$136,190	2%
Personnel	\$3,477,363	42%
General & Administrative	\$686,819	8%
Total Expense	\$8,323,750	100%



INEVITABLE PROGRESS

Tanger Outlets

THEWALK

~ Tony Robbins

TRADITIONAL MARKETING AND PUBLIC RELATIONS

KEY STRATEGIES

- Business to Business Initiatives
- Corporate Marketing
- Convention Marketing
- Small Leisure Marketing
- Sports Marketing
- Consistent brand message through all marketing outlets
- New website launch in first quarter includes social media & E-campaigns
- Refined look in advertising that relates to meeting and convention audience



ELECTRONIC MARKETING

Innovative electronic tools continue to enhance the publicity effort of Meet AC's overall marketing program. The development of a new Meet AC website incorporating the latest technology will enhance the user experience. The new website will feature interactive floor plans, a real-time weather widget, social media integration and calendar of events feeding from our Ungerboeck database. Meeting planners will be able to access our site on the go from their mobile devices, as our site will be compatible for phones and tablets.

KEY STRATEGIES

Web-based bid books, planner guides, media kit & photo gallery

- Mobile compatible website
- Ungerboeck CRM integration
- Social media integration
- Expand Google advertising
- Quarterly E-Newsletter

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 engaging attendees with hashtagging and checking into local establishments.



KEY STRATEGIES

Hashtag utilization for different conventions

Attendee engagement

Trending topics

Connecting with CVBs & meeting planners on all social media outlets:

- Facebook
- Twitter
- YouTube
- Foursquare
- Instagram
- Pinterest

We will also examine a Podcasting Program for 2015.

The Marketing Communications Department will attend the following Media Marketplaces & Technology Shows

Organization	City	Date
DMAI	San Francisco, CA	April 15 – 17, 2015
Adobe	Salt Lake City, UT	March 9 - 13, 2015
DMAI Annual Convention	Austin, TX	July 14 – 17, 2015

MARKETING COMMUNICATIONS







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TRADITIONAL MARKETING & PUBLIC RELATIONS

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

GOALS

Distribute 25 press releases Generate and service five 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
- 500 Twitter
- 300-500 LinkedIn
- 300-500 Instagram

MAKE IT SIMPLE. MAKE IT MAKE IT SIMPLE. MAKE IT MAKE IT INVITING...'

ROCHDANNAN

~ LEO BURNETT

MEET AC 2015 ADVERTISING CAMPAIGN



LEISURE AD



DINING AD



BOARDWALK AD



Business Planners, Atlantic City Means Business and we've got the numbers to prove it.

MEET SPACE, MEET STYLE, MEET AC.

To Learn About Our Incentive Plans and Book Your Convention call 1-609-449-7100 or visit meetinac.com today!

MEETINGS AD

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KEY MARKETING **INITIATIVES**



CONVENTION DEVELOPMENT ADVERTISING & MARKETING CAMPAIGN

Tradeshow Messaging

As we continue to grow our group segment and become more of a meeting, convention and sports destination, our goal is to nationally brand Atlantic City's attributes across multiple market segments. Meeting and event planners can choose from many destinations with convention centers and large hotels. Their attendees are in search of a destination that can deliver a good experience through its unique attributes. This process begins at tradeshows with the meeting and event planner. Our goal is to create a streamlined tradeshow sales message that highlights our city's most authentic and differentiating attributes, while adjusting our focus to fit the needs of specific planners. Our main themes are:

1. ATLANTIC CITY'S WORLD FAMOUS BEACH & BOARDWALK

2. FINE DINING & HEADLINE ENTERTANINMENT

3. ATLANTIC CITY CONVENTION CENTER

Each theme provides an opportunity for our sales team to choose a specific booth activity. Following each tradeshow, we will send a follow-up E-blast to all contacts. A more concentrated combined follow-up and sales effort will be developed for those clients that dropped off an RFP.

DIGITAL ADVERTISING







A digital advertising campaign will run January through December 2015 and focus on driving web traffic to Meet AC's convention development landing page. Prospects will be directed to this link with the goal of increasing the site's yield and effectiveness. This digital campaign will additionally provide a baseline awareness campaign for Atlantic City as a meeting destination.

TRADITIONAL MARKETING

Every day meeting planners are bombarded with various forms of postcards and letters with marketing messages from a host of destinations. Everyone is vying for the meeting planners' attention, so it is critical our marketing efforts are noticeable and interactive. Our 2015 strategy will be to send 3-dimensional mailers to convey market specific messages to Atlantic City's top 100 meetings clients and prospects in the following markets:

State & Regional Association

•Corporate

National Association

•Sports

E-COMMUNICATIONS

Electronic communication is still a preferred choice of correspondence between destination marketers and meeting planners. Research shows that meeting planners want destinations to provide content that is timely, informative and relevant. They no longer want to see sales messages, but rather want to be kept informed and know about new product developments. We will deliver four digital newsletters to meeting planners in 2015 with the following content:

•January - Incentive Plan

- April Hotel/Casino Developments
- July Summer Meetings
- October Meeting Planner Testimonials

SOCIAL MEDIA

The communications department will continue to utilize Twitter to help drive traffic to the Atlantic City tradeshow booths and communicate booth activities with tradeshow attendees. The shows we have targeted to have a dedicated social media presence are:

- ASAE Annual Meeting & Exposition 2015
- Holiday Showcase 2015

These two shows will serve as benchmarks to determine further social media usage and needs at future tradeshows.

MEET AC **DO AC**





THIS IS HOW WE ROLL



Meet AC will continue to drive group tourism - especially the gaming tourist to Atlantic City. The Meet AC Brand is an extension off of the DO AC Brand. We will continue to incorporate the DO AC brand in the following areas:

- Group Motor Coach
- Marketing materials about what convention delegates can do after 5 PM in Atlantic City
- Print advertising
- E-communications

THIS IS HOW WE ROLL!

ATLANTIC CITY CONVENTION CENTER





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 and 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, in which New Jersey Transit's Atlantic City to Philadelphia route operates daily.

A recent study conducted on the Atlantic City Convention Center's output revealed that the building is currently underutilized, although there have been gains made this past year. There are a variety of barriers that have prevented the building from fulfilling its potential as an economic engine for Atlantic City, including air accessibility and weekend hotel room inventory.

Meet AC's goal is to increase the number of events and event days utilizing the Atlantic City Convention Center. The building is currently averaging 86 events 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 with nearly 400 event days per year. Successfully growing the number of events and event days over the next several years should translate into revenue growth for the building. Reducing the operating deficit is another challenge facing us.

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

> 2013 - \$4,059,693 2014 - \$5,951,513 2015 - \$6,099,380 *(FORECASTED)*

Global Spectrum, the management operators of the Atlantic City Convention Center have identified several areas in which they believe they can create additional revenue streams. Additionally, several capital improvement projects have been identified that could help make the building more functional and thereby increase utilization of the meeting and exhibit space and ultimately revenues.





A review of the Trends, Analysis & Projections Report (TAP Report) has clearly revealed that most of our convention business is booked within a 28-month window. Major conventions historically book outside of three years. We are missing that window of opportunity and have, therefore, shifted sales strategies for the Meet AC sales team.

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

STRATEGY #1

We have compiled a list of all regional consumer shows that includes clients currently utilizing the building as well as potential clients for the future. Layering these shows around convention business and need periods will take a collaborative effort between Meet AC, Global Spectrum and the hotel industry.

STRATEGY #2

In order to grow events and event days, Meet AC has developed a targeted list of regional conventions that require a minimum of 500 rooms on peak block and that also require up to 500,000 sq. ft. of exhibit space. Targeting groups on a regional level could help us grow our base of business accordingly.

STRATEGY #3

Meet AC has realigned its sales team. Now, each sales manager is assigned market segments versus a geographic territory. We believe this kind of focus will allow for a more efficient sales strategy that will ultimately translate into more events and event days booked in the Atlantic City Convention Center.

STRATEGY #4

When the opportunity presents itself, Meet AC is proposing to its clients to consider a multi-year agreement. We are also looking to extend contracts for our existing base of customers into the future, as well.

STRATEGY #5

Meet AC has developed a formula that will offer a financial incentive to select clients based on size, year, revenue generated and arrival/ departure patterns.



MEET AC CONVENTION SALES

The Meet AC Convention sales team consists of 10 Atlantic City-based meetings and conventions sales managers. We have one remote sales person in Washington, DC.

THE COMBINED MEET AC SALES TEAM GOALS ARE AS FOLLOWS:

- Generate 182,000 room nights
- Generate 400 meeting and convention sales leads
- Host 300 site inspections

WASHINGTON, DC GOALS

Generate 100 convention sales leads Generate 200,000 tentative room nights

OBJECTIVE

The convention sales department works closely with our hotel and casino hotel partners, the Atlantic City Convention Center and Boardwalk Hall to book meetings, conventions, tradeshows and sports events that will generate significant economic impact for Atlantic City.

STRATEGY

- Grow the number of citywide conventions from 4 to 8
- Increase the size of conventions utilizing the Atlantic City Convention Center to a minimum of 500 rooms on peak nights
- Attend 40 trade shows
- Target clients in the regional fly/drive market

- Redesign our convention bid books
- Partner with Collinson Media to make solicitation calls on our behalf in 2015
- Successfully launch the Atlantic City Sports Commission





TRUMP & PLAZA



MEET AC **ROOM NIGHTS & CHARTS**



MEET	Gro	ир Во	okings	by Rc	om N	ight Siz	ze
2014			2013				
Peak Rooms	Hotel	ACCC	Peak Rooms	Hotel	ACCC	Peak Rooms	ŀ
1-25	12	3	1-25	7	3	1-25	
26-100	23	1	26-100	28	10	26-100	
101-250	17	15	101-250	17	13	101-250	
251-500	10	8	251-500	8	7	251-500	
501-750	1	4	501-750	2	8	501-750	
751-1000	1	4	751-1000	1	1	751-1000	

	2013				2012	
ACCC	Peak Rooms	Hotel	ACCC	Peak Rooms	Hotel	ACCC
3	1-25	7	3	1-25	21	6
1	26-100	28	10	26-100	30	10
15	101-250	17	13	101-250	27	27
8	251-500	8	7	251-500	8	14
4	501-750	2	8	501-750	2	7
4	751-1000	1	1	751-1000	1	7
9	1000+	1	9	1000+	2	9



Increase Tentative Room Nights



Achieve 2015 Booking Goals MEET



CONVENTION SALES VERTICAL MARKET STRATEGIES

NATIONAL ASSOCIATION MARKET

The National Association Market is still a very strong market that continues to be concentrated in Washington, DC, and Chicago. This market focuses on membership retention, new revenue sources and member values. They measure the core market of their perspective 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 various reasons, including a lack of association staff, budget constraints and strategic guidance. We should continue to focus on hosting board retreat opportunities and focus on 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 through attractive incentives. Toward that end we will:

Launch an E-mail campaign to current database

Develop testimonials from three associations:

1. NATIONAL ELEVATOR CONTRACTORS

2. NATIONAL COLLEGE FAIR

3. AMERICAN WIND ENERGY

Develop Information Tools 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 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, surrounding hotels and Atlantic City as a whole.

STRATEGY

Identify a targeted list of Regional Conventions that require a minimum of 500 rooms on peak block, as well as up to 486,600 square feet of exhibit space

Concentrate sales effort to network with the meeting planners and executives of the associations via phone calls, client Familiarization (FAM) trips and quarterly newsletters

Attend shows and increase paticipation at other locations, making introductions and inviting them to consider Atlantic City for a future show

Become a member of societies of associations in neighboring states

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 segment for potential growth and 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 Prospect existing database and lost business Attend MASAE monthly meetings and annual convention Become an active member of MASAE and serve on a Committee Target the top four local AMC organizations:

1. ASSOCIATION HEADQUARTERS

2. TALLEY MANAGEMENT GROUP

3. PUBLIC STRATEGIES IMPACT LLC

4. FERNLEY & FERNLEY

Host quarterly luncheons FAM trips in Atlantic City for targeted Boards of AMC clients

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:

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.

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 2015.

STRATEGIES

Create an incentive plan for small meetings

Explore opportunities and partnerships with Atlantic City properties for low demand weekends given one third of small meetings occur on weekends

Monthly Sales Missions - including Sales Blitz and Sales Calls - to key cities within driving distance in Pennsylvania, Delaware, Maryland (Baltimore), Northern New Jersey, Manhattan and Southern Connecticut

Update / Create a targeted, condensed sales presentation for the Small Meeting Market to include ACCC, All Hotel Properties, Things to Do, Shopping, Dining, Beach & Boardwalk

Plan quarterly corporate meeting planners' FAM trips or special activities involving site visits. These FAM trips 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, so it will be imperitive to solicit third party companies as well.

THE FUTURE OF MARKETING Is LEADERSHIP?

~ SETH GODIN

MEET AC MARKETING PLAN 2015

MARKETING TO MULTI-CULTURAL MARKET

The multi-cultural market continues to thrive and its membership continues to grow. Atlantic City has hosted several major regional conferences in the past and will continue to market to this group for future business. In 2011, Atlantic City hosted multi-cultural groups that resulted in 7,700 attendees and generated over \$6 million in delegate spending. This market continues to focus on growing membership and offering more value to their attendees due to the demographic age ranges. They are still meeting primarily over weekends and during the summer, while looking for reasonable room rates and overall value options for their attendees.



OBJECTIVE

Atlantic City has been successful in capturing multi-cultural groups in the past and will continue focusing on broad-based organizations with the multi-cultural spectrum.

Testimonials from multi-cultural groups:

• Links

• Alpha Kappa Alpha

• Delta Sigma Theta

E-news blast to current and enhanced database

Attend Diversity Marketplace, January 25 - 27, 2015

Establish a multi-cultural summit with local support

Entertain multi-cultural clients at four targeted concerts and events in Atlantic City

Two minimum FAM trips

MARKETING TO ATHLETIC & SPORTS



SPORTS

COMMISSION

The tremendous growth in sports-related travel has led Meet AC to form 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 our off season.

STRATEGY

Successfully launch the Atlantic City Sports Commission in January

Develop a Atlantic City Sports Commission website that can meet the needs of stakeholders

Develop a sports facilities guide

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

Entertain sports clients at the LPGA ShopRite Classic

Develop an annual billiards championship

MARKETING TO AUTOMOTIVE INDUSTRY

OBJECTIVE

The automotive industry continues to spark headlines over the last few years. General Motors, Ford and Chrysler have suffered lower than expected sales results. While it's true the "Big Three Automakers" have had to cut costs and refine their strategies, the industry remains a significant contributor to the U.S. economy and has begun to climb back from the different challenges they have faced in recent years.

Over the last four years, the automotive market contributed 4% of the U.S.'s GDP while employing millions of workers. Sales have risen 11% since last year and are expected to maintain stable growth over the next few years.

Large shows in the automotive industry, such as the SEMA Show, draw more than 60,000 domestic and international buyers. It's currently segmented into 12 separate entities, including a New Product Showcase, which features nearly 2,000 newly introduced parts, tools and components. Other large shows include The Detroit, Philadelphia and New York Car Shows, which can serve as a spring board to the automotive industry and the prospective meetings they plan.



STRATEGY

Attend the SEMA Show in Las Vegas in October 2015 - one of the largest automotive shows in the country

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

Attend regional shows such as the Philadelphia and New York Car Shows to identify support industries capable of utilizing Atlantic City for meetings and tradeshows

Work with different automotive trade publications such as SEMA and The American Automotive Retailers Association to help bring regional tradeshows and association meetings to Atlantic City

MARKETING TO EDUCATION MARKET

OBJECTIVE

Atlantic City has played host to many national and regional educational conferences. Based on their success, we are positioned to secure additional educational conferences, including those offering continuing recertification.

Launch an E-mail campaign to educational conference planners

E-mail blast on Smart City

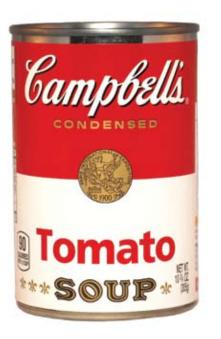
Utilize MINT to identify targeted groups

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

Host four Board Meetings



MARKETING TO FOOD SERVICE COMPANIES



OBJECTIVE

New Jersey is home to some of the country's 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 North East regional events within the food service industry, by tapping into these companies located in our backyard. With Atlantic City's position in the North East, hotel and attraction offerings and a desirable beachfront location, we hope to become an attractive destination for meetings and events for this segment.

STRATEGY

Prospect existing database

Prospect and focus on building relationships with the top New Jersey-based food companies Strengthen relationship with U.S. Foods, Sysco and Uni Pro to generate more regional events Utilize FAM trips and site inspections to build relationships

Explore professional development organizations focused on the food and beverage industry

MARKETING TO FRANCHISE

OBJECTIVE

The franchise industry is responsible for one out of eight U.S. private-sector jobs, which represents 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 North East 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 and satisfy all corporate levels of events, from VIP to line-level.



STRATEGY

Become a member of International Franchise Association (IFA) Exhibit at the IFA Annual Convention Prospect and focus on building relationships with the contacts made through IFA Utilize FAM trips and site inspections to build relationships Focus on franchise groups headquarted in the North East



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 North East location option for conducting business.



STRATEGY

Become a member of Society of Government Meeting Planners (SGMP)
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

MARKETING TO HEALTHCARE/PHARMA



The healthcare and the pharmaceutical industry employees 11.8 million people in the North East, with two million workers located in the tri-state area. 42% of the Philadelphia meetings and convention market is comprised of healthcare and healthcare-related businesses and associations. In New Jersey, the healthcare and pharmaceutical industry hosts 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 are in medical device/equipment manufacturers, three are healthcare providers and six are pharmaceutical companies.

Historically, Atlantic City has not been considered by this segment due to the nature of the destination. Now that gaming has expanded to most states, we believe Atlantic City is a viable option for all meetings and tradeshows with an East Coast focus or rotation.

STRATEGY

MEET

Get involved in industry associations

Utilize memberships in industry associations (i.e. Healthcare Convention Exhibitor Association - HCEA)

Develop strategic sales blitzes in North Jersey/Pennsylvania

Develop and nurture existing relationships in the healthcare and pharmaceutical markets

Create mini-FAM trips within the markets

Maintain and grow industry database

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 North East heavy equipment manufacturers

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



MARKETING TO HOBBY & CRAFT

OBJECTIVE

The hobby market is a multi-billion dollar industry. This sector incorporates over 19,000 activities, interests or pastimes that are undertaken for pleasure or relaxation during leisure time.

The U.S. craft and hobby industry has been tracked at \$30.2 billion dollars in annual retail sales. Our location in the North East and proximity to one-third of the nation's population makes Atlantic City a great option in terms of attracting hobby enthusiasts and their clubs and associations for their meetings and conventions.

STRATEGY

Prospect our existing database

Work with Craft and Hobby Association to obtain their database

Assess the Craft and Hobby Association tradeshow calendar and attend or exhibit at those events that make sense for Atlantic City (specifically those on the East Coast)



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 its nature as a resort destination, as well as its proximity to the large financial institutions in Manhattan and major New England insurance companies.



STRATEGY

Get involved in industry associations Become a member of specific industry associations (Financial, Insurance and Conference Planners - FICP) Develop strategic sales blitzes in New York and New England Develop and nurture existing relationships in the financial & insurance Create mini-FAM trips within markets Maintain and grow industry database Solicit industry associations to host their board meetings in Atlantic City

MARKETING TO MILITARY

OBJECTIVE

Atlantic City's proximity to major military installations makes it a great option or alternative to other North East destinations for the military. New Jersey is home to the FAA, Maguire Air Force Base, Fort Dix and Fort Monmouth. New Jersey's accessibility to Washington, DC, also creates a favorable location for all military and support associations as a host destination.

The changing rate structure in Atlantic City over the last five years, along with favorable room and food and beverage per diems, can further enhance Atlantic City's ability to attract the military market.



STRATEGY

Maintain and develop relationships within the military

Maintain and develop relationships with third party and AMC, which strictly

Utilize relationships to build opportunities with military contracting industry

MARKETING TO MULTI-TIERED MARKETING INDUSTRY

OBJECTIVE

The Direct Sales industry has seen upward trend since 2009. 2013 was a banner year with \$32.6 billion in estimated retail sales and a record-high 16.8 million people enrolled in direct sales companies. Atlantic City has shown growth in the number of direct sales companies hosting events over the last several years. The recent hosting of Herbalife in Boardwalk Hall, with 10,200 attendees, and our North East location gives us the momentum necessary to grow this segment for Atlantic City.

STRATEGY

Prospecting our existing database Send an E-news blast to our current database showcasing the Herbalife convention Attend the DSA annual conference and its Be Connected conference Host a DSA FAM trip April 2015



MARKETING TO ORGANIZED LABOR

OBJECTIVE

The Labor Market is extremely important to Atlantic City. There are currently 14.5 million union members in the U.S., with New York continuing to have the highest union membership rate of 24% percent.

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 U.S. live in seven states: California, New York, Illinois, Pennsylvania, Michigan, New Jersey and Ohio. Our North East location and proximity to Pennsylvania, New York and Ohio, not to mention the many International Union offices and officers are based a mere three hours away in Washington, DC, position us as a top regional destination for labor programs.



STRATEGY

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

Continue to maintain a solid working relationship with Caesars Entertainment, an extremely active member in the labor market that we can partner with to book additional meetings in Atlantic City

Attend various labor meetings around the country (i.e. AFL-CIO Executive Council Meeting in January 2015 in Houston, TX)

Plan a number of sales missions in the North East (ie: Washington, DC, 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 Atlantic City event



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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 periodical but is focused on the for-profit tradeshow show 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 THE **RELIGIOUS MARKET**

OBJECTIVE

The largest religion in the U.S. is Christianity (73% of the population in 2012). From those queried, roughly 48% of Americans are Protestants and 22% are Catholics. The three largest denominations are:

- The Catholic Church
- The Southern Baptist Convention
- The United Methodist Church

STRATEGY

Identify target religious groups that can meet in Atlantic City that have met previosly in other gaming destinations. Capitalize on large number of Catholic, Baptist and Jewish organizations and identify 10 groups for research and to gather local support.

Testimonials from National Association of United Church Ushers

Revisit attendance at RCMA

Revisit attendance at Rejuvenate

Host three Board Retreats for religious organizations



SOCIAL AFFAIRS, ENTERTAINMENT & FRATERNAL GROUPS



With Boardwalk Hall (BWH) named Top 2 "Top Stop of the Decade" by Venues Today (from 2002-2012) and one of the top mid-sized arenas in the world by Billboard Magazine, our goal is to package this great asset with lavish nightclubs and luxurious ballrooms and sell it as a superior destination for large social and fraternal organizations and entertainers, alike. Adding the Atlantic City Convention Center as an option in this market creates two alternatives to cover all aspects and types of events within this segment.

STRATEGY

Identify the largest fraternal organizations and understand their travel propensity

Due to social/fraternal budget constraints, work with hotel partners to ensure each has an enticing SMERF hotel package (F&B and hotel) separate from corporate organizations

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

Develop "Picturesque Pathway", marketing collateral that highlights the best photo op locations and unique venues in Atlantic City (i.e. Kennedy Plaza, One Atlantic) that cater to this segment and the social-based nature of their events

Utilize Brighton Park (in conjunction with the city) as an ideal outdoor location for social/fraternal event space



MARKETING TO TECHNOLOGY

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 centralized North East location, the new Smart City technology being installed at the Atlantic City Convention Center and the completion of the Harrah's Conference Center should combine to make Atlantic City an attractive location for meetings and events for the technology industry.

STRATEGY

Research and solicit the top technology companies located in North East Penetrate IEEE and market to all member associations to capture regional meetings Focus on relationship building through IEEE Send an E-news blast to IEEE member organizations Utilize FAM trips and site inspections to build relationships





MEET AC TRADE SHOWS CONVENTION DEVELOPMENT WILL ATTEND THE FOLLOWING KEY INDUSTRY MEETINGS AND TRAD

FOLLOWING KEY INDUSTRY MEETINGS AND TRADESHOWS:

EVENT	LOCATION	DATE
Diversity Marketplace ESPA Annual Conference MASAE Monthly Luncheon NAHB 2015 NJ MPI Monthly Meetings NYSAE Quarterly Luncheon PAMPI Monthly Meeting PAMPI Monthly Program PCMA Convening Leaders Sales Mission Sales Mission Lunch-In (Sports)	Newport Beach, CA Chicago, IL Trenton, NJ Las Vegas, LA Trenton, NJ TBD Washington, DC Washington, DC Chicago, IL Philadelphia, PA Atlantic City, NJ	January, 2015 January, 2015 January, 2015 January, 2015 January, 2015 January, 2015 January, 2015 January, 2015 January, 2015 January, 2015
AFL-CIO Executive Council Meeting AMC Institute GPPCMA Monthly Program IFA Annual Conference MASAE Monthly Luncheon Mini FAM#1 NJ MPI Monthly Meetings PAMPI Monthly Meeting Sales Mission Quarterly Luncheon (State Association)	Houston, TX Aventura, FL TBD Las Vegas, LA TBD Atlantic City, NJ TBD Maryland Parsippany & Area Trenton, NJ	February, 2015 February, 2015 February, 2015 February, 2015 February, 2015 February, 2015 February, 2015 February, 2015 February, 2015
AFL-CIO Legislative Conference CSPI DMAI Showcase Global Shop 2015 IFA Board Meeting MASAE Monthly Luncheon Meet NY NJ MPI Monthly Meetings NO- Dig Show PAMPI Monthly Meeting Sales Mission Sales Mission Lunch-In (Sports) Society of Health & Physical Educators	Washington, DC Washington, DC Washington, DC Las Vegas, LA Hosted By Meet AC TBD New York, NY Princeton, NJ Denver, CO Virginia Bergen, Secaucus & Area Atlantic City, NJ Seattle	March, 2015 March, 2015

EVENT	LOCATION	DATE
ASAE Springtime Greater NY Automobile Dealers Association MASAE Monthly Luncheon Mini Fam #2 NJ MPI Monthly Meetings PAMPI Monthly Meeting PCMA Foundation Dinner AFL-CIO 42nd Constitutional Convention Sales Mission Sales Mission SISO CEO Summit	Washington, DC New York City, NY TBD Atlantic City, NJ Trenton, NJ Washington, DC Washington, DC Pennsylvania, PA Washington, DC Princeton, New Brunswick & Area Kiawah Island, SC	April, 2015 April, 2015
American Express Interaction	TBD	May, 2015
ASAE Mid-Year Conference	Orlando, FL	May, 2015
Crabfest/Shamrock	Queenstown, MD	May, 2015
Destination North East	Cambridge, MA	May, 2015
MASAE Monthly Luncheon	Princeton, NJ	May, 2015
NJ MPI Monthly Meetings	Washington, DC	May, 2015
NYSAE Quarterly Luncheon	TBD	May, 2015
PAMPI Monthly Meeting	Washington, DC	May, 2015
Sales Mission	Washington, DC	May, 2015
Sales Mission	Philadelphia, PA	May, 2015
Quarterly Luncheon (State Association)	Trenton, NJ	May, 2015
Washington, DC Showcase	Washington, DC	May, 2015
AFL-CIO Labor of Love	Atlantic City, NJ	June, 2015
AIBTM	Chicago, IL	June, 2015
IBTM America	Chicago, IL	June, 2015
Collaborate Marketplace	Orlando, FL	June, 2015
DSA Annual Meeting	San Antonio, TX	June, 2015
GPPCMA Monthly Program	TBD	June, 2015
IAEE's CEM Week	Washington, DC	June, 2015
MASAE Mid Year	TBD	June, 2015
MASAE Monthly Luncheon	TBD	June, 2015
Mini Fam #3	Atlantic City, NJ	June, 2015
NATA Annual Meeting	St. Louis, MO	June, 2015

EVENT	LOCATION	DATE
NJ MPI Monthly Meetings	Trenton, NJ	June, 2015
PAMPI Monthly Meeting	Maryland	June, 2015
PCMA Education Conference & Mid Year	FT. Lauderdale, FL	June, 2015
Sales Mission	Virginia	June, 2015
Sales Mission	Parsippany & Area	June, 2015
DMAI 101st Convention	Austin	July, 2015
MPI	TBD	July, 2015
NJ MPI Monthly Meetings	New Brunswick, NJ	July, 2015
PAMPI Monthly Meeting	Virginia	July, 2015
Sales Mission	Bergen, Secaucus & Area	July, 2015
Sales Mission Lunch-In (Sports)	Philadelphia, PA	July, 2015
ASAE Annual Expo & Tradeshow	Detroit, MI	August, 2015
ASD Trade Show	Las Vegas, LA	August, 2015
CONNECT Marketplace	Pittsburgh, PA	August, 2015
Connect Sports	Pittsburgh, PA	August, 2015
MASAE Golf Event	Central Jersey, NJ	August, 2015
MPI WEC	San Francisco, CA	August, 2015
NJ MPI Monthly Meetings	FT Monmouth, NJ	August, 2015
NY NOW Trade Show	New York, NY	August, 2015
PAMPI Monthly Meeting	Maryland	August, 2015
Sales Mission	Princeton, New Brunswick & Ara	August, 2015
Quarterly Luncheon (State Association)	Trenton, NJ	August, 2015
SISO Executive Conference	TBD	August, 2015
Meeting Quest CMP Conclave Construct IMEX MASAE Monthly Luncheon Mid Atlantic Regional Independent Automobile Dealer Associations Conference Miss America Fam NJ MPI Monthly Meetings NY Showcase	Providence, RI Septemi Reno, NV Baltimore, MD Las Vegas, LA TBD Philadelphia, PA Atlantic City, NJ Trenton, NJ New York City, NY	ber or October, 2015 September, 2015 September, 2015 September, 2015 September, 2015 September, 2015 September, 2015 September, 2015 September, 2015

EVENT	LOCATION	DATE
PAMPI Monthly Meeting	Washington, DC	September, 2015
Sales Mission	Philadelphia, PA	September, 2015
SEMA Auto Show Vegas	Las Vegas, LA	September, 2015
Small Market Meetings Conference	Little Rock, AR	September, 2015
Dallas Client Event Giant's Client Event GPPCMA Monthly Program MASAE Monthly Luncheon Mini Fam #4 Dallas Client Event Giant's Client Event GPPCMA Monthly Program MASAE Monthly Luncheon Mini Fam #4 NACS- National Association of Convenience Store NJ MPI Monthly Meetings NYSAE Quarterly Luncheon PAMPI Monthly Meeting Sales Mission Sales Mission Quarterly Luncheon (State Association) Sales Mission Lunch-In (Sports) Trade Show Executive Gold 100	Dallas, TX East Rutherford, NJ Philadelphia, PA TBD Atlantic City, NJ Dallas, TX East Rutherford, NJ Philadelphia, PA TBD Atlantic City, NJ Las Vegas, LA Princeton, NJ New York City, NY Virginia Washington, DC Parsippany & Area Trenton, NJ New York, NY TBD	October, 2015 October, 2015
Boston Bruins Client Event	Boston, MA	November, 2015
NJ MPI Monthly Meetings	Trenton, NJ	November, 2015

MEET AC **PROVIDED SERVICES**







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DESTINATION SERVICES

OBJECTIVES

The Destination Services team provides services for booked conventions, trade shows and events utilizing a consultative approach based on the unique needs and specific goals of each group. The teams strives to:

Ease the meeting planning process by connecting planners with destination resources, as well as city agencies and hospitality partners

Enhance the destination experience for convention delegates by providing useful information and assistance

Anticipate needs and exceed expectations of planners and convention delegates in an effort to positively influence repeat business

GOALS

Conduct meeting planner post-convention surveys

Generate 100 service bookings

Generate \$10,000 in registration fees

CONVENTION SERVICES

Meet AC has had tremendous success in providing strategic and customized service options for meeting planners. The focus in 2015 will be to evaluate how current core services are changing and identify ways we can improve so Meet AC is positioned to stay ahead of the curve within the overall group markets and the meetings industry. According to the 2013 IMEX America Index, 400 meeting planners identified the top business issues exerting the most influence on their planning considerations as:

- 1. ROI
- 2. REDUCING COSTS
- 3. SUSTAINABILITY
- 4. SOCIAL RESPONSIBILITY

Conventions today are very sensitive to those four areas and the impact their convention has on a destination while in town. Meet AC will continue to find solutions, share best practices and identify resources to support the overall goals of our clients conventions and events.

HOUSING & REGISTRATION

In order to successfully enhance the destination experience for our convention delegates, it is important to create an atmosphere of engagement and interaction along with consistent and accurate messaging from the initial phone call to the on-site experience. Therefore, educating and motivating the 40-plus, part-time registration staff team members will continue to be a priority.

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WHEN IT COMES TO **SPORTS** NO ONE ELSE CAN **COMPETE.**



ACsportscommission.com

As part of the new direction for Meet AC we have created the Atlantic City Sports Commission. The Atlantic City Sports Commission will be structured as a 501 C3. and function as a department within Meet AC. The five-member Meet AC Board of Directors will also serve as the inaugural board of the Atlantic City Sports Commission.

There are currently over 150 sports commissions in the USA, pursuing over 1,000 rights holder events. We are positioning the Atlantic City Sports Commission to go aftermany of those events. By doing so, we will drive room nights and economic impact into Atlantic City.

ATLANTIC CITY SPORTS COMMISSION

MISSION STATEMENT

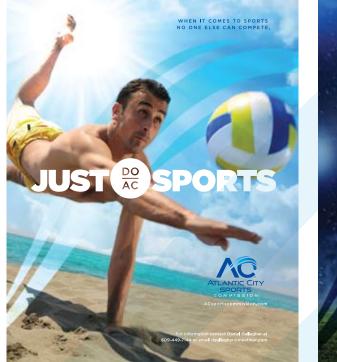
The Atlantic City Sports Commission strategically solicits, creates and supports sports related events and businesses that enhance our community's economy.

VISION

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

GOALS

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







WHAT THE SPORTS COMMISSION DOES:

BID & EVENT MANAGEMENT

The Atlantic City 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 Atlantic City 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 facilities identification, cooperation and coordination.

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 your organization with all aspects of hospitality coordination and entertainment.

PUBLIC RELATONS & COMMUNICATIONS

The Atlantic City Sports Commission can 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.

MEET AC GROUP MOTOR COACH

OBJECTIVE

Position Atlantic City as the East Coast Destination that offers a robust itinerary, including many attractions and features that competing destinations cannot offer (i.e. Tax-free shopping, dining, entertainment, nightlife, golf, casino bonuses and a variety of hotels). The group motorcoach market has a demographic of 55 to 85, while traveling year-round with the potential to attract new customers as they emerge.

STRATEGY

Attending industry trade shows

Host FAM trips, site inspections & sales missions

Advertise in trade publications & newsletters

Create a Group Leader Guide

Create a dynamic Group Tour section on the website

Partner with NJ DMO's and the Philadelphia CVB to create attractive itineraries

Sit on industry-related boards and committees

Conduct industry training

Maintain industry-related database





Group Motorcoach will attend the following Key 2015 Motorcoach Industry Tradeshows & Sales Missions

Organization	(
American Bus Association Marketplace	0
National Tour Association/	
United Motorcoach Association Joint Meeting	1
AFCI Locations Film Show	(
Washington, DC Travel & Adventure Show	١
PBA Marketplace	١
Governor's Conference on Tourism	/
Maryland Motorcoach Association Show	
Greater NJ Motorcoach Mini-Marketplace	/
Yankee Trails	l
African American Travel Conference	I
International Powwow (IPW)	(
Pennsylvania Bus Association Spring Retreat	l
Virginia Motorcoach, North Carolina	
& South Carolina Motorcoach, Joint Meeting	(
Transbridge- Lines Group Leader Marketplace	ł
Destinations NY	ι
Conway Tours	l
Bus Association of NY (BANY)	
World Travel Market	l
Ontario Motorcoach Association	l

City	Date
St. Louis, MO	1/10-13/15
New Orleans, La	1/18-22/15
Century City, CA	3/4-8/15
Washington, DC	3/6-8/15
Valley Forge, PA	3/17-17/15
Atlantic City	3/12-13/15
	3/17-18/15
Atlantic City, NJ	3/25/15
Lantham, NY	4/2/2015
Merriville, IN	4/14-16/15
Orlando. FL	5/30-6/2/15
Laurel Highlands, PA	6/23-26/15
Columbia, SC	8/20-23/15
PA	8/27/2015
Upstate NY	Sept. 2015
Lincoln, RI	Oct. 2015
	Oct. 2015
London England	10/30-11/7
London, Ontario Canada	11/13-11/16





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~ Tony Dorsett

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INTERNATIONAL MARKETING

OBJECTIVE

The international market plays a key role in generating overnight growth each year through multi-night trips and twin city tours. It is slated to grow 4% with an eight-day stay and a 6% growth in spending. International visitors look for diversified destinations that offer many options, which gives Atlantic City the opportunity to exponentially 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 New Jersey 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 FAM trips, 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's location within a day's drive of one-third of the U.S. population makes it a popular and economical place to film. Increasing awareness of Atlantic City's versatile personality, as well as creating relationships with perspective filmmakers and location managers, should work to increase film production. This would in turn bolster employment, while generating increased tax dollars and commerce for Atlantic City.

STRATEGY

Act as the liaison between the film industry and Atlantic City's Film Permit (special events) office Partner with the New Jersey Television and Film Commission Obtain Membership with AFCI, Association of Film Commissioners International Attend film and industry related shows Create a film page on the website Partner with local film festivals Advertise in industry-related publications Maintain industry-related database

MARKET RESEARCH

Meet AC plans on commissioning and utilizing the results of new research tools to drive its sales and marketing strategies. Since we operate in a business-to-business climate, it is imperative we identify the type(s) of meeting and convention customers more prone to booking meetings and conventions in Atlantic City.

We have currently commissioned the following research studies:

Lost Convention Business – Leadership Synergies is contacting 50 of our lost business clients to determine the reason(s) why they selected another city for their convention over Atlantic City. What we hope to learn are the barriers associated with these customers and alter our sales messaging accordingly.

Atlantic City Convention Center Metrics – This study conducted by AEG will provide us detailed information on what the ideal size group is, and what our true Atlantic City Convention Center capacity is based on our current hotel situation.

Consumer Awareness and Perception (CAP) Study – Conducted by North Star, this study is to gain insight into meeting planner awareness and the clients' visitation and perceptions of Atlantic City. Other elements include the value and effectiveness of the current positioning and evaluating the effectiveness of our brand.

Trends Analysis and Projections (TAP) Report – Meet AC has contracted with the TAP report to provide us with a monthly analysis of our meetings and conventions booking pace utilizing a seven year out window. The report also provides us with conversion statistics. We are also benchmarking against our main competition which includes Philadelphia, Baltimore, Providence and Pittsburgh.

Smith Travel Research (STR) Report – Meet AC has contracted with STR in order to provide us with a monthly hotel occupancy benchmarking report. It also provides us with a monthly peer set hotel occupancy reports.

Website Metrics – With the development of one website and three micro-websites, we will begin measuring web-based data to further support when and where we place online advertising banners, etc.

Media Metrics – As Meet AC begins advertising we will measure our media metrics and use the results from those metrics to determine where the most effective advertising is for Atlantic City.

Post-Convention Meeting Planner Survey – Currently Global Spectrum is conducting a post-convention survey with the clients using the center. Meet AC would like to expand on that survey and will partner with Global Spectrum. We will also look to engage in several post-convention delegate surveys. This information is very helpful because the delegate shares with us their overall experience while attending the convention.

Additional Research – During our 2015 calendar year Meet AC will continue to incorporate additional research tools and metrics designed specifically to help us learn more about our customers and how to sell the destination more efficiently.

CONVENTION SALES: STANDARD EFFECTIVENESS MEASURES

One very important element of research that is produced by the Meet AC sales team comes directly from the execution of our sales processes. Key performance measures for the conventions sales function are: leads, tentative room nights, definite bookings and booked room nights. We will measure the sales team's performance in a variety of capacities within each market segment. This data will begin to reveal which market segments we should add resources to and which segments we should divert resources from.

Our measurement will come in individual market segments and placed within three categories: Boardwalk Hall, Atlantic City Convention Center and single property leads. Measurement in each market segment includes:

- Number of leads
- Estimate of room nights
- Estimated attendance
- Estimated economic impact
- Estimate of attendee spending
- Booked business
- Lost business
- Reason(s) why we lost the business

TRADE SHOWS

One additional component of research comes from measuring the effectiveness of our attendance at industry trade shows. The results also have a direct impact upon our budget. When the results have been compiled we will apply the largest percentage of our resources to those shows that provide us with the greatest potential. The trade shows that have minimal results or potential will be reduced. Proper post trade show follow-up is one of the key factors in whether the trade show did or di not produce for Meet AC. Trade Show Measurement includes:

- Number of leads/RFP's received
- Estimated number of bookings, attendees, definite room nights and economic impact
- Cost per lead/booking
- Lead conversion
- Lost business report (reasons why)

Number Of People Who Attended The 2014 Blake Shelton & Lady Antebellum Free Beach Concert

The Cost To Enjoy Atlantic City's 4 Miles Of Pristine, White Sandy Beaches (No Beach Fees).

The Pounds Of Salt Water Taffy Produced Every Day

The Number Of Pipes In The Organ At Boardwalk Hall

Year The First Casino Opened

Steps At Absecon Lighthouse



228

1978

120,000

11,000

33,000

Ranked Medium Sized Venue In North America By *Billboard Magazine*.

