



The background of the entire page is an aerial photograph of the Atlantic City coastline, showing the ocean, beach, and city skyline. Overlaid on this are several circular photo cutouts. In the top left, there are three small circles: one showing a group of people, one showing a television screen, and one showing a hotel room with a bed. Below these are two larger circles: one showing a hotel lobby with a sign that says 'EVENTS' and another showing a beach scene with a blue boat labeled 'ATLANTIC CITY' and a Ferris wheel in the background. In the center, a large circle contains the text 'MEET AC' in red, with a large red koi fish swimming through it. To the right of the center is a circle showing a modern lounge or meeting area with blue seating. Below that is a circle showing the exterior of a large, ornate building with arches. To the right of that is a circle showing a close-up of a clock face. In the bottom right corner, there are two more small circles: one showing a chef in a kitchen and another showing a group of people.

MEET AC

2017

MARKETING & SALES PLAN

meetac.com

An aerial photograph of the Atlantic City skyline at sunset. The city's buildings are silhouetted against a bright orange and yellow sky. The Atlantic Ocean is in the foreground, with the city's coastline visible. The water reflects the warm colors of the sunset.

Executive Message

There were many successes in 2016 that Meet AC can build upon in 2017. Atlantic City hosted four industry shows including: Health Professions Network, Meeting Professionals International World Education Congress, TEAMS Conference and Expo and the Trade Show News Network Awards. These events have provided Atlantic City with tremendous national exposure and helped to offset the negative effects the city has experienced. They will also serve as a catalyst moving forward to book additional meetings and convention business.

In 2016, Meet AC booked a total of 260 meetings and conventions representing 289,336 room nights with an economic impact of \$285 million. The group motor coach segment continues to

perform generating 22,600 room nights. So with the positive news and record number of room nights booked that we have achieved in the meetings market, Meet AC will continue to do all that it can to drive additional new meeting and convention business into Atlantic City.

However, even though we set a new record in bookings, 2016 also had its share of challenges that did cost us the opportunity to book additional new business into the city. Atlantic City government is in debt of more than \$500 million and the threat of the city's bankruptcy made national headlines. Unfortunately, those headlines caused some meetings and conventions to avoid bringing their business to Atlantic City until such time as we have a more

Within the next three years we will experience a significant shift in the gaming market.

stable environment. We also saw the closure of one more casino in 2016. The 2,000 room Trump Taj Mahal closed in October, which contributed to Atlantic City's negative headlines. We are hopeful that this will be the last casino closure and that TEN Casino and Resort (formerly Revel) will reopen by the summer of 2017.

Our 2017 Sales & Marketing Plan clearly has us targeting those meeting and convention segments that are strong producers for us such as sports, technology, multicultural, education and trade associations. We will continue to focus on our core segments in order to increase convention room night demand so that we can achieve our very aggressive room night goal of 275,000 rooms booked in 2017. We will also continue to

drive additional new convention business opportunities into the Atlantic City Convention Center, which will help grow revenues for the building. Meet AC will continue to partner with Spectra to support events and/or conventions looking to use Boardwalk Hall. Another goal in 2017 will be to book more single property meetings, especially during midweek.

Meet AC staff is confident that our 2017 Sales & Marketing Plan conveys the appropriate sales strategies needed, in order to continue to grow the meetings and convention segment. We are optimistic that 2017 will be another very successful year. We are very appreciative of the support we receive from our hospitality partners, the Casino Reinvestment Development Authority (CRDA) and the City of Atlantic City.



JIM WOOD
CHIEF EXECUTIVE OFFICER



JEFF ALBRECHT
MEET AC BOARD CHAIR

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MEET OUR TEAM

MARKETING



Karina Anthony,
Marketing Director

Jessica Merrill,
Communications Manager

CONVENTION SERVICES



Mary Moliver,
Director of Convention Services

Margie Hurley,
Convention Services Manager

Alisa Doyle,
Convention Services Manager

Casey Sickler,
Convention Services Coordinator

SALES



Gary Musich,
Vice President of Sales

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

Sandi Harvey,
Director of Sales

Joan Mooney,
Director of Sales

Mike Reynolds,
National Account Director

Tanya Curran,
National Account Director



Patrick McCormick,
National Account Director

Anne Bergen,
National Account Director

Laura Terrero,
National Sales Manager

Michele Murphy,
Sales Assistant

Nicole Lacle,
Sales & Systems Administrator

FINANCE



Caren Fitzpatrick,
Director of Finance

Nancy Taylor,
Financial Support Specialist

SPORTS COMMISSION

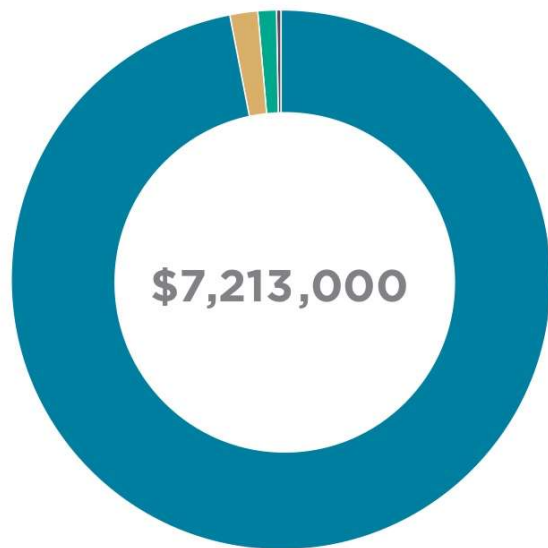
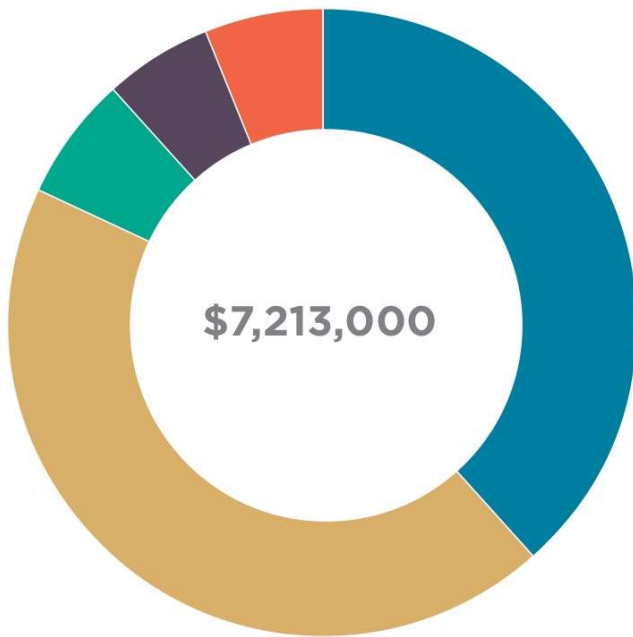


Daniel Gallagher,
National Sales Manager

LEISURE, GROUP & FILM



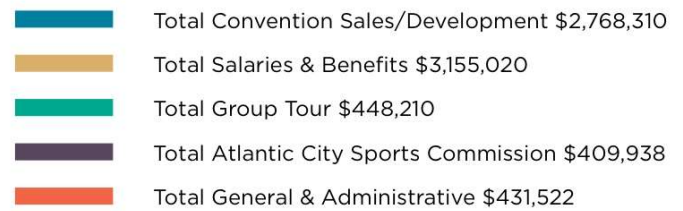
Heather Colache,
Sales Manager



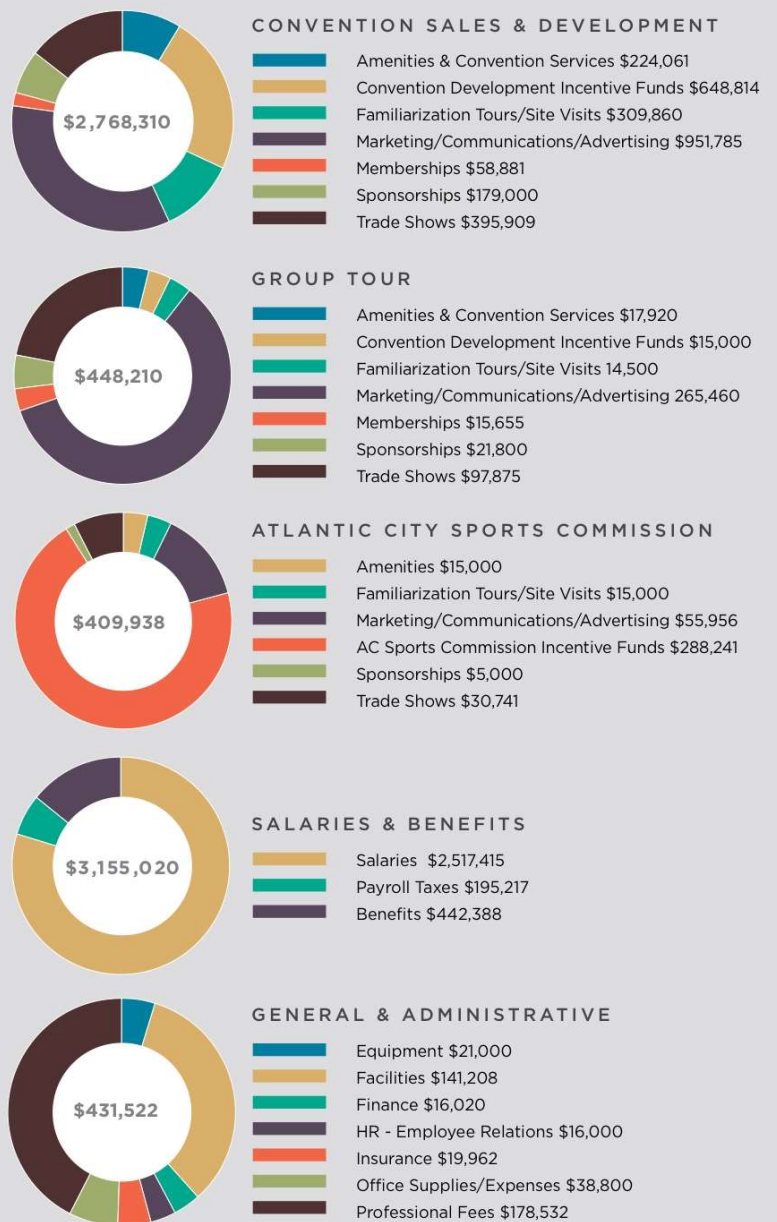
FY2017 BUDGET REVENUES



FY2017 EXPENSES



EXPENSES BREAKDOWN



2016 Gross Revenue
9,370,000

2015 Gross Revenue
9,311,451

2014 Gross Revenue
10,314,268

2013 Gross Revenue
9,706,386

BY THE NUMBERS

- Includes 500,000 sq. ft. of exhibit space, divisible into 5 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 that operates daily to Philadelphia.
- Currently averaging 86 events per year, this equates to 200 event days per year.

CAPITAL IMPROVEMENT PROJECTS

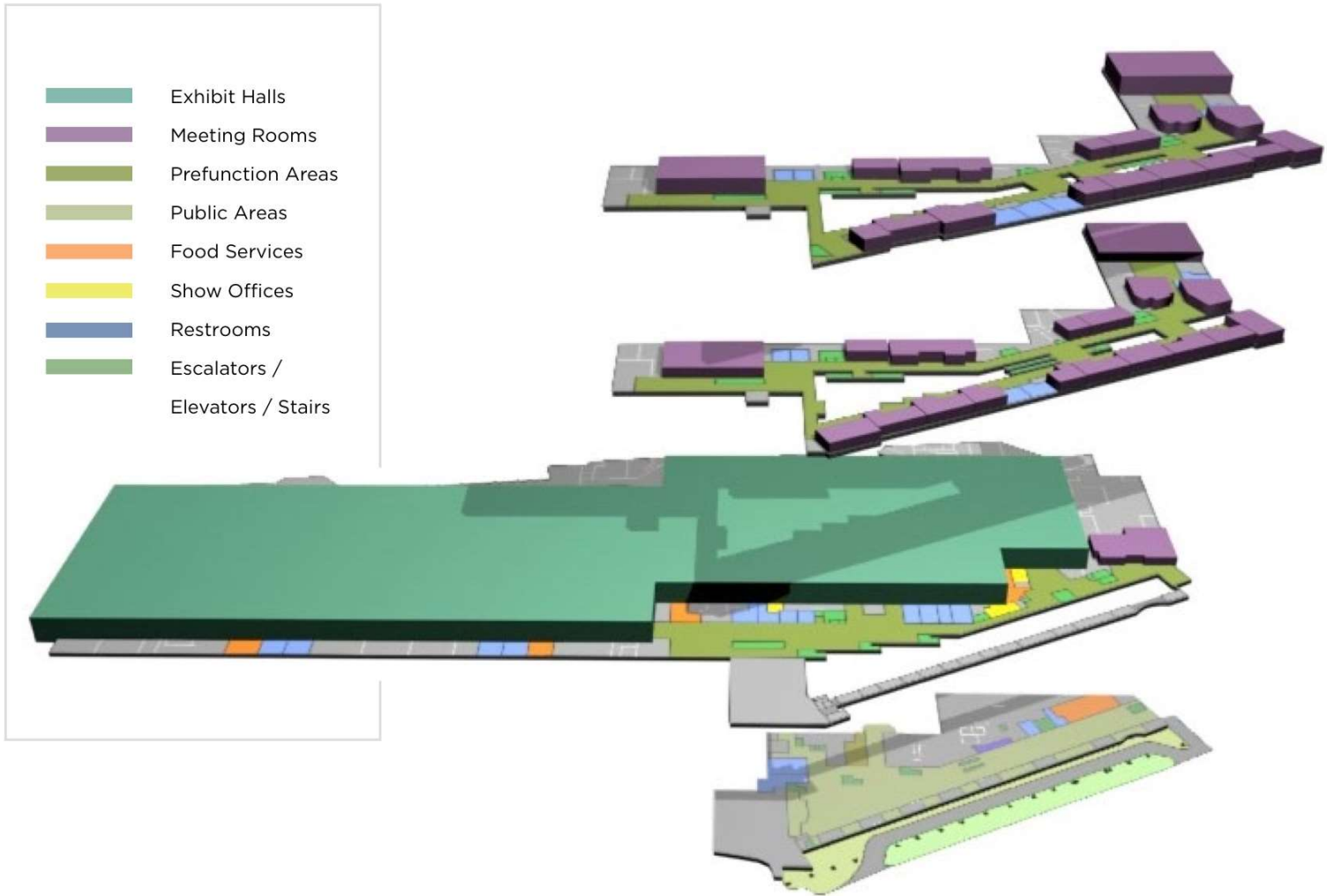
- LED lighting replacements throughout the facility including the exhibit halls, meeting rooms and atrium.
- Upgrades to our current client services.
- New Staging was purchased that reduces setup time and creates efficiencies and flexibility for shows.
- A new Billboard Marquee will be going up on the Convention Center façade at the end of the Atlantic City Expressway for show welcome signage and advertising.
- Completion of a one million dollar upgrade to the wireless and technology services available.

This upgrade helps increase revenues to the Convention Center operation and expands technology services moving forward to meet changing client needs.

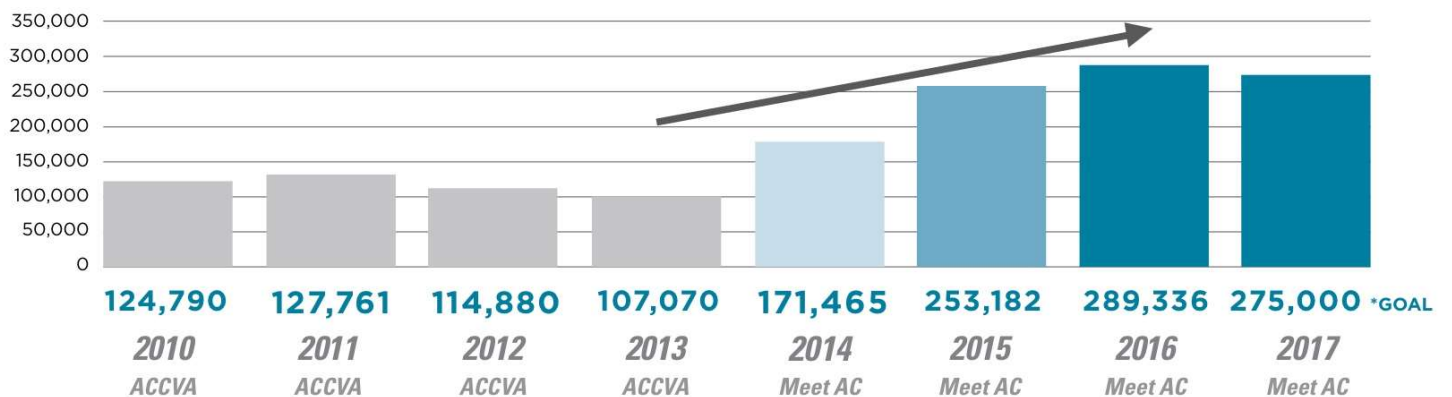
GOALS

- To increase the number of events and the number of event days utilizing the AC Convention Center.
- If successful in growing the number of events and event days over the next several years, this will be reflected in revenue growth for the building.





ANNUAL ROOM NIGHT BOOKING REPORT





CONVENTION SERVICES 2017 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 Convention Services Kit, introduce planners to the services that Meet AC offers.
- Welcome Program to include business signs and welcome buttons to targeted shows in the Convention Center.
- 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 300 Convention Services Leads to assist planners with acquiring information pertaining to their show, while supporting local businesses in the Atlantic City area.
- Event planning, including spouse programs, private luncheons, receptions



and dinners, team building and group outings.

- Show Me Your Badge Program offering discounts to attendees for local businesses.
- City-Wide Banner Program. Work with SID to assure proper hanging of banners for current shows. Work with Meeting Planners to design and produce banners for new, qualified shows.
- Signage Program including Expressway signage and Wave Garage signage for shows.
- 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.

CONVENTION SERVICES 2017 OBJECTIVES *(CONTINUED)*

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

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

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

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

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

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

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

- Completion of CMP Certification by all Convention Services Managers by end of 2017.

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

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

CONVENTION SALES VERTICAL MARKET STRATEGIES

VERTICALS

- Sports
- Auto Industry
- Building/Construction
- Education
- Energy
- Engineering
- Insurance/Financial
- Food Service
- Franchise Owners
- Fraternal Groups
- Government
- Healthcare & Pharma
- Heavy Equipment
- Legal
- Military
- Multi-Cultural
- Organized Labor
- Publishing & Media
- Regional Associations
- National Associations
- Technology
- Retail

STRATEGY 1

Increase Atlantic City Convention Center Sales/Events.

- Place greater emphasis on increasing bookings
- Increase top line revenue in the ACCC
- Multi-year contracts
- Greater emphasis on tentative bookings
- Increase incentive funding
- Industry Show(s) Follow-up
- Partner with Spectra on building related matters

STRATEGY 2

Increase Atlantic City's Meeting and Convention Business.

- Grow hotel room nights
- Attract more single property meetings and conventions
- Grow more sports related events
- Support Special Events

STRATEGY 3

Improve Atlantic City's Image.

- Aggressively market AC to offset this past year's negative press
- Perception of AC must change to help book future business



ATLANTIC CITY
MEANS BUSINESS

STRATEGY 4

Execute the 2017 Sales & Marketing Plan.

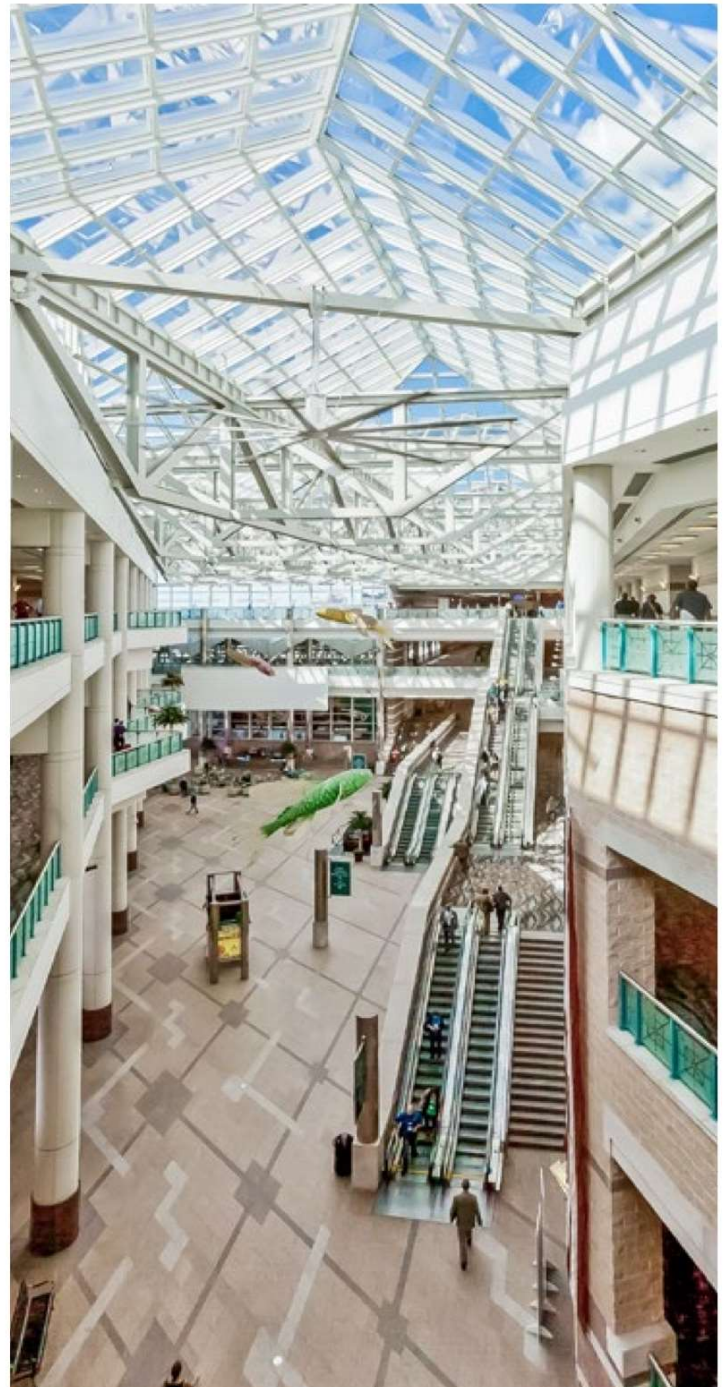
- Host client Board meetings
- Attendance at industry shows
- Execute sales calls, sales missions, client events, etc.
- Utilize AC entertainment to draw prospective clients
- Greater emphasis on the vertical markets that are producing for AC
- Build upon the growing multicultural market segment
- Target Third Party Providers

STRATEGY 5

Development of a Five Year Strategic Plan.

Meet AC to engage with a consulting firm in the development of a five year strategic plan.

- Review Relevant Research
- Stakeholder Engagement (Feedback)
- Identify new funding sources for Meet AC
- Synergy between Meet AC, CRDA, Spectra, Casinos, Hotels & Attractions
- Review of the Sales and Booking Goals
- Leisure Market Initiative
- Develop an Approach to Support AC's Special Events



Atlantic City is within driving distance to 40% of the nation's population.

- Distribute 25-50 press releases
- Generate and service two media FAM trips
- Generate 1,000,000 media impressions



**TO CREATE ENHANCED VISITOR
SPENDING & ECONOMIC IMPACT
THROUGH ATTRACTING
MEETINGS & CONVENTIONS
TO ATLANTIC CITY.**

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

**TO BECOME A PREEMINENT
RESORT DESTINATION SALES
& MARKETING ORGANIZATION
FOCUSING ON THE MEETING &
CONVENTION MARKETS.**

- To market the awareness of the meeting capabilities of AC
- 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

MARKETING COMMUNICATIONS STRATEGY FOR NEW BUSINESS

A 12 month communications strategy aimed at targeting new convention center business and sending them 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 destination video and 2016 economic progress

JULY

Atlantic City incentive package featuring Atlantic City Convention Center promotion

FEBRUARY

Come back! Been here for a meeting? Took a leisurely stroll on the beach or boardwalk? Now is the time to revisit our destination and SEA everything we have to offer for your meeting

AUGUST

Direct Mailer featuring our iconic beach & boardwalk theme with a sweet treat (*famed Salt Water Taffy*)

MARCH

Client testimonials on the top reasons to meet in Atlantic City

SEPTEMBER

It's easy to get to AC – different methods of transportation to take you to Atlantic City

APRIL

Meet AC 2017 progress including economic impact, upcoming shows & company progress

OCTOBER

Atlantic City media coverage featuring positive press from trade publications

MAY

Upcoming events in Atlantic City highlighting celebrity concerts, comedy shows plus a jam-packed summer entertainment schedule

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

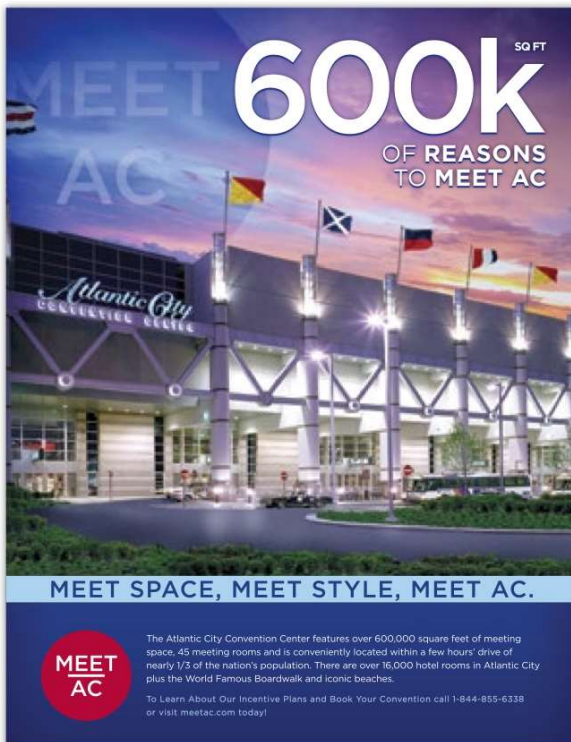
What's Happening in Atlantic City podcast

DECEMBER

Holiday marketing messaging & sneak peek into 2018 strategies

2017 ADVERTISING CAMPAIGN

PRINT ADS



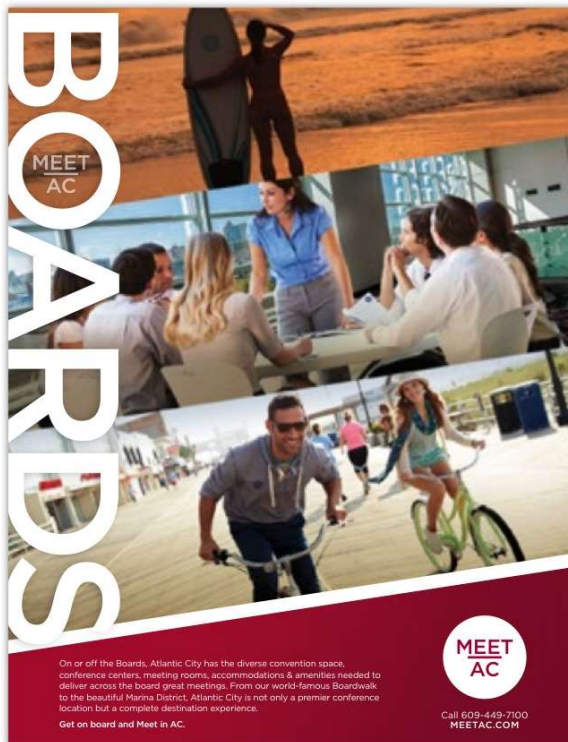
600k SQ FT
OF REASONS
TO MEET AC

MEET SPACE, MEET STYLE, MEET AC.

MEET AC

The Atlantic City Convention Center features over 600,000 square feet of meeting space, 45 meeting rooms and is conveniently located within a few hours' drive of nearly 1/3 of the nation's population. There are over 16,000 hotel rooms in Atlantic City plus the World Famous Boardwalk and iconic beaches.

To Learn About Our Incentive Plans and Book Your Convention call 1-844-855-6338 or visit meetac.com today!



BOARDS

MEET AC

On or off the Boards, Atlantic City has the diverse convention space, conference centers, meeting rooms, accommodations & amenities needed to deliver across the board great meetings. From our world-famous Boardwalk to the beautiful Marina District, Atlantic City is not only a premier conference location but a complete destination experience.

Get on board and Meet in AC.

MEET AC

Call 609-449-7100
MEETAC.COM

DIGITAL ADS



600k SQ FT
OF REASONS
TO MEET AC

MEET AC

Planners, Atlantic City Means Business!

[LEARN MORE >](#)



GET ON BOARD

MEET AC



600k SQ FT
OF REASONS
TO MEET AC

MEET AC

Corporate Planners, Atlantic City Means Business!

[LEARN MORE >](#)



GET ON BOARD

MEET AC

PRINT & DIGITAL ADVERTISING

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

- Association Convention & Facilities
- Association News
- Associations Now
- Black Meetings & Tourism
- Connect
- Corporate Meeting & Incentive Travel
- DSA Magazine
- Facilities & Destinations
- Hispanic Meetings and Travel
- IFA Magazine
- M&C + Successful Meetings
- Meetings Today
- Mid-Atlantic Events Magazine
- Meeting Professionals International
- NJ/Pennsylvania Meetings + Events
- NJ Business
- New Jersey Meetings + Events
- PCMA Convene
- Smart Meetings
- Trade Show Executive
- **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

NORTHSTAR
MEETINGS GROUP

m&c

Successful
MEETINGS

MeetingNews

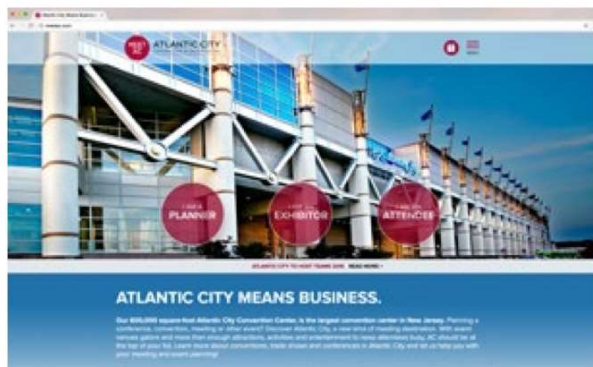
INCENTIVE

DIGITAL MEDIA

Meet AC will drive traffic to www.meetac.com via yearly banner advertisements on trade show publication websites as well as incorporate an aggressive retargeting and keyword campaign. Our websites are optimized for mobile and online ordering via Ungerboeck CRM will be available for exhibitors. All planning guides and marketing collateral will be available digitally. Our convention calendar of events is updated every hour on the hour for the most timely convention information.

GOOGLE AWARDS

- **2.54** Click-Through Rate (*performing above the industry average*) | 2017 Goal: **2.7** CTR
- **359,775** Impressions | 2017 Goal: **450,000** Impressions
- **9,142** Clicks | 2017 Goal: **12,500** Clicks



WEBSITE ANALYTICS

- **262,851** Page Views | 2017 Goal: **400,000** Goal
- **255** Active Users Per Day | 2017 Goal: **400** Goal
- **68,127** Organic Searches | 2017 Goal: **85,000** Goal

SOCIAL MEDIA

Meet AC will continue to post relevant articles and engaging items that meeting planners would find beneficial. Additionally, we will work with the Atlantic City Convention Center and surrounding properties to showcase their events to our followers and post local articles from NJ publications. Meet AC will be incorporating Facebook advertising for Meet AC & the Atlantic City Sports Commission Facebook pages.

- **848** Facebook Likes | 2017 Goal: **1,600** Likes
- **1,200** Twitter Followers | 2017 Goal: **2,000** Followers
- **480** Instagram followers | 2017 Goal: **800** Followers
- **160** LinkedIn Followers | 2017 Goal: **400** Followers
- **11,271** Total Combined YouTube Views | 2017 Goal: **25,000** Views



VIDEOS & PODCASTS

Meet AC's Marketing Team distributes monthly podcasts which the Meet AC Sales Team shares with clients and presents at tradeshow. These podcasts showcase the unique aspects of Atlantic City and are an interactive way for attendees to see our city.

2017 PODCAST SCHEDULE:

JANUARY

Reflecting on a Successful 2016
& Looking Ahead

JULY

Boat & Fishing
Tour/Dolphin Sightseeing

FEBRUARY

What's Happening in Atlantic City

AUGUST

Beach Bars: Bungalow, Bally's Beach
Bar & Chelsea

MARCH

Tropicana The Quarter

SEPTEMBER

Teambuilding Activities: Escape Room,
Viking Cooking School & Absecon
Light House

APRIL

Claridge New Unique
Meeting Space

OCTOBER

Fall Happenings: Entertainment,
Renovations & More

MAY

Golden Nugget Feature

NOVEMBER

Local Chef Interview for Holiday Prep

JUNE

Seaview Meeting Space & Golf

DECEMBER

Local Eats repost

2016 MEET AC IN THE MEDIA

NEWSPAPER HEADLINES

ATLANTIC CITY CONVENTION GETS GREAT GRADES

FROM PEOPLE WHO ARRANGE CONVENTIONS

~ PRESS OF AC

ATLANTIC CITY IS ON A ROLL

VIA THE MEETINGS MARKET

~ MEETINGS TODAY



AC SHINES DURING MPI'S WORLD EDUCATION CONGRESS

~ SUCCESSFUL MEETINGS

ATLANTIC CITY IS IMPROVING ITS MEETINGS GAME

~ SUCCESSFUL MEETINGS

ATLANTIC CITY POSITIONS ITSELF AS COMEBACK KID AT MPI WEC

~ MEETINGSNET

LURING BIG SPORTS EXPO SHOWS HOW A.C.'S EFFORTS HAVE CHANGED

~ PRESS OF AC

COMIC, GAMING & ANIME CONVENTIONS HELP A.C. BOOST ITS FORTUNES

~ PRESS OF AC

2016 PR SUCCESSES & TESTIMONIALS

MPI'S STATISTICS

63%

I am more likely to book an event in Atlantic City after attending this conference.

78%

Atlantic City was a good location for the conference.

88%

I was satisfied with my hotel stay.

96%

Overall, I was satisfied with this conference.

POSITIVE TESTIMONIALS

"The event was planned and executed very well. I applaud the Atlantic City CVB and all its partners for a wonderful event."

"I think AC did a great job in showcasing their city. Exceeded my expectations."

"Atlantic City was a very pleasant surprise. The boardwalk was clean and the city had some real gems. They did an **EXCELLENT** job with the shuttling."

"Had a very nice experience in AC and their CVB did a great job working to make sure everything went off well. Kudos to MPI for upping their game with a solid conference."

"Transportation was better than I expected and I really loved getting to go to different spots in Atlantic City to see more of the destination."

2016 CREATIVE EXECUTIONS

MPI WEC (HOSTED 2000 MEETING PLANNERS)

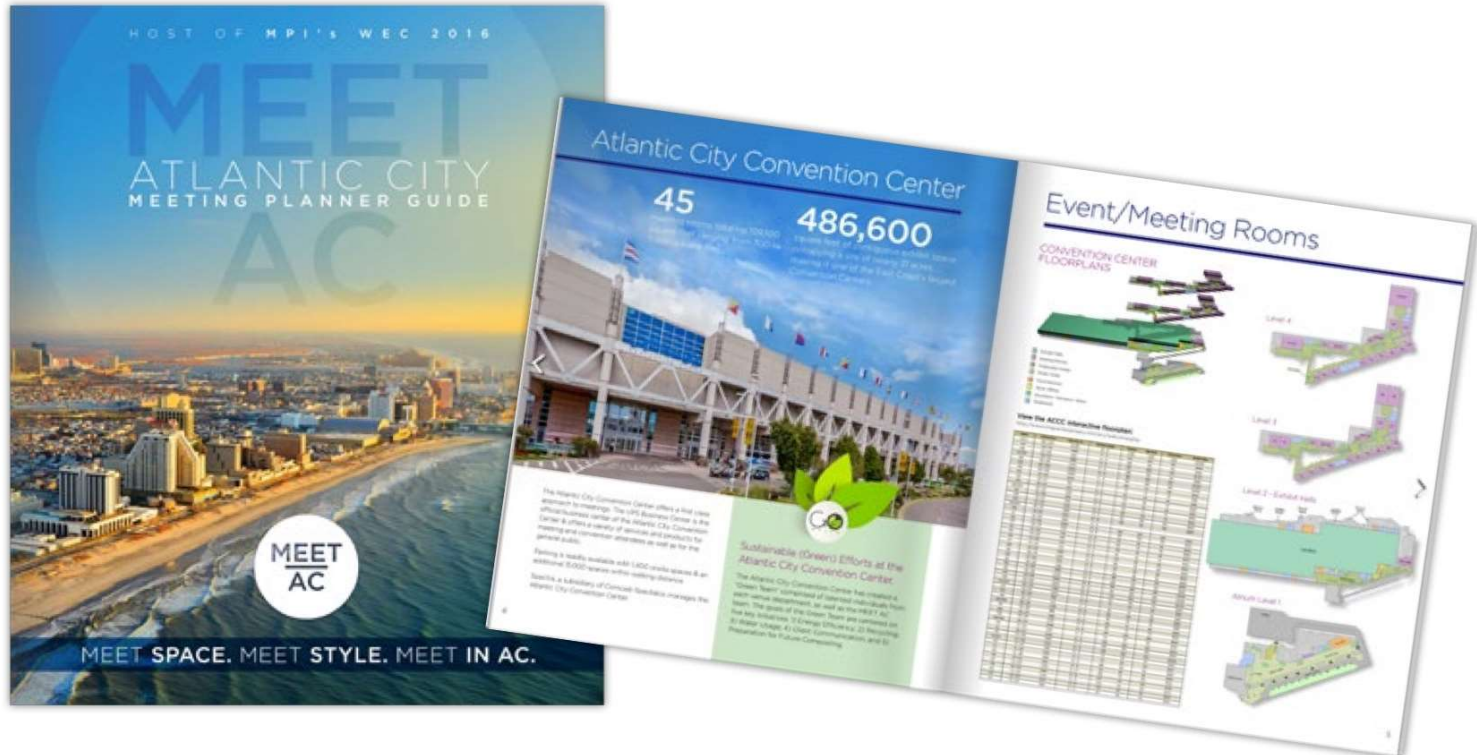


TEAMS (HOSTED 1600 SPORTS PROFESSIONALS)



2016 CREATIVE EXECUTIONS (CONTINUED)

MEETING PLANNER GUIDE (DISTRIBUTION 500,000)



SPORTS PLANNING GUIDE (DISTRIBUTION 1,000)



MISSION

THE AC SPORTS COMMISSION STRATEGICALLY SOLICITS, CREATES & SUPPORTS SPORTS RELATED EVENTS & BUSINESSES THAT ENHANCE OUR COMMUNITY'S ECONOMY.

VISION

TO BE RECOGNIZED BY OUR GOVERNMENT PARTNERS, BUSINESS AND COMMUNITY LEADERS & EVENT CLIENTS AS THE PRIMARY ORGANIZATION IN ATLANTIC COUNTY THAT DRIVES SPORTS TOURISM & ECONOMIC DEVELOPMENT THROUGH SPORTS.

OUR GOALS

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

WHAT WE DO

BID & EVENT MANAGEMENT

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

VENUE SELECTION

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

- Government Relations
- Support Services
- Entertainment
- Public relations & communications
- Marketing

EVENT POSTERS



DIGITAL ADS



PRINT AD



ABOUT

PRODUCTIONS INCLUDE

- Movies, Television, Commercials, Photographic or Music Videos.

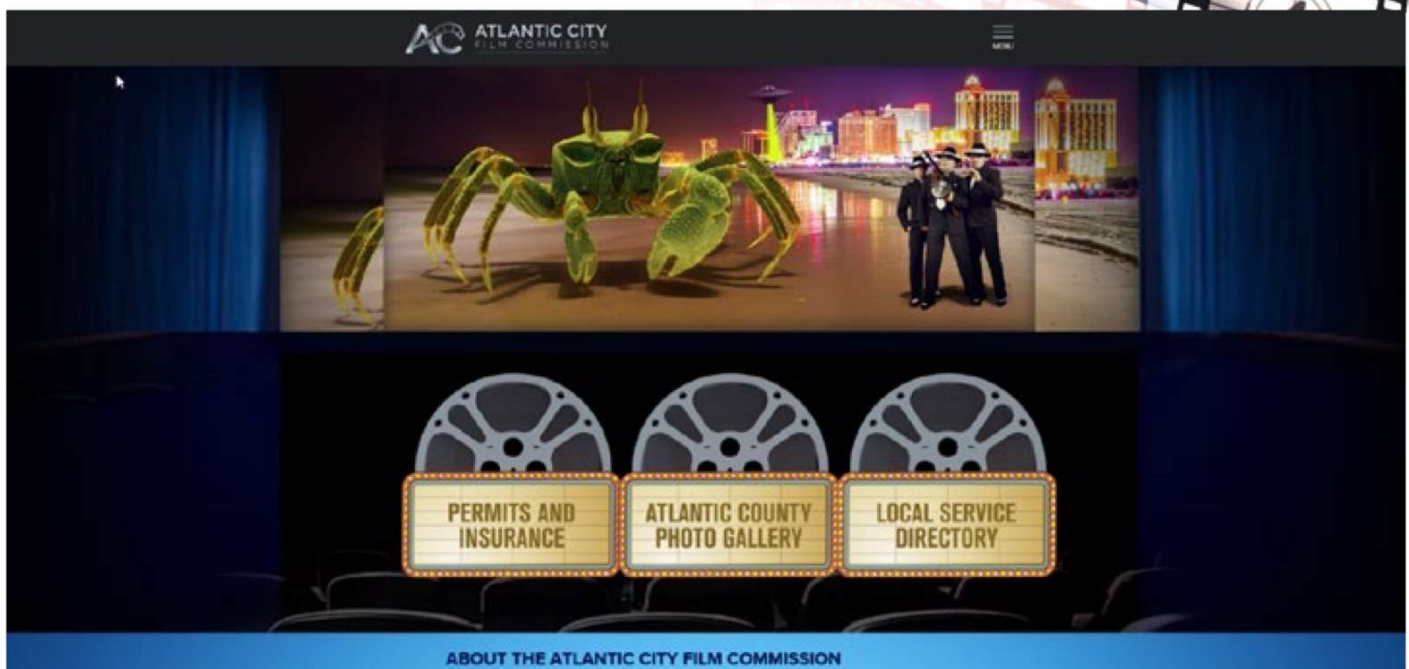
Our 4 miles of white sandy beaches & Atlantic Ocean offers a variety of views

VIEWS

- Historic Steel Pier
- America's first Boardwalk
- Casino Resorts to the back bays & marshes with all their flora and fauna

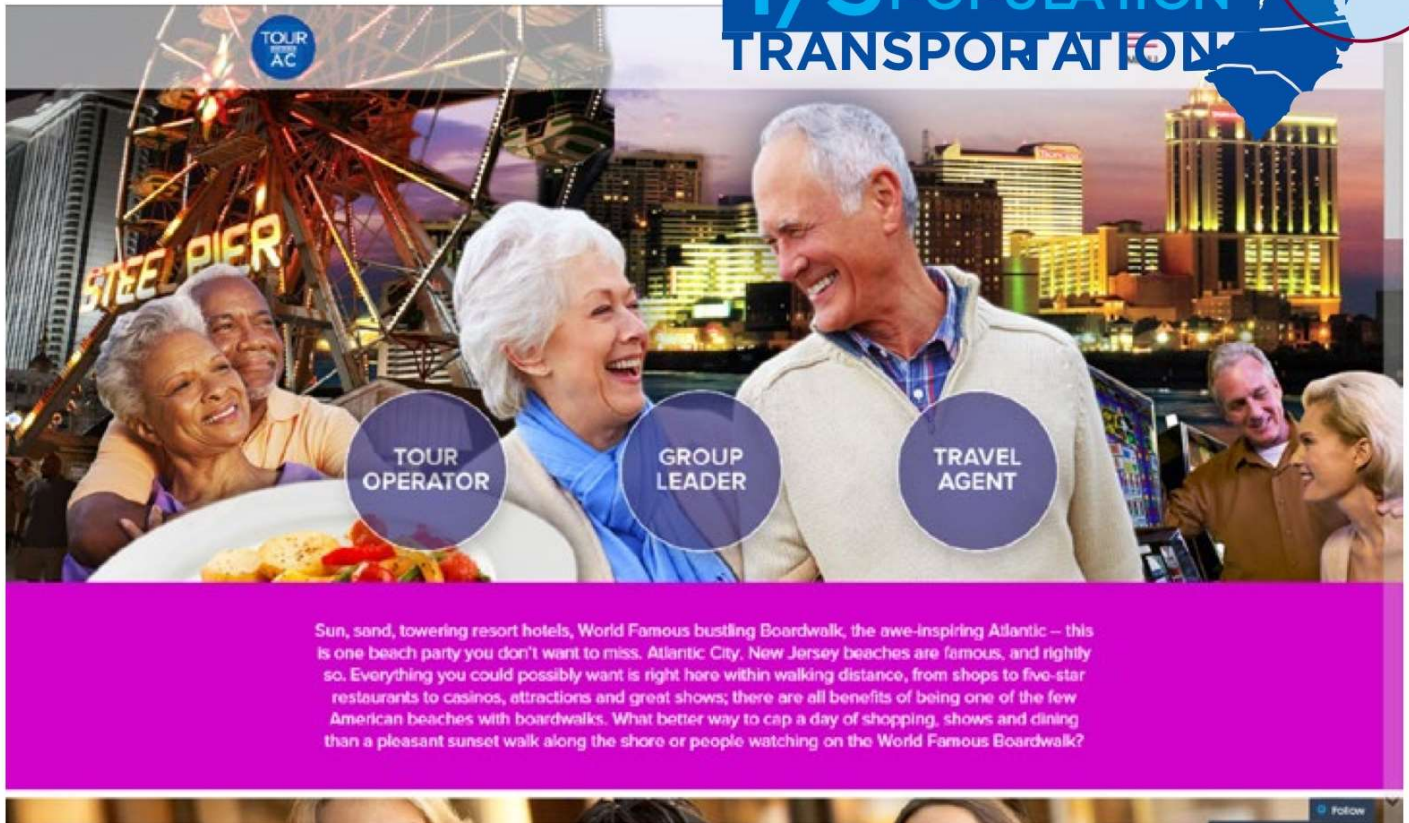
The Atlantic City Film Office proudly offers free assistance for productions working within A.C.

We allow cars and trucks on the beach and Boardwalk for driving shots, have ample free parking



atlanticcityfilm.com

WEBSITE



ABOUT

- Atlantic City has entertained guests for over 150 years
- Star-studded attractions
- Exquisite restaurants for any taste
- Tax-free retail shopping that continues to grow each year
- Groups large or small can enjoy a variety of itineraries suitable for both children and adults
- Motorcoach rental



touratlanticcity.com

GROUP TOUR ADVERTISING

DIGITAL ADS

My Bucket List
#21. SHOP TAX FREE!

CHECKING OFF YOUR LIST IN ATLANTIC CITY!

TOUR AC
TourAtlanticCity.com

My Bucket List
#14. SHOP 'TIL HE DROPS

CHECKING OFF YOUR LIST IN ATLANTIC CITY!

TOUR AC
AtlanticCityNJ.com

My Bucket List
#17. RIDE OFF INTO THE SUNSET

TOUR AC

PRINT ADS

My Bucket List
#21. SHOP TAX FREE!

CHECKING OFF YOUR LIST IN ATLANTIC CITY!

- ✓ #31. Pick the Perfect Pump
- ✓ #7. Meet a Master Chef
- ✓ #11. Ride The Boards
- ✓ #17. Rub Buddha's Belly

TOUR AC
TourAtlanticCity.com

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

My Bucket List
#14. SHOP 'TIL HE DROPS

CHECKING OFF YOUR LIST IN ATLANTIC CITY!

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

TOUR AC
AtlanticCityNJ.com

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

2017 TRADE SHOWS

CONVENTION DEVELOPMENT

JANUARY

- ESPA Annual Conference

FEBRUARY

- AMC Institute
- IFA Annual Conference
- Meet NY

MARCH

- Destination Showcase
- ASAE Mid Year
- ConExpo-ConAgg
- Destination Northeast
- Digital Marketing Summit
- Experient EnVision
- NECVB Reps
- NicheFest
- Diversity Marketplace
- PCMA Mix & Bowl
- Meetings Quest
- Ragan's Social Media Conference

APRIL

- AFL CIO Legislative Conference
- AMPS
- ASAE Springtime
- Congressional Hispanic Conf
- SISO CEO Summit

MAY

- CEM Week
- DC Client Event May
- SHRM ANNUAL
- NAEC Event
- Marketing Analytics Summit
- MPI WEC
- Professional Firefighters/NJ
- PRSA Travel & Tourism Conference
- TSE Fastest 50
- US Hispanic Conference

JUNE

- AFL CIO Labor of Love
- DSA Annual
- HCEA
- Helms Briscoe
- IBTM
- MASAE
- MPI's WEC
- NECVB Reps
- NJ AFL-CIO
- NJ CPA
- PCMA Education
- TSE Gold 100
- Trenton Client Event

JULY

- DMAI Annual Event

AUGUST

- American Fisheries
- ASAE Trade Show
- DC CVB August Event
- Experient E4
- MASAE
- SISO Executive Conference

SEPTEMBER

- CMP Conclave
- NAEC
- NY/DC IAEE September Event

OCTOBER

- DMAI Finance & Technology
- Heritage Hispanic Conference
- IAHPM
- National Association Consumer Shows
- NECVB Reps
- NY Client Event
- SEMA/Aftermarket Automotive
- Trade Show News Network

NOVEMBER

- FICP

DECEMBER

- CONNECT DC
- CVB Reps Holiday
- DSA Sales/Marketing Conf
- IAEE Expo Expo
- MASAE
- NYIAEE December Event
- NYSAE/MPI/PCMA December
- PCMA Chapter Event
- Sales Missions
- NECVB Reps
- NicheFest

GROUP TOUR SPONSORSHIPS & DRAFT BUDGET

JANUARY

- American Bus Assoc.

FEBRUARY

- United Motorcoach

MARCH

- Pennsylvania Bus
- Yankee Trails
- NJ Conference on Tourism
- Greater NJ Motorcoach
- Maryland Motorcoach

APRIL

- Yankee Trails
- African American Travel Conf.
- Locations Film

MAY

- NAJ East

JUNE

- Pennsylvania Bus
- IPW JUNE

AUGUST

- Friendship Tours

SEPTEMBER

- Virginia Joint Meet
- AAA East

OCTOBER

- Bus Assoc. of NY
- Greater NJ Motorcoach
- Bienvenue Canada

NOVEMBER

- Ontario Motorcoach

AC SPORTS COMMISSION

APRIL

- National Association Sports Commissions

AUGUST

- CONNECT Sports

SEPTEMBER

- TEAMS '17
- Sports Relationship Conference

OCTOBER

- NASC Market Segment Mtgs

MEET AC

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meetac.com



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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.

