

OCEAN CENTER

Marketing Plan



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Ocean Center

Marketing & Sales Plan

Introduction

The mission of the Ocean Center is to generate economic impact for the community, improve the quality of life, operate efficiently and provide a positive experience.

History

The original facility built in 1985 consisted of an arena/ballroom combination of 60,000 square feet, 11 meeting rooms, a boardroom and VIP suite. The venue was multifunctional and could accommodate up to 9,500 people for conventions, concerts, family shows, sporting events, trade shows, and smaller meetings and food functions. At its inception, the facility was funded by the hotel/motel bed tax and proved successful with the social, military, educational, religious and fraternal organizations (SMERF) markets and competitive arts. From 1985 to 1990, the center was very successful as a concert venue generating 16 to 21 concerts a year. Over the years, with the addition of bigger concert venues in larger cities and the demand for the Ocean Center to be used for conventions, trade shows and competitive arts, the center slowly moved away from concerts.

Current facility

The expansion completed in 2008 added a 250,000-square-foot footprint yielding 95,000 square feet of exhibition space and 22 additional breakout rooms. The new Ocean Center re-positions itself to function independently as an arena and convention center and can interconnect to offer 164,000 square feet of contiguous convention and trade show space. Much larger events can be accommodated, creating higher economic impact and higher revenues and attracting a corporate market segment to the facility. Modern architecture creates a light and airy atmosphere with tropical colors and textures, giving guests the feeling of sun, sand and sea. The design is accentuated with top-grade fixtures throughout the building. With the expansion of the facility, the Ocean Center has become a viable option for meeting planners who never had considered Daytona Beach before and allows the facility to begin to solicit quality-of-life events in the arena concurrently with business events, positively affecting the economic impact of the community.

Marketing and sales initiative

This marketing and sales plan is being undertaken because the larger and more diverse facility requires a bigger marketing and sales initiative. Due to the highly competitive nature of the industry during these economic times, the Ocean Center requires additional programming to compete effectively.

This marketing and sales plan is intended to market, sell, promote and publicize Volusia County's Ocean Center to include the convention center, arena, ballroom, meeting rooms and their individual events. Consistent with its mission, it is designed to enhance the economic activity of the community to its stakeholders, improve the quality of life, and provide a positive experience for all who enter. The Ocean Center, in cooperation with its partners, will work to implement an integrated, ongoing marketing and sales program.

The marketing and sales plan specifically addresses the national, regional and state association markets, healthcare, sports, competitive arts, SMERF markets, consumer shows, concerts, and family and community events. Due to limited marketing funds, the plan will give particular focus to three niche markets – religious, competitive arts and Florida associations.

Community product

The Ocean Center is in Daytona Beach, Florida, which has a population of 66,207. Volusia County's population is 515,563. According to ERSI BIS forecasts for 2009 and the 2000 U.S. Census, 48.5 percent of residents are males, 51.5 percent are females, the median age is 46.3, and the average income is \$23,327. In 2008, 138,781 persons were employed in Volusia County with a majority in retail trade, healthcare and social assistance, as cited by Volusia County's Economic Development Division.

Market and facility strengths

The newly expanded Ocean Center is a state-of-the-art, world-class convention facility close to Orlando. The Daytona Beach/Volusia County area is served by Daytona Beach International Airport and is easily accessible from Interstates 4 and 95. Few other meeting facilities in the state can boast they are steps from a pristine beach with more than 1,200 guest rooms within four blocks. The Ocean Walk Shoppes at Ocean Walk Village offer guests dining, shopping and entertainment options within walking distance of the convention center. Daytona Beach is home to the National Association for Stock Car Auto Racing (NASCAR), the Ladies Professional Golf Association (LPGA) and the United States Tennis Association (USTA) sanctioned Florida Tennis Center. Fishing, golf and a rich variety of cultural experiences are available to guests.

The Daytona Beach/Volusia County area has advantages over other destinations due to its unique geography. The Ocean Center is 400 feet from the Atlantic Ocean, two blocks from the Intracoastal Waterway, and at the crossroads of I-95 and I-4. Daytona Beach International Airport is five miles from the facility. The Ocean Center also faces a Hilton hotel with 744 rooms directly across the street, a movie theater, shopping, restaurants and water park – all within walking distance. These walkable amenities

help to create a desirable core area that is attractive to meeting planners and their delegates. There are an additional 11,000 sleeping rooms within the community.

Daytona Beach is a short trip to anything a meeting planner or attendee could desire. West Volusia County thrives with historical, cultural and natural charm and offers many recreational options for guests' enjoyment including boating, fishing and canoeing along the St. Johns River, biking/hiking trails and skydiving.

To the south, New Smyrna Beach offers excellent backwater and offshore fishing, golf, historical sites, cultural events and eclectic shopping and dining experiences along historic Flagler Avenue and Canal Street.

The Ocean Center's proximity to Orlando is a distinct advantage over cities in the Ocean Center's competitive set. There are many attractions in the Orlando area within an hour's drive to the west. St. Augustine to the north and the Kennedy Space Center to the south also are within an hour's drive. The marketing approach will be guided toward making Volusia County the place to stay while visiting other areas on day trips.

Other facility and community strengths include:

- Bright, colorful, open design
- Ease of building access
- Climate and location
- Proximity to major attractions, wildlife, ecotourism and cultural offerings
- World-class artwork
- Experienced staff and superior service

One of the main marketing and sales initiatives is to attract more corporate, upscale business and larger conventions, while maintaining the existing client base and adding more events for the enjoyment of the local community. These unique qualities define how to develop a brand for the Ocean Center. This brand is strengthened through the input and support from partners and stakeholders.

Partners and stakeholders

The Ocean Center's marketing and sales team works independently, but in concert with its partners and stakeholders that include the area's convention and visitors bureaus, chambers of commerce, Ocean Walk Village Alliance, Central Florida Sports Commission, Volusia County Economic Development Division, Volusia County Community Information Division, Daytona Beach International Airport, Arena Network, and other industry partners and stakeholders to promote and secure business for the Ocean Center and others.

As this plan is implemented, the Ocean Center will:

- Work with hotel networks to identify prospective clients

- Work with the Daytona Beach Area Convention and Visitors Bureau (DBACVB) and use software to tie in with its programs
- Explore competitive calendars
- Develop defined lead lists
- Create continuing familiarization (FAM) trips
- Use service contractors as lead generators for introductions and third-party connections
- Advance preparations for industry trade shows
- Develop e-blasts for pre- and post-trade show events
- Be active in association and group memberships
- Explore continued purchased lists of pre-qualified leads

Opportunities

As this plan progresses, the Ocean Center will continue to explore opportunities to expand its reach to improve marketing and sales efforts as follows:

1. Develop event-specific contracts
2. Combine space, food and parking packages
3. Train staff through a guest service program
4. Capitalize on green initiatives
5. Expand the sales effort to additional staff to take advantage of the strong state association market
6. Identify and tap into area industries and sell to regional groups
 - 6.1. Racing
 - 6.2. Automotive
 - 6.3. Healthcare
 - 6.4. Education
 - 6.5. Aviation
 - 6.6. Marine
 - 6.7. Technology industries
7. Identify key local stakeholders and leverage into events by developing and implementing a “Bring a Meeting Home” program
8. Establish positions for a dedicated marketing professional and an assistant
9. Establish various specific marketing programs focused on:

- 9.1. Meeting room sales
- 9.2. Food service sales
 - 9.2.1. Develop special event sales room
 - 9.2.2. Develop special event sales tools
- 9.3. Group sales program
- 10. Establish brand
 - 10.1. Develop mantra
 - 10.2. Develop new collaterals and advertising consistent with brand
- 11. Tie marketing initiatives to economic development and airport goals
- 12. Create additional demand for hotels and the Entertainment Zone (E-Zone), a mixed-use zone being designed by the City of Daytona Beach that includes retail, restaurants and entertainment components close to the Ocean Center
- 13. Create a competitive analysis
- 14. Periodically review booking priorities
- 15. Create additional photography portfolios
- 16. Develop new partnerships

Marketing and sales plan

This marketing plan is intended to be a fluid program constantly changing away from traditional methods of marketing the Ocean Center and other community assets. Traditional methods of generating leads must be explored constantly. For example, trade shows always have been a great tool for leads, but they must be evaluated constantly to maximize dollars. Social networks should be evaluated cautiously as their power and use for leisure travel may be different from attracting meeting planners. Five-year business plans no longer are valid as changes must be looked at daily.

Many facets of the current marketing plan have been incorporated into this plan. However, the current plan does not address many of the intense aspects of marketing and sales functions associated with the opening of a new and expanded Ocean Center, particularly in light of the current economic environment.

The items listed below are an expansion of the current plan:

Negotiate rates

It's necessary to have the ability to negotiate rates to remain competitive in the procurement of new business for the Ocean Center. Negotiating rates will enable the Ocean Center to target aggressively specific conventions, trade shows, concerts, family and other high-impact events that will maximize economic impact and improve quality of life. The Volusia County Council has given the Ocean Center staff the ability to market the facility aggressively in a competitive marketplace.

Marketing director

It's necessary to hire an experienced marketing director and administrative assistant whose responsibilities will include:

- Training and oversight of the sales staff
- Daily sales tracking
- Working on branding the facility and developing a mantra
- Coordinating collaterals with the brand
- Continuing to explore, enhance and implement electronic marketing programs
- Creating a promotion program for meeting room sales
- Seeking co-op advertising programs with the tourism advertising authorities
- Coordinating "Bring a Meeting Home" promotional program using local contacts to establish business for groups
- Developing group sales programs for concerts and ticketed events
- Developing more comprehensive and ongoing programs with the airport, convention and visitors bureaus, and economic development entities

Summary of 2010 marketing and sales budget

Personnel services	\$304,646
Operating expenses	\$358,567
Capital outlay	\$6,000
Total marketing and sales	\$669,213

Within the operating expenses, \$200,000 was allocated for promotional advertising, \$25,000 for promotional entertainment such as familiarization (FAM) tours, \$35,150 for registration and trade shows, and \$25,000 in travel-related expenses for trade shows, bringing the total to \$285,150 in direct marketing and sales promotion.

Promotional advertising funds last year were:

2009-2010 promotional advertising budget (\$200,000)

Entity	Issue	Ad size	\$ Allocation
ASAE	Primary website	120 x 140	\$ 6,741
Association and Convention Facilities	Convention center update	HP4C	\$ 7,030
Convention South	Convention center small markets	FP4C	\$ 3,990
conventionsouth.com	Planners, dates, news	Leaderboard	\$ 9,450
Florida Trend	Volusia County	FP4C	\$ 11,395
Meetings and Conventions	Groundbreaking/renovations	HP4C	\$ 12,494
MPIweb	Feedback reports	Leaderboard	\$ 5,883
MPI One	Matching advertorial	HP4C	\$ 9,926
Prevue	National e-blast	HP4C	\$ 12,726
Southeastern Association Executive	Annual	FP4C	\$ 1,895
Sports Travel	Digital edition	FP4C	\$ 10,650
Successful Meetings	Convention centers	HP4C	\$ 7,000
Production			\$ 7,934
Total			\$ 107,114

In addition to the ads listed above, additional promotional commitments were:

Entity	\$ Allocation
Ocean Walk Alliance participation	\$ 13,000
Best of Florida TV placement	\$ 8,500
Arena Network membership	\$ 25,000
Volusia Today radio sponsorship	\$ 5,000
Volusia/Flagler Business Report	\$ 2,500
Live Nation	\$ 500
Miscellaneous	\$ 39,465
Total	\$ 93,965
Grand total	\$ 201,079

Co-op program

The Ocean Center marketing director will work with stakeholders to develop a sharing of advertising dollars through cooperative means. This will help to stretch advertising dollars to the fullest potential. In addition, the Ocean Center plans to evaluate co-op opportunities with the area convention and visitor bureaus, advertising authorities and other stakeholders.

Booking software

The Daytona Beach Area Convention and Visitors Bureau uses software from SMI called Destination 3000. The Ocean Center intends to get a program that will interface with the DBACVB's software and assist in lead generation for conventions and tradeshow. This software will improve the tracking and reporting of data on Ocean Center events. This would save time, improve efficiency, and easily amass information to improve analysis of Ocean Center events and their economic impact.

Branding

It's essential to brand the Ocean Center to create a positive impression among meeting planners. A brand sets the standards for the community and sets expectations from the client. A brand is a promise to meet those expectations and separates the facility from its competitors.

Collateral

A marketing professional can assist in developing collateral that is consistent with the brand.

Electronic media, website redesign and social media

The Ocean Center website will undergo a major redesign to make it more appealing and user friendly. Content will be better organized by the areas of the facility and the information needed by attendees, convention and event planners, concert promoters and exhibitors. The virtual tour will be updated as necessary. A new image branding video will be created and included on the website. The site will be designed to be easier to navigate. The Ocean Center will explore various web resources for advertising and tracking. Additionally, staff will explore the use of social network vehicles, banner ads, search engine optimization and other electronic media. Web advertising by distinctive phone numbers will be tracked to gauge effectiveness. Smart phone applications for attendees will be considered to display building layout, restaurants, hotels, shopping and entertainment options for the Volusia County area.

Industry trade shows

A fulltime marketing director will help to increase the effectiveness of the Ocean Center's presence at the top industry trade shows by preplanning a customized strategy for each show. The director must analyze the effectiveness of such shows and work with CVBs and hotels to reallocate funds to more non-traditional marketing methods.

Creation of specific sales programs

Sales programs need to be developed to increase the sale of food services, meeting rooms, priority bookings and group sales. A “Bring a Meeting Home” campaign to generate advocates of the Ocean Center needs to be developed. The program would create a list of organizations to which area citizens belong. This will help staff to gain insight and possibly a connection to new events. An incentive program for community members would refer prospects to the Ocean Center for lead development and possible bookings.

Publicity

Publicity of Ocean Center events and news will be facilitated through several means. The Ocean Center website will be used for events and news releases as the primary means of distribution. Volusia County Government has many news outlets such as the television program Volusia Magazine; the weekly radio program Volusia Today; and publications of the county’s Economic Development Division, Daytona Beach International Airport and the Community Information Division. Traditional news outlets throughout the county will receive news releases generated by the Ocean Center.

Publicity to enhance the image of the Ocean Center and make it a desirable location for events will be generated regularly by special information designed for and distributed to industry publications.

Speakers bureau

After development of a brand video, speakers on behalf of the Ocean Center will speak frequently at various functions throughout the county and to prospective clients.

Specific event category strategies

The following event types have been targeted to maximize facility revenues, economic impact and the community’s quality of life.

Conventions and trade shows

These events comprise the largest percentage of the Ocean Center’s revenue and generate the most economic impact for the community. They are considered the first priority when booking events at the Ocean Center because a majority of the registered attendees occupy multiple hotel, motel, condominium and campground properties in Volusia County. First priority events have 1,000 hotel room requirements, use most of the facility, and have strong food and beverage needs.

Although conventions and trade shows can be separate events, 50 percent of conventions include associated trade shows. As a result of the expansion, the Ocean Center is able to pursue events with needs of up to 164,000 square feet. The Ocean Center will pursue conventions and trade shows aggressively through attendance at trade shows, advertising, FAM trips and other means. The Ocean Center will work with hotel partners, CVBs and other stakeholders to book events that meet the facility’s parameters and citywide events that use multiple facilities. The objective for fiscal year 2010/2011 is to book six new conventions and trade shows.

Competitive arts and sports

Daytona Beach is extremely successful with the competitive arts market. The beach location and affordability are a strong draw for youth sporting events. These events draw athletes and coaches and bring the competitors' families to the area. While in town, these families book accommodations and spend money in restaurants, etc., during the competition and often extend their stay after the event. In 2008/2009, the center hosted 11 such events, bringing in more than 41,000 attendees. The objective for fiscal year 2010/2011 is to maintain existing clients in this market and to add three new events.

The Central Florida Sports Commission is contracted by the County of Volusia to generate sporting events for the county in various venues including the Ocean Center. Subsequent meetings with the sports commission will develop a goals-oriented approach.

Association market

The association market is a large segment, with Florida associations comprising the segment with the biggest potential. There are many government associations within the state the Ocean Center should be able to obtain leads on through the "Bring a Meeting Home" campaign. Attendance at trade shows is a good producer of leads, such as the American Society of Association Executives (ASAE), the Tallahassee Society of Association Executives (TSAE), the Florida Society of Association Executives (FSAE), and other state affiliates of the ASAE. Meeting Planners International (MPI) is also a good resource for leads as many of the associations are run by professional meeting planners. Future familiarization (FAM) tours should focus on multi-meeting planners.

SMERF market

SMERF is one of the largest market segments that includes social, military, educational, religious and fraternal organizations. Lists are acquired from resources including attendance at specific trade shows. There will be an emphasis on the religious and educational segments of these markets.

Concerts

From 1985 to 1990, the Ocean Center booked 16 to 21 concerts a year. As demand for the Ocean Center grew for conventions and other events, competing cities built larger facilities, the market became very competitive, and the number of promoters dwindled. The Ocean Center began to lose these events. There remains a demand for concerts and family shows. The design of the new facility will help to have conventions and arena shows concurrently. The Ocean Center needs to become much more aggressive in this market to succeed by promoting and co-promoting shows and negotiating against other cities that have very favorable agreements with the larger promoters. Concerts and family events contribute to the community's quality of life and make a large impact on the Ocean Center's revenue. With the ability to negotiate rates and the establishment of a promotional fund, the Ocean Center will be more competitive in this market. The objective is to host six to eight concerts and family events in fiscal year 2010/2011 for the enjoyment of residents.

Consumer shows

Consumer shows, such as the News-Journal Home Show and the Great American Boat Show, are staples at the Ocean Center. Staff will continue to expand the number of these events to add to the quality of life and enjoyment of local residents.

Market segments

Specific industries and types of businesses that fit into the community and facility will be sought. They include:

Medical

Volusia County has several fine medical facilities, and the Ocean Center has chosen this as a key market to pursue. This industry is weathering the economic storm well. In June, Ocean Center staff will attend the Medical Device and Manufacturing Trade Show in New York along with the Economic Development Division and all three CVBs. Advertising will be placed in industry-specific publications. Various other trade shows will be attended as the budget allows.

Government

The Daytona Beach Area CVB participates with the two Florida chapters of the Society of Government Meeting Planners (SGMP) and attends their meetings at least quarterly. The Ocean Center will explore aligning its efforts with theirs in this market segment.

Green industries

The green industries market segment is a fast-growing market segment and its future as a strong industry looks promising. This is a priority market, and the Ocean Center recently joined one of its national organizations to actively pursue this business. The construction of the Ocean Center incorporated many green standards and this should help to secure some of this business.

Corporate

The Ocean Center continually participates in local corporate meetings and expands this area as it is a market that fits the new design. Much of the corporate world's travel and meeting schedules have been affected negatively by the economy. However, this is a market that should be explored as the economy improves.

Other

Racing, automotive, aviation, marine, technology and education

FAM trips/client travel

The Ocean Center will continue to host familiarization trips with industry leaders, focused on multi-meeting managers, and site visits from event managers within specific target market segment groups with an emphasis on Florida organizations.

Sales missions

In addition to trade shows, FAMs and other traditional methods of creating sales leads, the Ocean Center will coordinate sales missions with community partners for development of specific pieces of business and market segment solicitation in the Southeast.

List development

Targeted mailing and e-mail lists of meeting planners and qualified corporations will be developed. Potential clients in the Southeast, such as Atlanta, Orlando, Tampa, Jacksonville and Miami, will be identified.

Memberships

The Ocean Center will participate in the local chapters of MPI, FSAE and TSAE and hold memberships in target market organizations.

Partnerships

The Ocean Center will work with Volusia County's Economic Development Division, Daytona Beach International Airport, CVBs, chambers of commerce, the Volusia Manufacturers Association and other industry stakeholders to identify potential clients and advocates that may assist with the development of trade show/conference leads and contacts.

Trade shows

Various industry trade shows will be attended, including:

Trade show	Target market	City	Date	Salesperson
Teams	Sports	Charlotte, NC	Oct. 18-22, 2010	Tim Buckley
Rejuvenate	Religious	Louisville, KY	Oct. 18-21, 2010	
International Association of Exhibitions and Events	Associations, trade shows and corporate	New Orleans, LA	Dec. 7-9, 2010	CVB
Tallahassee Society of Association Executives	Associations	Tallahassee, FL	January 2011	Tim Buckley
Religious Conference Management Association	Religious	Tampa, FL	Jan. 25-28, 2011	CVB
Destination Showcase	Associations	Washington DC	February 2011	Lori Hunter and CVB
Association for Convention Marketing	Training/networking	Washington DC	February 2011	Lori Hunter
Green Meeting Industry Council	Corporate, association	Portland, OR	Feb. 20-23, 2011	Lori Hunter
Springtime in the Park	Associations	Washington DC	April 2011	Lori Hunter and CVB

Healthcare Convention and Exhibitors Association	Medical	TBD	June 2011	Tim Buckley and CVB
National Association of Consumer Shows	Consumer Shows	Providence, RI	June 2011	
Destination Showcase	Associations	Chicago, IL	June 2011	Lori Hunter
Council of Engineering and Scientific Society Executives	Science and engineering	TBD	July 2011	Lori Hunter
Meeting Planners International	Corporate and association	TBD	July 2011	Lori Hunter
Florida Society of Association Executives	State associations	TBD	July 2011	
Total Solutions Marketing	Corporate	TBD	July 2011	Lori Hunter
American Society of Association Executives	Associations	St. Louis, MO	Aug. 6-9, 2011	Lori Hunter and CVB
Connect Marketplace	SMERF	TBD	September	

Salespersons' market segments

Each salesperson is assigned specific market segments so a focused approach to specific industries can be achieved. These segments will be reviewed routinely to measure effectiveness. All salespersons will prepare a list of daily calls and contacts to be made and tabulate results. These contacts will be made in their respective market segments, and calls will be made from lists obtained through various means. In addition, each salesperson will make calls to five local potential clients, five state potential clients and five regional potential clients each day. The main focus for the sales staff will be on calls to Florida businesses and state associations since this is the largest potential market for the Ocean Center.

Summary of expanded marketing and sales plan for consideration

	Increased funding
Two additional FAM trips	\$ 50,000
Bring a Meeting Home campaign	\$ 50,000
Web design	\$ 15,000
Professional photography	\$ 15,000
Videography	\$ 25,000
Promotional advertising	\$ 195,000
Total increased funding	\$350,000

Summary of total sales and marketing budget as amended for FY 2011

Personnel services and benefits	\$304,720
Contractual services	88,409
Promotional advertising	550,000
Promotional/entertainment expenses	25,000
Supplies	5,305
Computer software	<u>40,700</u>
Total budget	\$1,014,134

Schedule of travel and trade shows

Ocean Center trade shows fiscal year 10/11								
SP	TRADE SHOW	TARGETED MARKETS	CITY	DATES	BOOTH SPACE COST	SHOW REGISTRATION	TRAVEL	MEMBERSHIP
TB	Teams	Sports	Charlotte, NC	10/18-22/10	\$2,300		\$2,000	
LH	Rejuvenate	Religious	Louisville, KY	10/18-21/10	\$2,250		\$2,000	
TB/ CVB	IAEE	Associations trade shows/ corporate	New Orleans	12/7-9/10	\$2,850	\$930	\$2,000	\$475
TB	TSAE	Associations	Tallahassee	January 2011			\$550	\$110
LH/ CVB	RCMA	Religious	Tampa	1/25-28/11	\$1,000	\$550	\$1,500	\$100
LH/ CVB	Destination Showcase	Associations	Washington DC	24-Feb-11	\$1,500		\$2,000	
LH	ACME	Education/ networking	Washington DC	2/22-23/11		\$350		\$250
LH	GMIC	Corporate/ association	Portland	2/20-23/11	\$2,000	\$600	\$2,000	\$185
LH/ CVB	Springtime in the Park	Associations	Washington DC	April 2011	\$3,600		\$2,000	
TB	NASC	Sports	Greensboro	4/12-14/11	\$1,325			
TB/ CVB	HCEA	Medical	Las Vegas	6/25-28/11	\$2,500		\$1,500	\$695
TB	NACS	Consumer shows	Denver	6/15-17/11	\$875		\$1,200	\$260
LH	Destination Showcase	Associations	Chicago	June 2011	\$1,400		\$1,200	
LH	CESSE	Science & engineering	TBD	July 2011	\$2,500		\$1,500	
	MPI WEC	Corporate/ association	Orlando	7/23-26/11	\$2,500			\$375
TB	FSAE	State associations	Miami	7/20-23/11		\$675	\$1,200	\$210
	TS2	Corporate	TBD	July 2011	\$3,000		\$1,500	
LH/ CVB	ASAE	Associations	St. Louis	8/6-9/11	\$4,100		\$2,500	\$395
LH	Connect Marketplace	Social, military, education, reunion, fraternal	Chicago	8/25-27/11	\$1,950		\$2,000	
LH	Collaborate	Corporate	Houston	5/3-5/11				
					\$35,650	\$3,105	\$26,650	\$3,055
					Total trade show budget			\$68,460

Schedule of promotional advertising as amended for FY 2011

Lord & Lasker	\$31,160
Black Crow LLC – radio show	7,500
Arena Network	25,500
Contribution to Main Street New Year event	5,000
November 2010 FAM – Net	6,265
TDC meetings	1,200
Two additional FAM trips	50,000
Bring a Meeting Home campaign	50,000
Web design	15,000
Professional photography	15,000
Videography	25,000
Contingency	18,375
Promotional advertising	

Phase 1	Medium	Edition	Cost
	Am. City Business Jrnl	February	\$15,294
	ASAE Association Now	February	7,715
	ASAECenter.org	January	7,140
	ASAE Exec. Mgt. Ideallink	February	6,050
	ASAE Mtg/Expo eNews	January	4,840
	Assoc. Forum / Chicago	March	3,100
	Assoc. Conv. & Facilities	February	9,110
	Convene /PCMA	February	8,610
	Convention South	January	3,977
	Convention South	February	3,977
	Corp. & Incentive Travel	January	8,935
	Facilities & Destinations	March	4,000
	GSAE Directory	Annual	1,075
	Meetings & Conventions	February	10,000
	Prevue	January	9,789
	Sports Destination Mgmt.	March	1,941
	Sports Events	February	3,410
	Sports Travel	December	3,675
	Sports Travel	March	3,355
	Successful Meetings	October	0
	Successful Meetings	January	8,000
	Successful Meetings	February	8,000
			<hr/> 131,993
	Production @ 8%		22,200
			<hr/> 154,193

Phase 2

ASAE Greater DC Network	September	5,175	
Assoc. Forum / Chicago	August	3,100	
Association Meetings	June	6,500	
Convene / PCMA	April	8,610	
Convene / PCMA	August	8,610	
Direct eMail (4x)	April	19,507	
Facilities & Destinations	April	0	
Going on Faith	April	1,517	
Going on Faith	June	1,517	
Going on Faith	August	1,517	
MASAE Pace	July	2,200	
MidAtlantic-SAE.org	Annual	1,800	
Meetings Focus South	May	5,465	
Meetings Focus South	September	5,465	
MPI / Georgia Directory	Annual	2,500	
MPI One+	May	7,129	
Rejuvenate	August	2,750	
Rejuvenate	September	2,750	
SGMP Search Program	Annual	3,753	
SGMP Gov't. Connections	May+	7,971	
SGMP Suppliers Guide	Annual	849	
Sports Destination Mgmt.	May	1,941	
Sports Destination Mgmt.	July	1,941	
Sports Events	June	3,410	
Sports Events	September	3,410	
Sports Travel	April	3,355	
Sports Travel	May	3,355	
Sports Travel	July	3,355	
Sports Travel	August	3,355	
SE Association Executive	July	3,000	
Successful Meetings	August	8,000	
Unique Venues	Annual	12,000	
		<u>145,807</u>	
FY 2011 print and web media budget		300,000	<u>300,000</u>
Total promotional advertising budget			\$550,000