DEPARTMENT OVERVIEW

This department is responsible for all meetings, sponsorships, membership programs, member services, data management, and education programs:

- ABA’s Annual Meeting & Marketplace
- Membership Marketing, Recruitment, Growth and Retention
- Membership Benefits, Strategic Partners and Premium Partners
- The *Motorcoach Marketer* Membership Directory
- Management of the Association Database
- Board of Director Meetings
- Marketplace Advisory Committee and Subcommittees
- Marketplace Education Program
- Certified Travel Industry Specialist Program
- ABA’s Membership Committee
- Bus Industry Safety Council (BISC) Meetings
- Bus Maintenance and Repair Council (BusMARC) Meetings
- Florida Motorcoach Association Meetings
- Hispanic Motorcoach Council Meetings
- Entertainer Motorcoach Council Meetings
- Regional and Training Meetings
- Sponsorships for all Association Activities
- Women in Buses Council
- Management of Partner Programs
- Webinar Program

Staff members include:

Lynn Brewer, Sr. Vice President, Meetings, Education and Member Services  
Vicki Osman, CTIS, Sr. Director, Education, Database and Member Services  
Jana Fields, Sr. Director, Sponsorships and Meeting Planning  
Roderick Lewis, CTIS, Director, Membership and Business Development  
Allison Brewer, CTIS, Manager, Membership Sales and Promotions  
Ashley Bowen Thomas, Coordinator, Database Management & Member Services  
Izza Qureshi, Coordinator, Member Engagement
2018 ANNUAL MEETING & MARKETPLACE
JAN. 26 – 30, 2018
CHARLOTTE, NC

Registration (MKPL 2018 numbers are as of Dec. 15)

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ABA’s Annual Meeting & Marketplace Activities
- 4 Pre-FAM’s and 2 Post-FAM’s
- Saturday: 7 Sightseeing Tours
- Saturday Night: Explore Charlotte on your own
- Sunday Night: NASCAR Hall of Fame Evening Event
- Monday Night: Dine Around Charlotte
- Monday Night: ABA Foundation Afterglow at Whisky River
- Tuesday Night: Louisville Kentucky Red Hot Closing Night Celebration

ABA Gives Back
Formerly Marketplace Gives Back
Since Marketplace 2007, ABA Gives Back has raised more than $347,000 for local charities. For 2018, the Marketplace Advisory Committee chose The Isabella Santos Foundation, which was founded in honor of Isabella Santos who was diagnosed with Neuroblastoma at the age of two. The Isabella Santos Foundation continues in honor of Isabella’s mission to find a cure for pediatric cancer. We are hoping to raise awareness and money for this local charity. The Santos Foundation will have a booth on the Marketplace Networking Floor.

New This Year
- The Marketplace APP has been updated and includes personalized appointment schedules, Foundation information, hit lists and custom appointments.
- Appointment-taking Buyers have the option of having a traditional table and chairs or a tall table and high stools in their booth.
- The Buyer booths feature flags that represent the company’s tour audience and locations and gives the sellers a snapshot of the company at a glance.
ABA is offering a National Park Service Seminar on Saturday and a TSA Security and Emergency Planning Workshop on Tuesday.

The Appointment Clock features a new slide show developed to include sponsors, foundation auction items, and service center information.

The Marketplace Advisory Committee will greet delegates upon arrival on Friday and Saturday as well as at the end of every day. They will be wearing buttons to help identify them as MAC members.

Steve Miller is our keynote speaker on Sunday. Steve is known for his non-traditional, no-spin approach to marketing and branding. ABA will give every attendee at the lunch a copy of his book “Uncopyable”.

The ABA Lounge is a new area on the Networking Floor where attendees can relax, network and get help from ABA staff. It includes the Education Bites, fourteen 30-minute education sessions led by professional speakers and partners. It also includes ABA’s Twitter Wall, a new feature this year, allowing attendees to share their Marketplace experience.

The Resource Central subcommittee has contacted all appointment-taking Buyers for updated profile information and will provide support services to attendees throughout the week.

Dine Around night has been moved to Monday to give DMO’s a better opportunity to host more operators and have more participation from their travel partners.

The online registration system and attendee Passport have been modified and updated.

We have contracted 21 professional speakers and expanded their contractual obligations to include hosting webinars and publication requirements.

Sponsorships

We have 85 signed sponsorship contracts. Most of these contracts are signed by multiple partners, allowing them to have bigger exposure and spend more money.

Currently sponsorship fees total $368,300. The sponsorships that we did not retain from 2017 were due to budget cuts or a change of where they want to spend their money.

Many of our returning sponsors from 2017 stayed with their same sponsorship.

Our largest sponsors this year are:

- Myrtle Beach Area CVB is sponsoring an Operator Breakfast.
- Group Sales Box Office is sponsoring the Monday All-Delegate Lunch.
- Branson CVB is not sponsoring the breakfast this year, but they are bringing back the Ice Cream Booth at $11,000.
- Norwegian Cruise Line is sponsoring the Operator Booth Signs for $15,000.
- Best Western Hotels & Resorts upgraded this year to sponsor complimentary Wi-Fi in the convention center for all delegates for $15,000.
- Las Vegas Convention & Visitors Authority upgraded to provide the Morning Operator Coffee and the Operator Water Stations on the Business Floor for $11,000.

We have 11 new sponsors:

- US Tours – Education Speaker
- South Dakota Dept. of Tourism – Networking Floor Reception
- Iowa Group Travel Association – Operator Gift
- Cabarrus County – Operator Gift
- Atlantic City – Tuesday Lunch
- Museum of Science and Industry – Education Speaker
- Denny’s Corporation – Education Speaker
- Medal of Honor Theatre/National Museum of the Marine Corps. – Ad
- Visit Bucks County – Operator Gift
• Visit Omaha – Twitter board
• TourTools by Adatasol – Ad

Partner meetings at Marketplace include:
• IMG
• NBTA
• NAMO
• Travel South USA
• BISC/BusMARC
• HMC
• FMA
• EMC
• Women in Buses
• Distinctive Systems User Group meeting
• Betterez User Group meeting
• NEW: Asian Operator Council
• NEW: School Bus Council

Membership Department

We started off the year with record 619 new members and a 90% retention rate.

For the 4th quarter 2017, the membership department placed the highest priority on converting “qualified” leads from previously attended tradeshows, targeted email campaigns, referrals from the ABA membership committee and on “call-ins” from companies inquiring about ABA membership. Companies interested in attending ABA’s Annual Meeting & Marketplace were sold both on membership and Marketplace as a bundled package that included membership through December 31, 2018 or June 30, 2019 depending on the member category.

These sales efforts resulted in 135 companies joining ABA from October 1 – December 7, 2017. Of those 135 (66%) are registered for ABA’s Annual Meeting & Marketplace.

Membership Totals (Count comparison from December 1, 2017-2016)

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<thead>
<tr>
<th></th>
<th>2017</th>
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<tbody>
<tr>
<td>Associate</td>
<td>191</td>
<td>183</td>
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<tr>
<td>Tour Operator</td>
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<td>336</td>
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<tr>
<td>Bus Operator</td>
<td>692</td>
<td>641</td>
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<tr>
<td>Travel Industry</td>
<td>2,056</td>
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<td>Total Members</td>
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Membership Growth and Retention

As a team, we have been aggressive and are working hard to develop new prospect lists, follow through on new leads, better market our services and benefits, gain new members and capitalize on the expectations and success of Marketplace 2017 in Cleveland, OH.
We are aggressively targeting “call-ins” (inbound calls generated from email campaigns, ABA member referrals, and members of other motorcoach/travel associations and companies inquiring about ABA services) with specialized pricing.

397 new companies have joined since January 1:
- 25 Associates
- 51 Tour Operators
- 82 Bus Operators
- 239 Travel Professionals

Target groups have included attendees from the shows we have participated in this quarter:
- 2017 BUSCON – Indianapolis, IN
- California Bus Association / BISC West – Alpine, CA
- Chauffer Driven – Orlando, FL
- OMCA Marketplace – Toronto, ON
- Spotlight in the Northwest – Seattle, WA
- VMA-MCASC-NCMA Regional Meeting – Roanoke, VA
- Spotlight in the Mid Atlantic – Baltimore, MD
- LCT/NLA East – Atlantic City, NJ
- NTA – San Antonio, TX
- Nebraska Travel Conference – La Vista, NE
- Kentucky Travel Industry Conference – Louisville, KY
- Maryland Tourism Conference – Baltimore, MD
- Virginia Tourism Summit – Norfolk, VA

We have had more than 40 membership promotions and campaigns this year. These are the current campaigns:
- The Membership PLUS campaign, which was rolled out in May 2016, allows all multiple property and management group members to provide their properties with a single ABA membership for a small fee.
- The PJP Operator campaign targets prospective operators in locations where Peter has a planned speaking engagement or is attending a conference.
- Specialized rates for tradeshow attendees and personalized follow-ups from all shows that staff attend.
- Revised Member Get a Member Program with personal instead of company based rewards.
- New membership promotional materials for specific prospect segments: tour operators, international inbound operators, prospects in the west, small operators.
- Targeted email campaigns:
  - Five Reasons Why
  - Midwestern CVB
  - 39% Off
  - OMCA
  - Cyber Monday Special
  - $100 Operator Special
  - End of Year Special
  - Holiday Special
• Student campaign targeting travel industry companies focused on the student market.
• Membership and Marketplace discounts for prospects in current and future host cities.

• Increased ABA branding presence at industry events include:
  • Pre-show marketing for tradeshows
  • “Tradeshow” and “Meetings” kits for all staff to take when traveling
  • ABA themed luggage tags
  • We are also tracking expenses versus revenue to identify which shows are more valuable for the membership team to attend.
• We’re following various Facebook operator communities and are aggressively pursuing operators and other prospects who are not ABA members.
• TourOperator.com Receptive Tour Operator Directory lists international inbound receptive operators. We are following up with those who have shown interest in Marketplace.
• We have a partnership with Best Western International, offering their individual properties a full membership for $199.
• Our partnership with SubOut provides a free ABA motorcoach operator membership with the purchase of SubOut services.

Member Services

• Each Wednesday we highlight a different member benefit or tip and send to all members and prospects.
• A video tutorial library has been developed for members to best maximize their membership with ABA. Topics include: calendar of events, members only section, changing passwords, etc. We add tutorials as needed.
• New members receive 3 touches within the first week of joining.

MEMBERSHIP DATABASE: Impexium Configuration and Implementation

• Work with Impexium continues for successful implementation of new AMS in the first quarter of 2018.
• Contacting current members to update contact information for new system.
• Purged database of incomplete or invalid records for database integrity.
• Built subscription system to enable member control of the type of information they want to receive and to what email/mailing address they would want it sent to.
• Built reporting requirements in new system.

CERTIFIED TRAVEL INDUSTRY SPECIALIST PROGRAM

• The 2018 program has been developed and announced.
• We have 30 CTIS graduates at Marketplace.
• We had 37 new enrollees in 2017.
• Working to develop CTIS Cadre for graduates to be peer educators.
• Promoting courses and program as benefit.
WOMEN IN BUSES COUNCIL  
Chairman: Kim Grzywacz, CIT Signature Transportation

- The WIB Council saw a 21% increase in membership this year.
- The committee developed and received approval for standing rules.
- The 2018 goal is to increase consistent engagement.
- Camille JeBran is the recipient of the 2018 Women in Buses Award.
- North Dakota Tourism is the sponsor for the onsite meeting. Sima Dahl will be the guest speaker.

EDUCATION
- The Webinar Series was expanded and currently offers 35 seminars for on demand viewing for up to one year.
- Partnered with the communications department to create Education Express, which is a monthly update of education programs, webinars and webinars on demand.
- Developing exclusive partnerships with professional speakers for discounts on their services and products for ABA members.
- Maintain education section of website to include online education, certification program, drivers’ training and onsite education.

MOTORCOACH MARKETER MEMBERSHIP DIRECTORY
- Sent proofs to all current members for updating listings.
- Provided layout of our sections to YGS for designing and printing.
- Created house ads for programs and benefits.
- Worked with publisher to ensure 2017 print date.

BISC/BusMARC SPONSORSHIPS
- ABC Companies is the Title Sponsor for BISC and for BusMARC.
- Companies can sponsor for the year at a specific level, or sponsor a specific item for one meeting.
- We are in the process of renewing contracts for sponsorships for the Winter and Summer 2018 meetings.
- This past year we had $35,000 in sponsorship fees plus in-kind donations for BISC. We are working on increasing that for next year.