



ADDENDUM NO. 2 – Project Questions / Answers

**TO INTERESTED BIDDERS: PROJECT # ACCVA 12-08
FACILITY MANAGEMENT SERVICES**

DATE ISSUED: AUGUST 24, 2012

This addendum is hereby made part of the Contract Documents August 1, 2012. This addendum provides answers to written questions received following the pre-proposal conference on August 9, 2012 through August 14, 2012.

Answers to Follow-Up Questions

Question 1: How are we going to score the proposals?

Answer: As stated in the RFP, the evaluation committee will review and evaluate all proposals based on the qualitative and quantitative information contained and presented in the proposals, reference checks and interviews in making the decision to select the best firm to provide services for the ACCVA. The point system is as follows:

Experience, Qualifications, and References – 20 points
Management Team – 25 points
Approach and Methodology – 25 points
Proposed Financial Compensation – 20 points
Financial Stability – 10 points

Question 2: What activity of events take place between the Scheduled “Notice of award of contract by” date of November 1, 2012 and the Scheduled “Contract Commencement” date of January 1, 2013.

Answer: We anticipate conducting contract negotiations during that period.

Question 3: Will the timeline for proposal submittal be extended?

Answer: No, the timeline for the proposal submittal has been extended. However, the date for oral presentations has been changed to September 25, 2012. **Please refer to Addendum #3 – Revised Schedule.**

Question 4: What are the specific document requirements in regards to style (font, font size, margins)?

Answer: There are no specific documents requirements in terms of font, font size and/or margins.

Question 5: What are the page limitations for each section and overall page limitation for the proposal document?



Answer: There are no specific page limitations to RFP submittals. Please respond as concisely as possible while addressing all of the required elements.

Question 6: *In Section 3.01 Submittal Requirements: C.8*

Please confirm that financial statements provided by any proposers should be that of the contracting firm only, and not financial reports of any shareholder, parent or affiliate company, as implied by the words “for your company’s last three years of operation.”

Answer: The financial statements provided by any proposer should only be that of the contracting firm, *not* of any shareholder, parent or affiliate company.

Question 7: Can you provide the titles and salaries of all full-time employees?

Answer: **Refer to Q_A Attachment No 1: RFP Appendix C – Organizational Chart**

Question 8: Can you provide copies of job descriptions?

Answer: No, we will not provide copies of job descriptions as part of the RFP process.

Question 9: Can you provide a copy of Fiscal Year 2012 Operating Budget for each facility with year-end bottom line forecast.

Answer: Yes, this information is provided as part of this addendum. **Please refer to Q_A Attachment No 2: 2012 Operating and Capital Budgets**

Question 10: Can you provide additional financial information in addition to that provided in Appendix B for the previous three fiscal years?

Answer: No, we will not provide any additional detailed financial information as part of this RFP process.

Question 11: Upon review of the insurance coverages in the RFP, could you advise whether or not all coverages are being provided by the current operator, and if so, what is the cost for coverage?

Answer: SMG provides Liability, Workman’s Comp, and Auto policies. The ACCVA provides property insurance. Premium costs are reflected in the financials.

Question 12: Can you provide detail for SMG’s current management fees?

Answer: Yes, SMG’s current management fees are summarized below:

Facility	Base Fee	Incentive Fee
Convention Center	\$110,525.76	Max \$110,525.76
West Hall	NA	NA
East Hall	\$110,525.76	Max \$110,525.76



Question 13: Can you provide copies of the last four Annual Reports for the Convention Center and Arena.

Answer: Yes, FY 2008 and 2009 are online at the ACCVA website. FY 2010 and FY 2011 is provided as part of this addendum. **Refer to Q_A Attachment No 3: Final_ACCVA Financial Statements 2011.**

Question 14: Can you provide Complete Schedule of Events for the past three (3) years, the current year, and if possible, next four years definite and tentative, for the Atlantic City Convention Center and Boardwalk Hall?

Answer: Yes, a complete schedule of events for the past three years is provided as part of this addendum. **Refer to Q_A Attachment No: 4 – CC Events 2009 to 2012 YTD**

Question 15: Can you provide a breakdown of events in Boardwalk Hall between Main Hall and Adrian Phillips Ballroom?

Answer: Yes, a list of Boardwalk Events 2009 to present is provided as part of this addendum. **Refer to Q_A Attachment No 5: Boardwalk Hall Events 2009 – present.**

Question 16: Please provide a description of special casino arrangements including event underwriting, guaranteed ticket purchases, and special VIP packages.

Answer: Several casinos participate in an individual seat license (ISL) program. **Refer to Q_A Attachment No 6: ISL**

Question 17: Please provide event settlements and flash reports for last three years.

Answer: No, this information will not be provided as part of the RFP process.

Question 18: Does the Convention Center and Arena have an in-house ad agency or a group sales department?

Answer: The ACCVA is responsible for marketing the Convention Center. ACCVA has an in-house advertising function. SMG handles the group sales department for Boardwalk Hall.

Question 19: What shows do the venues; (a) promote in-house, and (b) co-promote?

Answer: In general, the venues promote a relatively minimal number of events in-house or via co-promotion. The specifics of those events and related financial deals will not be provided.

Question 20: Please provide a copy of the Convention Center's Marketing Plan. If applicable, please also provide any Marketing Plans for the Atlantic City Convention and Visitors Bureau that pertain to the Convention Center.

Answer: The marketing plan for the Convention Center and ACCVA is included as part of this addendum. **Refer to Q_A Attachment No 7: 2012 Destination Marketing Plan**



Question 21: Please provide examples of event marketing plans.

Answer: No specific event marketing plans will be provided as part of the RFP process.

Question 22: Is there a Public Relations Plan for the Convention Center and Arena?

Answer: No, except to the degree that it is part of the larger destination PR plan.

Question 23: Do you have a means of capturing interactive data (guest data)?

Answer: Yes, the ACCVA is proactive about obtaining input from its users through surveys, website statistics, and other research. SMG collects information at Boardwalk Hall through the Ticketmaster system.

Question 24: Please provide the names of Selection Committee Members to avoid inadvertently meeting with them.

Answer: Selection Committee members are:

- Jeff Vasser, President ACCVA
- Gary Musich, VP Convention Sales & Services, ACCVA
- Michael Reynolds, Sr. Director of Sales, ACCVA
- John Palmieri, Executive Director, CRDA
- Liza Cartmell, President, Atlantic City Alliance

Question 25: Please provide copies of all 3rd Party Agreements (e.g., service contracts, etc.). Provide a clear indication of any contracts including Audio Visual, Cyber Café, etc. Are there any additional revenue sources and if so, what percentage does the building receive from these sources?

Answer: Copies of third party agreements will not be made available.

Question 26: Provide list of decorators for Convention Center and Arena, including their contact information.

Answer: The list of decorators is in the event planning guide.

Question 27: Who currently sells commercial rights and what is the cost of staff selling?

Answer: SMG currently sells commercial rights. We will not provide the cost of staff selling.

Question 28: Please provide a list of all Commercial Rights Contracts (e.g., advertising signage, naming and pouring rights, sponsorships, suites and club seats) as well as the Annual Fee, Entitlements, Terms, Copies of naming/pouring rights proposal(s) issued or received to date, total gross revenue for Convention Center and Arena.

Answer: Copies of these contracts will not be made available.

Question 29: Do you have exterior signage for sale, either on facility or marquee?

Answer: Yes there is an electronic marquee outside both the Convention Center and Boardwalk Hall.



Question 30: Do you have digital signage program in the Convention Center?

Answer: Yes, television monitors, menuboards, and marquees are available.

Question 31: Please provide a copy of the Parking Agreement, if applicable, as well as the associated cost to operate the parking garage?

Answer: There is no separate parking agreement. NJ Transit is entitled to a small number of spaces in the convention center garage for their employees/riders. The Sheraton leases approximately 500 parking spaces for guests/employees. The revenues/expenses are reflected in our financials.

Question 32: Please provide a copy of Ticketmaster Agreement.

Answer: Ticketmaster contract will not be made available.!

Question 33: Please provide a descriptive brochure and all other promotional and informational material available.

Answer: Please see our website: www.doatlanticcity.com

Question 34: What services, if any, does the City provide relative to road repair, trash removal, police for traffic duty, other(s)?

Answer: The AC Special Improvement District provides landscaping services and the City is responsible for the street surrounding the buildings. All other services are contracted through SMG.

Question 35: Describe the terms (provide leases) of restaurants, clubs and other spaces operated by third parties.

Answer: UPS Store lease will not be made available.

Question 36: Please provide a complete list of any barter/trade out agreements.

Answer: There are no long term trade out agreements.

Thank you for your interest in providing comprehensive facility management and operations services at the Convention Center, Boardwalk Hall, and West Hall and we look forward to receiving your proposals.

All addenda must be acknowledged by the prospective bidder. Please acknowledge receipt of this addendum by forwarding an email to [Gary Callender](mailto:gcallender@accva.com) at [Email address: gcallender@accva.com](mailto:gcallender@accva.com).

A.C. CONSOLIDATED			
STATEMENT OF OPERATIONS			
2012 BUDGET	2012	2011	Variance
COMPARED TO 2011 BUDGET	BUDGET	BUDGET	Fav/(Unf)
STATISTICS:			
# OF EVENTS	109	158	(49)
EVENT DAYS	235	346	(111)
ATTENDANCE	741,422	819,250	(77,828)
GROSS TIX SALES	17,591,000	26,201,000	(8,610,000)
DIRECT EVENT REVENUE:			
RENT	3,817,681	4,739,460	(921,779)
PARKING	1,523,800	1,696,100	(172,300)
NET FOOD & BEV	1,557,311	1,940,649	(383,338)
SERVICES	3,153,007	2,779,957	373,050
SERVICES - CLIENT UTILITIES	2,173,275	1,729,795	443,480
ANCILLARY	263,400	345,590	(82,190)
ADVERTISING	470,000	333,900	136,100
TOTAL EVENT REVENUE	12,958,474	13,565,451	(606,977)
PARKING	143,300	181,800	38,500
SECURITY	1,184,460	1,251,770	67,310
OPERATIONS	2,797,050	2,904,026	106,976
BOX OFFICE	194,850	211,500	16,650
CLIENT UTILITIES	1,572,500	1,388,750	(183,750)
EVENTS SERVICES	780,015	784,235	4,220
ADVERTISING	496,000	368,800	(127,200)
TOTAL EVENT EXPENSES	7,168,175	7,090,881	(77,294)
NET EVENT INCOME / (LOSS)	5,790,299	6,474,570	(684,271)
OTHER INCOME:			
ADVERTISING	234,000	159,000	75,000
PARKING	428,400	401,400	27,000
RENT OTHER	252,560	257,000	(4,440)
ENERGY REBATES	80,400	12,000	68,400
TICKET INCENTIVES	830,500	830,000	500
INTEREST	9,300	10,400	(1,100)
MISCELLANEOUS	175,043	375,000	(199,957)
TOTAL OTHER INCOME	2,010,203	2,044,800	(34,597)
PARKING	552,074	435,680	(116,394)
SECURITY	1,316,749	1,447,295	130,546
OPERATIONS & PROP	10,961,957	11,414,517	452,560
RAIL TERMINAL	277,953	243,773	(34,180)
GENL & ADMIN	2,162,781	2,022,467	(140,314)
EVENT MGMT	524,769	519,905	(4,864)
BOX OFFICE MGMT	375,906	353,593	(22,313)
CLIENT UTILITIES MGMT	260,312	260,139	(173)
TOTAL INDIRECT EXPENSES	16,432,503	16,597,370	264,867
INDIRECT INCOME / (LOSS)	(14,422,300)	(14,652,570)	230,270
NET OPERATING INCOME / (LOSS)	(8,632,000)	(8,178,000)	(454,000)
LUXURY TAX REQUIRED	8,632,000	8,178,000	(454,000)
LUXURY REQUIRED WITH A-10 & ECAC \$800,000 EVENT EXPENSES	9,432,000	8,178,000	(1,254,000)

A.C. CONVENTION CENTER			
STATEMENT OF OPERATIONS			
2012 BUDGET	2012	2011	Variance
COMPARED TO 2011 BUDGET	BUDGET	BUDGET	Fav/(Unf)
STATISTICS:			
# OF EVENTS	73	124	(51)
EVENT DAYS	182	296	(114)
ATTENDANCE	394,222	506,250	(112,028)
GROSS TIX SALES	1,411,000	1,541,000	(130,000)
DIRECT EVENT REVENUE:			
RENT	1,969,680	2,368,209	(398,529)
PARKING	1,285,100	1,453,000	(167,900)
NET FOOD & BEV	731,677	1,162,922	(431,245)
SERVICES	977,765	1,014,957	(37,192)
SERVICES - CLIENT UTILITIES	2,173,275	1,729,795	443,480
ANCILLARY	134,700	193,600	(58,900)
TOTAL EVENT REVENUE	7,272,197	7,922,483	(650,286)
PARKING	107,900	139,550	31,650
SECURITY	523,590	487,410	(36,180)
OPERATIONS	788,200	817,751	29,551
BOX OFFICE	22,950	37,700	14,750
CLIENT UTILITIES	1,572,500	1,388,750	(183,750)
EVENTS SERVICES	35,565	72,505	36,940
TOTAL EVENT EXPENSES	3,050,705	2,943,666	(107,039)
NET EVENT INCOME / (LOSS)	4,221,492	4,978,817	(757,325)
OTHER INCOME:			
ADVERTISING	78,000	60,000	18,000
PARKING	398,400	373,000	25,400
RENT OTHER	80,760	85,200	(4,440)
ENERGY REBATES	35,400	12,000	23,400
TICKET INCENTIVES	40,000	30,000	10,000
INTEREST	3,000	4,100	(1,100)
MISCELLANEOUS	103,000	187,500	(84,500)
TOTAL OTHER INCOME	738,560	751,800	(13,240)
PARKING	428,250	307,840	(120,410)
SECURITY	816,258	909,983	93,725
OPERATIONS & PROP	6,826,528	7,025,565	199,037
RAIL TERMINAL	277,953	243,773	(34,180)
GENL & ADMIN	1,031,941	977,727	(54,214)
EVENT MGMT	317,236	318,376	1,140
BOX OFFICE MGMT	4,100	4,000	(100)
CLIENT UTILITIES MGMT	260,312	260,139	(173)
TOTAL INDIRECT EXPENSES	9,962,579	10,047,404	84,825
INDIRECT INCOME / (LOSS)	(9,224,019)	(9,295,604)	71,585
NET OPERATING INCOME / (LOSS)	(5,002,527)	(4,316,787)	(685,740)
LUXURY TAX REQUIRED	5,002,527	\$ 4,316,787	(685,740)

BOARDWALK HALL - EAST			
STATEMENT OF OPERATIONS			
2012 BUDGET	2012	2011	Variance
COMPARED TO 2011 BUDGET	BUDGET	BUDGET	Fav/(Unf)
STATISTICS:			
# OF EVENTS	36	34	2
EVENT DAYS	53	50	3
ATTENDANCE	347,200	313,000	34,200
GROSS TIX SALES	16,180,000	24,660,000	(8,480,000)
DIRECT EVENT REVENUE:			
RENT	1,848,001	2,371,251	(523,250)
PARKING	238,700	243,100	(4,400)
NET FOOD & BEV	825,635	777,727	47,908
SERVICES	2,175,242	1,765,000	410,242
ANCILLARY	128,700	151,990	(23,290)
ADVERTISING	470,000	333,900	136,100
TOTAL EVENT REVENUE	5,686,278	5,642,968	43,310
PARKING	35,400	42,250	6,850
SECURITY	660,870	764,360	103,490
OPERATIONS	2,008,850	2,086,275	77,425
BOX OFFICE	171,900	173,800	1,900
EVENTS SERVICES	744,450	711,730	(32,720)
ADVERTISING	496,000	368,800	(127,200)
TOTAL EVENT EXPENSES	4,117,470	4,147,215	29,745
NET EVENT INCOME / (LOSS)	1,568,808	1,495,753	73,055
OTHER INCOME:			
ADVERTISING	156,000	99,000	57,000
PARKING	30,000	28,400	1,600
RENT OTHER	171,800	171,800	-
ENERGY REBATES	45,000	-	45,000
TICKET INCENTIVES	790,500	800,000	(9,500)
INTEREST	6,300	6,300	-
MISCELLANEOUS	72,043	187,500	(115,457)
TOTAL OTHER INCOME	1,271,643	1,293,000	(21,357)
PARKING	123,824	127,840	4,016
SECURITY	500,492	537,312	36,821
OPERATIONS & PROP	4,007,379	4,229,394	222,014
GENL & ADMIN	1,130,840	1,044,740	(86,100)
EVENT MGMT	207,533	201,529	(6,004)
BOX OFFICE MGMT	371,806	349,593	(22,213)
TOTAL INDIRECT EXPENSES	6,341,874	6,490,409	148,534
INDIRECT INCOME / (LOSS)	(5,070,231)	(5,197,409)	127,177
NET OPERATING INCOME / (LOSS)	(3,501,423)	(3,701,655)	200,232
LUXURY TAX REQUIRED	3,501,423	3,701,655	200,232
LUXURY REQUIRED WITH A-10 & ECAC \$800,000 EVENT EXPENSES	4,301,423	3,701,655	(599,768)

BOARDWALK HALL - WEST			
STATEMENT OF OPERATIONS			
2012 BUDGET	2012	2011	Variance
COMPARED TO 2011 BUDGET	BUDGET	BUDGET	Fav/(Unf)
NET EVENT INCOME / (LOSS)	-	-	-
OTHER INCOME:			
ADVERTISING	-	-	-
PARKING	-	-	-
RENT OTHER	-	-	-
ENERGY REBATES	-	-	-
TICKET INCENTIVES	-	-	-
INTEREST	-	-	-
MISCELLANEOUS	-	-	-
TOTAL OTHER INCOME	-	-	-
PARKING	-	-	-
SECURITY	-	-	-
OPERATIONS & PROP	128,050	159,558	31,508
RAIL TERMINAL	-	-	-
GENL & ADMIN	-	-	-
EVENT MGMT	-	-	-
BOX OFFICE MGMT	-	-	-
CLIENT UTILITIES MGMT	-	-	-
TOTAL INDIRECT EXPENSES	128,050	159,558	31,508
INDIRECT INCOME / (LOSS)	(128,050)	(159,558)	31,508
NET OPERATING INCOME / (LOSS)	(128,050)	(159,558)	31,508
LUXURY TAX REQUIRED	\$ 128,050	\$ 159,558	31,508

**CONSOLIDATED
2012 CAPITAL BUDGET**

ATLANTIC CITY CONVENTION CENTER	\$	925,000.00
AC CONVENTION CENTER - RAIL	\$	250,000.00
HISTORIC BOARDWALK HALL - EAST	\$	1,035,000.00
HISTORIC BOARDWALK HALL - WEST	\$	290,000.00
FOOD & BEVERAGE	\$	382,000.00
LESS: SMG CONTRIBUTIONS	\$	(80,000.00)
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TOTAL CONSOLIDATED 2012 CAPITAL BUDGET	\$	2,802,000.00
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Atlantic City Convention & Visitors Authority

(A Component Unit of the State of New Jersey)

Financial Statements as of and for the
Years Ended December 31, 2011 and 2010, and
Independent Auditors' Report

ATLANTIC CITY CONVENTION & VISITORS AUTHORITY
(A COMPONENT UNIT OF THE STATE OF NEW JERSEY)

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INDEPENDENT AUDITORS' REPORT

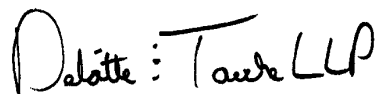
To the Chair and Members of the Board of
Atlantic City Convention & Visitors Authority
Atlantic City, New Jersey

We have audited the accompanying statements of net assets of Atlantic City Convention & Visitors Authority (the "Authority"), a component unit of the State of New Jersey, as of December 31, 2011 and 2010, and the related statements of revenues, expenses, and changes in net assets and cash flows for the years then ended. These financial statements are the responsibility of the Authority's management. Our responsibility is to express an opinion on these financial statements based on our audits.

We conducted our audits in accordance with auditing standards generally accepted in the United States of America. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free of material misstatement. An audit includes consideration of internal control over financial reporting as a basis for designing audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Authority's internal control over financial reporting. Accordingly, we express no such opinion. An audit also includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements, assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation. We believe that our audits provide a reasonable basis for our opinion.

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of the Authority as of December 31, 2011 and 2010, and the changes in its net assets and the cash flows for the years then ended in conformity with accounting principles generally accepted in the United States of America.

The Management's Discussion and Analysis on pages 2 through 21 is not a required part of the financial statements, but is supplementary information required by the Governmental Accounting Standards Board. This supplementary information is the responsibility of the Authority's management. We have applied certain limited procedures, which consisted principally of inquiries of management regarding the methods of measurement and presentation of the supplementary information. However, we did not audit such information and we do not express an opinion on it.



April 5, 2012

ATLANTIC CITY CONVENTION & VISITORS AUTHORITY (A COMPONENT UNIT OF THE STATE OF NEW JERSEY)

MANAGEMENT'S DISCUSSION AND ANALYSIS

Introduction to the Annual Report

The Atlantic City Convention & Visitors Authority's (the "Authority") annual report consists of three parts: Management's Discussion and Analysis, Financial Statements and Notes to the Financial Statements.

Management's Discussion and Analysis

The Management's Discussion and Analysis ("MD&A") presents an overview of the Authority's operations and financial performance during the years ended December 31, 2011 and 2010. It provides an assessment of how the Authority's financial position has improved or deteriorated and identifies the factors that, in management's view, significantly affected the Authority's overall financial position. It may contain opinions, assumptions or conclusions by the Authority's management that should not be considered a replacement for, and must be read in conjunction with, the other financial statements described below.

Financial Statements of the Authority

All of the Authority's financial statements are prepared on an accrual basis in accordance with generally accepted accounting principles promulgated by the Governmental Accounting Standards Board ("GASB"), Statement No. 34. Accrual of revenues and expenses are taken into account regardless of when cash is received or paid. Capital assets are recorded at cost and depreciated over their useful lives.

The financial statements offer short and long-term financial information about the Authority's activities and consist of the Statements of Net Assets, Statements of Revenues, Expenses and Changes in Net Assets, and Statements of Cash Flows.

The Statements of Net Assets and the Statements of Revenues, Expenses and Changes in Net Assets report information on all Authority assets, liabilities, revenues, and expenses in a manner similar to that used by most private-sector companies. These two statements also report the Authority's net assets and changes in net assets. One can think of the Authority's net assets – the difference between assets and liabilities – as one way to measure the Authority's financial health, or financial position. Over time, increases or decreases in the Authority's net assets are one indicator of whether its financial health is improving or deteriorating. Net assets increase both when revenues exceed expenses and when the Authority's assets increase without a corresponding increase to the Authority's liabilities.

The Statements of Cash Flows present information about the Authority's relevant sources and uses of cash for the year. It is prepared in a manner that summarizes (1) cash flows from operations, (2) non-capital financing activities, (3) capital and related financing activities, and (4) investing activities. Additionally, non-cash transactions that have an effect on the entity's financial position are also presented in the Statements of Cash Flows. Specifically, the Statements of Cash Flows, along with related disclosures and information on other financial statements, can be useful in assessing the following:

- Ability of an entity to generate future cash flows
- Need to seek outside financing
- Reasons for differences between cash flows from operations and operating income
- Effect on an entity's financial position of cash and non-cash transactions from investing, capital, and financing activities

The Notes to the Financial Statements

This section of the Authority's financial statements provides information that is essential to understanding the basic financial statements, such as the Authority's accounting methods and policies. The notes also contain details of contractual obligations, future commitments and contingencies of the Authority along with any other events or developing situations that could materially affect the Authority's financial position.

The Authority's Business

The Authority was established to promote the tourist, resort, convention, and casino industries in addition to operating and maintaining the Atlantic City Convention Center ("Convention Center"), the Historic Boardwalk Hall ("Boardwalk Hall"), and the West Hall.

- The Destination Marketing Organization ("Marketing Operations") serves as the destination's principal marketing arm, stimulating economic growth through convention, business and leisure tourism development. Marketing Operations is funded primarily through marketing fees, which are imposed on hotels in Atlantic City. Marketing Operations also began receiving luxury taxes in 2006 to offset the loss of marketing fee revenue as a result of the Urban Revitalization Program. In this program, the Casino Reinvestment Development Authority ("CRDA") and casinos with approved entertainment-retail projects are rebated marketing fees paid in an amount equal to the incremental luxury taxes collected in districts with approved projects, over a baseline luxury tax revenue amount.
- The Authority has engaged SMG, an outside service provider, in a management agreement to provide management services for the Convention Center, Boardwalk Hall, and West Hall.
- The Convention Center consists of 486,000 square feet of contiguous exhibition space, 45 meeting rooms with 114,000 square feet of meeting space, and a 1,500 space parking garage. The facility serves an integral role in the fabric of the hospitality community by offering an anchor facility for conventions, trade shows, corporate meetings and consumer shows. The facility produces economic impact to the community by attracting exhibitors and attendees to the region, where their spending produces revenue streams for area businesses and residents.
- The Boardwalk Hall is a modern special event center able to compete with the nation's finest arenas for major entertainment and sporting events. The Boardwalk Hall offers the opportunity to provide the local community with a venue for activities, broadening the diversity and attractiveness for residents and visitors alike.
- The West Hall was constructed in 1978 to augment the Boardwalk Hall as an expanded convention facility. The facility is currently used to stage events held in Boardwalk Hall and provides additional parking for the same.
- The Convention Center, Boardwalk Hall, and the West Hall operate at a deficit, seeking to attract visitors and business to this marketplace through a competitive rate structure. These facilities are also a significant generator of indirect revenue in the form of increased tax generation. Luxury taxes imposed and collected by the State on hotel room rentals, cover charges, drinks and admissions paid within Atlantic City are paid to the Trustee to reserve an amount sufficient to meet the debt service requirements and make debt payments on bonds issued to construct and renovate the facilities. The balance of the luxury tax collections is then transferred to the Authority to cover the operational deficits, capital expenditures, and working capital and maintenance reserve requirements of the facilities.
- The Luxury Tax Reserve Fund, a new operating segment created in 2010, is used to account for all of the luxury tax related cash, restricted cash, restricted investments, fixed assets, and the related debt of

the Atlantic City Convention Center Project, which specifically includes the Atlantic City Convention Center, Boardwalk Hall, and the West Hall. The assets and liabilities of these buildings were transferred from the financial statements of the New Jersey Sports & Exposition Authority (“NJSEA”) to the financial statements of the Authority in 2010.

Financial Analysis

The following sections will discuss the significant changes in the Authority’s financial position for 2011 and 2010. Additionally, an examination of major economic factors and industry trends that have contributed to the Authority’s operations are provided. It should be noted that for purposes of this MD&A, summaries of the financial statements and the various exhibits presented include information from the Authority’s financial statements, which are prepared in accordance with accounting principles generally accepted in the United States of America.

Authority Highlights (2011)

On February 1, 2011, The Governor of the State of New Jersey signed legislation that provided for the establishment of the Atlantic City Tourism District and for the transfer of the Authority, together with its functions, powers, and duties, to the CRDA. The tourism district would be an area in which the CRDA would have authority to impose land use regulations, implement a tourism district master plan promoting cleanliness, commercial development, and safety within the tourism district, undertake redevelopment projects, and institute public safety infrastructure improvements. Pursuant to this legislation effective February 1, 2011, all of the powers, rights, assets, and duties of the Authority will be transferred to and vested in the CRDA upon a “transfer date.” The transfer date will take place when the Chairs of the Authority and CRDA certify to the Governor of New Jersey that all of the bonds issued by the NJSEA cease to be outstanding. It is the intent of the Authority and CRDA to effect the transfer date by receiving certain consents from the equity investors in Convention Hall and Boardwalk Hall to assign financial transactions affecting them from the NJSEA to the Authority or the CRDA and causing the Authority or CRDA to redeem the outstanding bonds prior to their maturity date. Prior to the transfer date, the CRDA shall not exercise any powers, rights, or duties that will interfere with those of the Authority. The CRDA and Authority are directed to cooperate with each other so that the transfer date can occur as soon as practicable. Upon the transfer date, the terms of office of the members of the Authority shall terminate and its employees shall be transferred to the CRDA and become employees of CRDA.

As of December 31, 2011 compared to 2010, the total assets of the Authority increased by \$1,286,273, the total liabilities decreased by \$6,226,591, and the corresponding net assets increased by \$7,512,864 to \$322,375,860.

For the year ended December 31, 2011 compared to the same twelve-month period in 2010, operating revenues for the Authority increased by \$655,733, while operating expenses decreased by \$288,115. Net nonoperating income grew by \$6,418,525 in 2011 over 2010 to \$35,474,468.

Authority Highlights (2010)

On January 1, 2010, the assets and liabilities of the Atlantic City Convention Center Project, which specifically include the assets and liabilities of the Atlantic City Convention Center, Boardwalk Hall, and the West Hall were transferred from the financial statements of the NJSEA to the financial statements of the Authority. The Authority accounted for the transfer of these assets and liabilities and all of the corresponding financial activity associated with these assets and liabilities for the year ended December 31, 2010 in the Luxury Tax Reserve Fund, a new operating segment created in 2010. Although detailed descriptions of the new assets and liabilities appear throughout this annual report, the following is a listing of the significant year end balances of the major categories of the new Luxury Tax Reserve Fund:

Statement of Net Assets

• Total Current Assets	\$ 26,856,098
• Total Long Term Assets	407,711,302
• Total Current Liabilities	(16,866,191)
• Total Long Term Liabilities	<u>(110,448,836)</u>
Total Net Assets	<u>\$ 307,252,373</u>

Statement of Revenues, Expenses, and Changes in Net Assets

• Total Operating Expenses	\$ (11,496,362)
• Total Nonoperating Income and (Expenses)	<u>11,646,853</u>
Increase in Net Assets for the Year	<u>\$ 150,491</u>

Financial Summaries

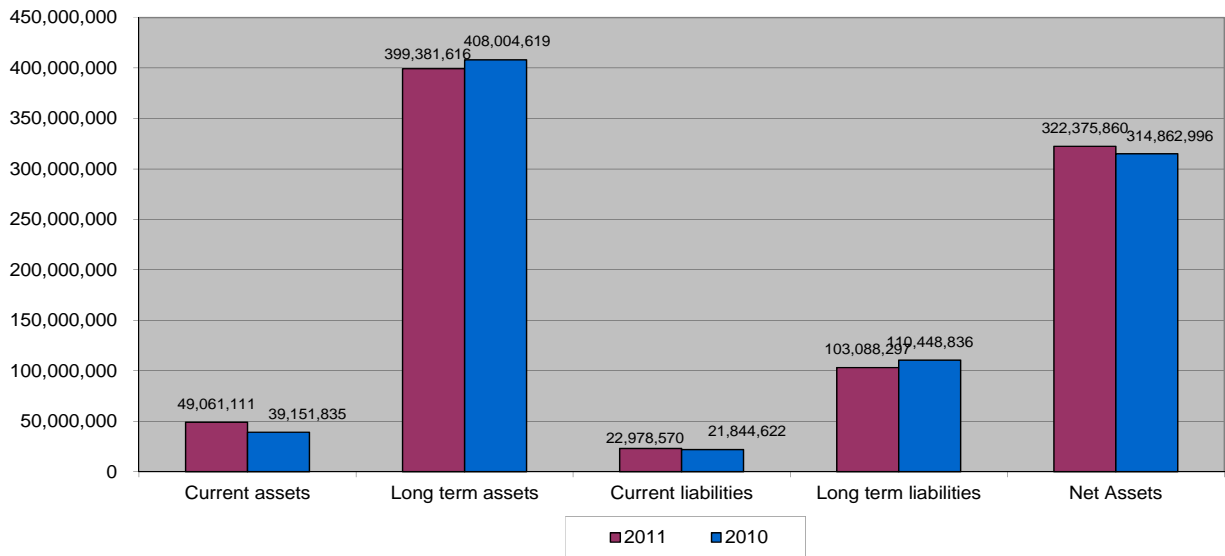
The following exhibits and tables provide a condensed summary and basic explanation of the changes in the financial statements described above, which are also presented in full detail in this annual report:

EXHIBIT 1

Condensed Statements of Net Assets

	December 31, 2011	December 31, 2010	December 31, 2009
Current assets	\$ 49,061,111	\$ 39,151,835	\$ 14,149,813
Other assets	5,842,256	5,951,743	-
Capital assets, net of accumulated depreciation	<u>393,539,360</u>	<u>402,052,876</u>	<u>494,744</u>
Total assets	<u>448,442,727</u>	<u>447,156,454</u>	<u>14,644,557</u>
Current and other liabilities	22,978,570	21,844,622	7,033,934
Long-term liabilities	<u>103,088,297</u>	<u>110,448,836</u>	<u>-</u>
Total liabilities	<u>126,066,867</u>	<u>132,293,458</u>	<u>7,033,934</u>
Invested in capital assets	284,589,360	284,724,040	494,744
Restricted for statutory requirements	5,519,884	5,679,829	-
Unrestricted net assets	<u>32,266,616</u>	<u>24,459,127</u>	<u>7,115,879</u>
Total liabilities and net assets	<u>\$ 448,442,727</u>	<u>\$ 447,156,454</u>	<u>\$ 14,644,557</u>

Condensed Statements of Net Assets



As of December 31, 2011

Current Assets

The Authority's current assets increased by \$9,909,276 in 2011 to \$49,061,111 primarily due to a \$5,512,830 increase in its cash and cash equivalents and a \$4,237,675 increase in its Due from the State. The Authority's receivables and prepaid expenses and other assets increased \$70,043 and \$88,728, respectively, due to modest increases in these line-items at the Convention Center, Boardwalk Hall, and Marketing Operations.

Luxury Tax Reserve Fund

The year-end cash balances in the Luxury Tax Reserve Fund were higher by \$7,005,021 in 2011 compared to 2010. This cash consists of amounts necessary to meet the Authority's debt service requirements and fund its operating deficits and capital requirements. The increase resulted from the excess of luxury tax collections over debt service payments and capital and operating deficit fundings during 2011. Restricted cash and cash equivalents decreased by \$159,425 due primarily to \$261,522 in organ restoration expenditures made during 2011, net of a \$100,000 capital grant received during the year (Note 11).

The Luxury Tax Reserve Fund's Due from the State increased by \$1,094,274 in 2011 as a result of higher luxury tax certifications in the final three months of 2011 compared to 2010. The balances represent the final three months of luxury taxes certified by the State in both years that were not transferred to the Authority until the subsequent year.

Marketing Operations

Marketing Operations' cash decreased by \$950,128 in 2011 primarily due to the decrease in nonoperating cash collections in 2011 compared to 2010, while its cash operating expenditures remained relatively flat over the two-year period. Nonoperating cash consists primarily of marketing fees and luxury taxes. Nonoperating cash collections decreased by \$2,873,933 to \$8,683,830 in 2011 while cash operating expenditures increased

by \$265,260 to \$10,316,805. The resulting \$1,632,975 decrease in cash was partially offset by \$615,372 in operating cash receipts during 2011.

Accordingly, Marketing Operations' receivable from the State increased by \$3,143,401 primarily due to the shortfall in marketing fee collections from the State during the year. Marketing fee collections from the State dropped from \$10,057,763 in 2010 to \$5,830,587 in 2011. While the receivable from the State increased in 2011 by \$8,973,987 due to \$10,572,608 in marketing fee certifications, net of \$2,178,000 in marketing fee rebates, only \$5,830,587 was collected against the balance during the year. A 2011 adjustment to the 2010 marketing fee rebate amount also resulted in a \$579,380 increase in Marketing Operations' receivable from the State.

Other Long-Term Assets

Long-term assets decreased by \$8,623,003 in 2011 primarily due to the impact of depreciation. The Authority's capital expenditure program was suspended for approximately nine months during 2011 after legislation for the Atlantic City Tourism District was adopted. As a result, only \$1,434,874 in capital asset additions were made in 2011, while accumulated depreciation increased by \$9,948,390.

Current Liabilities

Current liabilities increased by \$1,133,948 in 2011 due to a \$710,855 increase in accounts payable and accrued expenses, a \$378,945 increase in interest payable, and a \$345,000 increase in the current portion of long-term debt. Deferred revenue decreased by \$300,852 in 2011.

Luxury Tax Reserve Fund

As of December 31, 2011, the current portion of the 1999 series bonds payable is \$7,225,000 compared to \$6,880,000 at the end of 2010, and it will be paid on September 1, 2012. Interest payable on the 1999 bond series, the 2004 bond series, and the note payable is \$1,283,832, \$423,225, and \$7,490,434, respectively, which represents a \$378,945 increase over the interest payable at the end of 2010.

Convention Center and Boardwalk Hall

The Convention Center's and Boardwalk Hall's accounts payable and accrued expenses increased by a collective \$505,542 at the end of 2011 compared to 2010. The year-end balances in these accounts are impacted by the number of events occurring near the end of the year and the timing of goods received and services rendered by vendors. The later in the year that events take place, goods are received, or services are rendered, the more likely the payment for the related goods or services takes place in the subsequent year. At the end of 2011, \$436,630 of the increase pertained to increases in end-of-the-year event expenses and higher legal, capital, and utility accruals. Accrued payroll also increased in 2011 over 2010 by \$116,048 primarily due to increased retro-pay accruals for union employees as a result of on-going contract negotiations.

The Convention Center's and Boardwalk Hall's deferred revenues decreased \$361,116 in 2011 as a result of Boardwalk Hall's strong end of the year collections in 2010 for the 2011 Lady Gaga concert. As of December 31, 2010, \$1,056,102 in ticket sales had already been collected for the February 2011 concert. At the end of 2011, by contrast, the highest advance ticket sale collections were the \$519,526 for Rascal Flatt's January 2012 concert. Advance deposits for Boardwalk Hall and the Convention Center were also down \$144,176, collectively, at the end of 2011 compared to 2010. The decrease in advance ticket sales and deposits in 2011 was offset, somewhat, by an increase in unused facility fees at the end of 2011 compared to 2010. In October 2010, the Boardwalk Hall began assessing and collecting facility fees on tickets, licenses, and permits purchased for admission. The funds are to be used for enhanced maintenance, alterations and improvements at the Hall. At the end of 2011, there was \$355,264 in unused facility fees, while there was only \$32,224 in unused facility fees on hand at the end of 2010, a difference of \$323,040.

Long-Term Liabilities

Long-term liabilities decreased by \$7,360,539 in 2011 due to \$7,225,000 in bonds payable coming due \$135,539 in bond premium and discount amortization.

For the Year Ended December 31, 2010

Current Assets

Current assets increased by \$25,002,022 in 2010 to \$39,151,835. The primary reason for the increase was the transfer of the Luxury Tax Reserve Fund from the NJSEA to the Authority in 2010. The Authority's cash and investments increased by \$23,423,698, its Due from the State increased by \$2,522,910, while its receivables decreased by \$720,621, and its prepaid and other assets decreased by \$223,965.

Luxury Tax Reserve Fund

As a result of the Authority's separation from the NJSEA, the Authority began reporting all of the financial activity of the Luxury Tax Reserve Fund on its financial statements as of January 1, 2010. The year end cash balances in the Debt Service, Operating, and Working Capital & Maintenance Reserve Funds represented \$19,943,728 of the \$23,423,698 increase in the Authority's cash and investments. This cash consists of amounts necessary to meet the Authority's debt service requirements and fund its operating deficits and capital requirements. Restricted cash and cash equivalents equaling \$881,294 brings the Luxury Tax Reserve Fund's year end cash and cash equivalents balances to \$20,825,022, which accounts for the bulk of the Authority's increase in cash and cash equivalents during 2010. The increase in the Authority's receivable from the State is also due, in large part, to the Luxury Tax Reserve Fund's balance of \$5,401,067 in its Due from the State – luxury taxes. This amount represents the final three months of luxury taxes certified by the State in 2010 that were not transferred to the Authority until 2011.

Marketing Operations

Marketing Operations' cash increased by \$1,896,113 in 2010 primarily due to a large increase in collections from the State in 2010 pertaining to prior years. In fact, approximately \$1,883,369 of the collections in 2010 pertained to 2008. Marketing Operations' receivable from the State decreased by \$2,878,157 partly due to the aforementioned collection of \$1,883,369 as well as an estimated \$629,152 increase in 2010 marketing fee rebates over 2009. Marketing fee rebates are netted out from the receivable from the State, therefore an increase in the rebates results in a decrease in the receivable.

Convention Center and Boardwalk Hall

The Convention Center's and Boardwalk Hall's cash increased by \$702,563 in 2010 largely due to the higher volume of advance ticket sales at the end of 2010 compared to 2009. Boardwalk Hall had already collected \$1,056,102 in ticket sales as of December 31, 2010 for the February 2011 Lady Gaga concert. This increase is also reflected in Boardwalk Hall's increase in deferred income. The Convention Center's and Boardwalk Hall's receivables decreased in 2010 a collective \$719,545 from 2009 primarily due to the transfer of the Luxury Tax Reserve Fund from the NJSEA to the Authority. In 2009, the receivable from the Luxury Tax Reserve Fund, held by the NJSEA, was reflected on the Statement of Net Assets. In 2010, the Luxury Tax Reserve Fund became an operating segment of the Authority, so the Convention Center's and Boardwalk Hall's collective receivable balances from the Luxury Tax Reserve Fund are accounted for in intercompany accounts which are eliminated and are not reflected on Statement of Net Assets. The Convention Center's and Boardwalk Hall's prepaid and other expenses decreased by \$213,143 primarily due to decreases in prepaid maintenance and insurance expenses. Prepaid maintenance decreased by \$71,650 due to the fact that the 2010 payment of the annual policy, which is usually paid in December, was not paid until January 2011. Prepaid property insurance decreased by \$67,865 in 2010 as a result of a less expensive annual premium due

to a policy change. Finally, prepaid pollution insurance is lower in 2010 by \$102,134 as a result of having one less year of the five-year prepaid insurance policy on the books at yearend. The five-year policy will expire in 2011.

Other Long-Term Assets

Luxury Tax Reserve Fund

Other long-term assets, totaling \$5,951,743, are reported on the financial statements of the Authority for the first time as of December 31, 2010. The assets represent \$4,798,535 in restricted investments held for the Boardwalk Hall and deferred issuance costs on the two Convention Center Luxury Tax Bond Series now being recorded on Authority's financial statements as a result of the separation from the NJSEA. The issuance costs are being amortized over the life of the bond issuances on a straight-line basis. The unamortized bond issuance costs for the 1999 and 2004 Series of Convention Center Luxury Tax Bonds are \$613,159 and \$540,049, respectively.

Current Liabilities

Current liabilities increased by \$14,810,688 due to increases in accounts payable and accrued expenses, interest expense, deferred revenue, and the current portion of long-term debt of \$189,998, \$8,818,546, \$680,940 and \$6,880,000, respectively. The due to luxury tax reserve fund decreased by \$1,758,796 in 2010.

Luxury Tax Reserve Fund

The current portion of bonds payable associated with the 1999 Series of Convention Center Luxury Tax Bonds, now being reported on the Authority's financial statements, are reflected in current liabilities. The interest payable on the outstanding bond series along with the interest payable on the note payable are reported on the Authority's financial statements for the first time in 2010 and are also reflected in current liabilities. As of December 31, 2010, interest payable on the 1999 bond series, the 2004 bond series, and the Note Payable is \$1,401,364, 423,225, and \$6,993,956, respectively. The current portion of the 1999 series bond payable is \$6,880,000 and it will be paid on September 1, 2011.

The decrease of \$1,758,796 in the due to luxury tax reserve fund is primarily due to the transfer of the Luxury Tax Reserve Fund from the NJSEA to the Authority. In 2009, the liability to the Luxury Tax Reserve Fund, held by the NJSEA, was reflected on the Statement of Net Assets. In 2010, the Luxury Tax Reserve Fund became an operating segment of the Authority, so Marketing Operations' current year liability to the Luxury Tax Reserve Fund is accounted for in an intercompany account which is eliminated and is not reflected on Statement of Net Assets.

Marketing Operations

Marketing Operations' deferred revenue decreased by \$137,260 primarily due to decreases in advance marketing partner dues collections and grant proceeds on hand at the end of 2010 compared to 2009. Marketing partner dues, which are payments made to the Authority by area businesses in order to be included in the Authority's promotional activities and literature, were down \$21,769 in 2010. The decrease is attributable to the lagging economy and the Authority's potential organizational changes. Marketing partner dues are collected in the fourth quarter for the upcoming year. The amount of grant proceeds on hand at the end of 2010 was also down by \$146,689 as compared to 2009. Marketing Operations receives grant proceeds from the State of New Jersey to promote Restaurant Week. At the end of 2009, grant proceeds for both 2010 and 2011 had already been received, while at the end of 2010, Marketing Operations only had the 2011 grant proceeds on hand. Marketing Operations did, however, have \$31,197 more in other sponsorships for Restaurant Week on hand at the end of 2010 compared to 2009. The increase in other sponsorships partially offset the decrease in the grant proceeds.

Convention Center and Boardwalk Hall

The Convention Center's and Boardwalk Hall's deferred revenues increased a collective \$818,200 in 2010 as a result of Boardwalk Hall's strong end of the year collections for the 2011 Lady Gaga concert. As of December 31, 2010, \$1,056,102 in ticket sales had already been collected for the February 2011 concert.

Long-Term Liabilities

Long-term liabilities increased by \$110,448,836 in 2010 due to increases in notes payable and the long-term portion of bonds payable of \$8,600,000, and \$101,848,836, respectively.

Luxury Tax Reserve Fund

The note payable pertains to a 1997 loan from the CRDA to pay for costs of the Convention Center Project. The balance of the note payable at December 31, 2010 is \$8,600,000. The outstanding long-term portion of the 1999 series bonds payable and associated bond premium and discount as of December 31, 2010 are \$77,265,000, \$600,820, and \$321,272, respectively. The outstanding long-term portion of the 2004 series bonds payable and associated bond premium as of December 31, 2010 are \$23,085,000 and \$1,219,288, respectively.

EXHIBIT 2

Condensed Statements of Revenues, Expenses and Changes in Net Assets

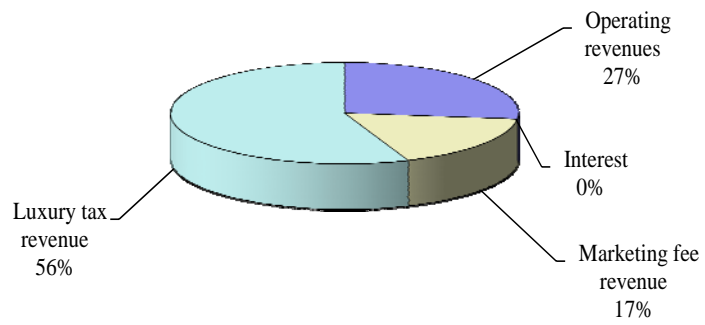
	Year Ended December 31, 2011	Year Ended December 31, 2010	Year Ended December 31, 2009
Operating revenues	\$ 15,177,721	\$ 14,521,988	\$ 13,352,526
Operating expenses	<u>(43,139,325)</u>	<u>(43,427,440)</u>	<u>(32,570,925)</u>
Operating loss	<u>(27,961,604)</u>	<u>(28,905,452)</u>	<u>(19,218,399)</u>
Nonoperating income and (expenses):			
Luxury tax revenue	31,515,011	27,989,825	10,095,723
Marketing fee revenue	9,649,231	7,179,606	9,099,763
Interest income	37,367	53,665	22,913
Interest expense	(5,717,174)	(6,058,186)	-
Capital grant revenue	100,000	-	-
Other nonoperating income (expense)	<u>(109,967)</u>	<u>(108,967)</u>	<u>-</u>
Total nonoperating revenue	<u>35,474,468</u>	<u>29,055,943</u>	<u>19,218,399</u>
Transfers from NJSEA	<u>-</u>	<u>307,101,882</u>	<u>-</u>
Increase in net assets	<u>\$ 7,512,864</u>	<u>\$ 307,252,373</u>	<u>\$ -</u>

While the Statements of Net Assets show the financial position or net assets, the Statements of Revenues, Expenses, and Changes in Net Assets provide answers as to the nature and source of these changes.

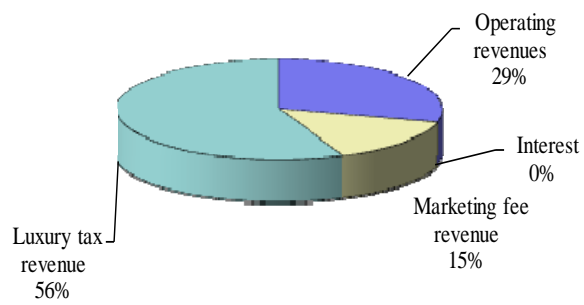
Sources of revenue consisted of:

- Operating revenues - the revenues generated at the Convention Center, Boardwalk Hall, West Hall, and Marketing Operations.
- Luxury tax revenue - received from the Trustee, after the debt service requirements are met, for capital expenditures for the Convention Center, Boardwalk Hall, and West Hall and the operating deficits of the Convention Center, Boardwalk Hall, West Hall, and Marketing Operations. Prior to 2010, luxury tax revenue was forwarded from the State to the NJSEA. The NJSEA would forward the necessary funds to the Trustee for the debt service payments. The NJSEA would then fund the Authority directly for the capital expenditures and operating deficits.
- Marketing fee revenue - collected from Atlantic City hotels, via the State, to promote the destination of Atlantic City.

Sources of Revenue
2011

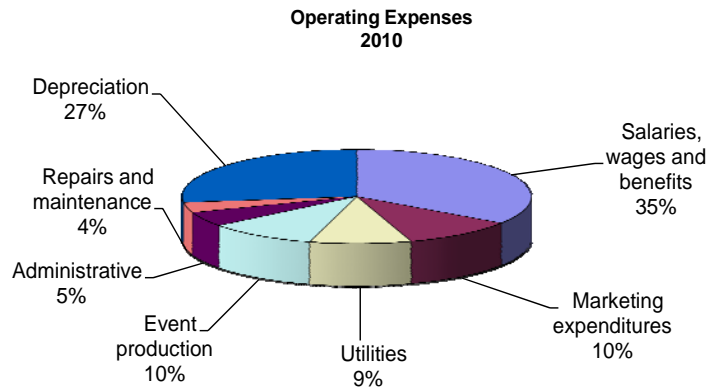
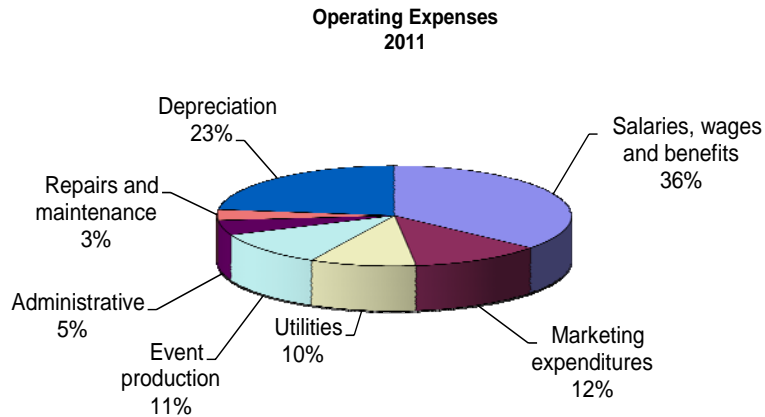


Sources of Revenue
2010



Sources of expenses consisted of:

- Operating expenses - all of the costs associated with promoting the destination of Atlantic City and operating the facilities, except for costs of a capital nature that are depreciated.
- Depreciation expenses - recognizes the cost of capital assets, such as buildings, furniture, fixtures, and equipment, and building and leasehold improvements over their estimated useful lives, which is usually between three and sixty years.



Operating Highlights

Number of Attendees

	2011	2010	2009
Boardwalk Hall	279,140	317,736	208,801
Convention Center	<u>326,465</u>	<u>307,545</u>	<u>360,700</u>
	<u>605,605</u>	<u>625,281</u>	<u>569,501</u>

Number of Events

	2011	2010	2009
Boardwalk Hall	40	40	32
Convention Center	<u>104</u>	<u>106</u>	<u>131</u>
	<u>144</u>	<u>146</u>	<u>163</u>

Operating Revenues & Expenses by Facility (000's)

	2011	2010	2009
Operating Revenues:			
Boardwalk Hall	\$ 6,746	\$ 6,369	\$ 3,896
Convention Center	7,865	7,576	8,614
Luxury Tax Reserve	-	-	-
Marketing Operations	<u>567</u>	<u>577</u>	<u>842</u>
	<u>\$ 15,178</u>	<u>\$ 14,522</u>	<u>\$ 13,352</u>
Operating Expenses:			
Boardwalk Hall	\$ 10,596	\$ 9,802	\$ 9,481
Convention Center	12,089	11,901	12,385
Luxury Tax Reserve	9,751	11,496	-
Marketing Operations	<u>10,703</u>	<u>10,228</u>	<u>10,704</u>
	<u>\$ 43,139</u>	<u>\$ 43,427</u>	<u>\$ 32,570</u>

For the Year Ended December 31, 2011

Operating Revenues

Operating revenues for the Authority for the year ended December 31, 2011 increased by \$655,733 over 2010 to \$15,177,721. Boardwalk Hall's and the Convention Center's operating revenues increased by \$376,330 and \$289,766, respectively, while Marketing Operations' operating revenues decreased by \$10,363.

Boardwalk Hall

As a result of the change in the composition of events held at Boardwalk Hall in 2011 compared to 2010, special services revenue increased by \$750,163, while facilities rental revenue and concessions revenue decreased by \$281,021 and \$206,036, respectively. In 2011, there were more sporting and family type events compared to the higher number of arena concerts and boxing events in 2010. Sporting and family type events typically have more services billed with lower rent, while arena concerts and boxing events typically have higher rents and less billable services. There were thirteen mid-to-large concerts and boxing events in 2011

compared to seventeen of these types of events in 2010 including a 3-day Phish concert which had an attendance of 42,250 and generated over \$300,000 in concessions revenue.

Convention Center

Attendance was up at the Convention Center by 18,920 in 2011 due to new and annual events such as Pet Industry, North Atlantic AKA Conference, Eastern Area Links and New Jersey School Boards. The increase in attendance helped to drive increases in special services, parking, and concessions revenues a collective \$399,598. Two of the new events in 2011, Delta Sigma Theta and Eastern Area Links, had catering sales of \$70,362 and \$92,262, respectively, which helped to increase concessions revenues in 2011 by \$161,169. Facilities rental revenue, however, decreased by \$128,909 primarily due to the downsizing of some of the larger shows. The annual Power Boat Show, for example, downsized its 2011 show which resulted in a reduction of its rent by \$75,000 compared to 2010.

Operating Expenses

For the year ended December 31, 2011 compared to 2010, operating expenses for the Authority decreased by \$288,115 to \$43,139,325. Operating expenses for Boardwalk Hall, the Convention Center, and Marketing Operations increased by \$794,371, \$187,318, and \$475,784, respectively. Operating expenses for the Luxury Tax Reserve Fund, however, decreased by \$1,745,588 primarily due to the \$1,747,743 decrease in depreciation expense in 2011.

Boardwalk Hall

In 2011, the increase in multiple-day family and sporting events held at Boardwalk Hall resulted in higher salaries, wages, and benefits, marketing expenditures, and production expenses. These three line-item expenses increased a collective \$841,502 in 2011 over 2010. The Alegria-Cirque, ECAC and Devils hockey games, and the Atlantic City Boardwalk Rodeo are just a few of the events that require high labor and production needs for staging set ups, cleaning and breakdowns.

Convention Center

Utilities and salaries, wages and benefits increased a collective \$199,374 in 2011 over 2010 primarily due to utility rate increases and the types of events held at the Convention Center in 2011. Utilities increased in 2011 primarily due to a \$45,452 increase in thermal heating and cooling, a \$20,929 increase in solar, and a \$12,231 increase in water and sewer. Larger events like the New Jersey School Boards were a primary reason for the increase in event-related payroll, while non-event related payroll increased due to contracted union rate increases and an increase in health benefit expenses.

Marketing Operations

Marketing Operations' \$475,784 increase in operating expenses is due primarily to the \$455,045 increase in marketing expenses. The ECAC hockey tournament came to Atlantic City for the first time in 2011. The net operating expenses and payment guarantee for the first year of this tournament were \$319,868. In 2011, the net operating expenses and the payment guarantee for the Atlantic 10 basketball tournament also increased a collective \$66,758.

For the Year Ended December 31, 2010

Operating Revenues

Operating revenues for the Authority increased by \$1,169,462 to \$14,521,988 for the year ended December 31, 2010. Boardwalk Hall's operating revenues increased by \$2,472,478, while the Convention Center's and Marketing Operations' operating revenues decreased by \$1,038,395 and \$264,621, respectively.

Boardwalk Hall

Boardwalk Hall's special services, facilities rental, parking, and food & beverage revenues were higher by a collective \$2,440,492 in 2010 due to fact that there were 8 more events and 108,935 more attendees in the Boardwalk Hall in 2010. The biggest revenue increase was the \$1,240,613 increase in facilities rental revenue. The Boardwalk Hall is composed of an arena and a ballroom and both are rented out during the course of the year. The big increase in facilities rental revenue was due to the increased revenues from arena rentals in 2010. Revenues from arena rentals increased by \$1,297,980 to \$2,240,615 in 2010, while ballroom rentals decreased by \$61,351 to \$76,651. Examples of the arena events that generated the significant increase in operating revenues for Boardwalk Hall included concerts featuring Phish, Nickelback, Lady Gaga, Justin Bieber, and the Blackeyed Peas. Special services, parking, and food & beverage revenues also increased \$616,457, \$65,245, and \$518,177, respectively in 2010. These increases were also due to the increase in the number and size of events held in the Hall's arena in 2010. Special services revenue includes ticket incentive and handling fees, event labor and rentals, and other related income such as utility and insurance billbacks.

Convention Center

The Convention Center's facilities rental, parking, and food & beverage revenues were down a collective \$1,115,768 in 2010 due to the fact that there were 25 fewer events in the Convention Center during the year. Facilities rental revenue decreased \$495,754 in 2010 largely due to the absence or downsizing in 2010 of some of the larger events that took place in 2009. A brief listing of the aforementioned events that yielded declines in facilities rental revenue includes Antique, Antique Road Show, Arett, Dub, Motorsports, NJ School Boards, and PowerBoat. The decrease in the number and size of the events in 2010 also translated into decreases in parking and food & beverage revenues of \$138,530 and \$481,484, respectively.

Marketing Operations

Marketing Operations' operating revenues decreased by \$264,621 to \$577,369 in 2010 primarily due to the discontinuance of two cooperative marketing programs at the end of 2009. A cooperative marketing program with area golf courses ended in 2009, which resulted in a decrease of \$188,480 in 2010 operating revenues. A cooperative online advertising campaign with a few of the city's casino properties took place in 2009, but did not occur in 2010, which resulted in a \$45,460 decrease in operating revenues.

Operating Expenses

Operating expenses for the Authority increased by \$10,856,515 to \$43,427,440 for the year ended December 31, 2010. Boardwalk Hall's operating expenses increased by \$320,914, while the Convention Center and Marketing Operations' operating expenses decreased by \$484,167 and \$476,594, respectively. Operating expenses for the new Luxury Tax Reserve Fund were \$11,496,362, consisting primarily of depreciation expense.

Boardwalk Hall

The increase in the number and size of the events held at the Boardwalk Hall in 2010 resulted in increases in salaries, wages and benefits, contract services, and production expenses totaling \$1,501,600. The increases in these 2010 operating expenses were offset, somewhat by decreases in utilities and professional services of \$225,559 and \$887,671, respectively. The increase in salaries, wages and benefits was due primarily to a \$642,897 increase in event related labor. The increase in the larger arena events required an increase in contract services such as outside security and electrical services. Boardwalk Hall's expenses pertaining to outside security and electrical services also increased by \$305,236 and \$201,272, respectively in 2010. Production and event related expenses such as rigging, police, emergency medical technicians, and catering increased by \$374,524 in 2010 as a result of the increase in arena events. The decrease in Boardwalk Hall's utilities was due to ongoing energy conservation efforts and the decrease in professional services was due to the reduction in legal and bond counsel separation-related expenses in 2010.

Convention Center

The Convention Center did a staffing reorganization early in 2010, whereby several departments were downsized. The reorganization was the primary reason why salaries, wages and benefits were down \$207,415 compared to 2009. A few of the departments that were downsized were property maintenance/housekeeping, parking, carpentry, and security. The Convention Center's utilities were also lower by \$135,942 in 2010 as a result of the energy conservation program. The Convention Center's legal and bond counsel separation-related expenses were also \$72,162 lower in 2010, which was due, in part, to the separation documents executed between the Authority and NJSEA in January 2011. There was also an \$84,900 reduction in management fees paid to the NJSEA in 2010 as a result of the execution of the separation documents.

Marketing Operations

The golf marketing program and cooperative online advertising programs which existed in 2009, but not in 2010, accounted for \$233,940 of the reduction in Marketing Operations' operating expenses. Marketing expenses associated with the Atlantic 10 Basketball Tournament were \$111,243 lower in 2010 compared to 2009. Marketing Operations has hosted the conference championship for the Atlantic 10 since 2007. In 2010, the tournament format went from a 4-day schedule to a 3-day schedule, and Marketing Operations' payment guarantee to the conference was reduced by \$75,000. Net ticket sales, which offset the tournament's expenses, also exceeded 2009 sales by \$36,243.

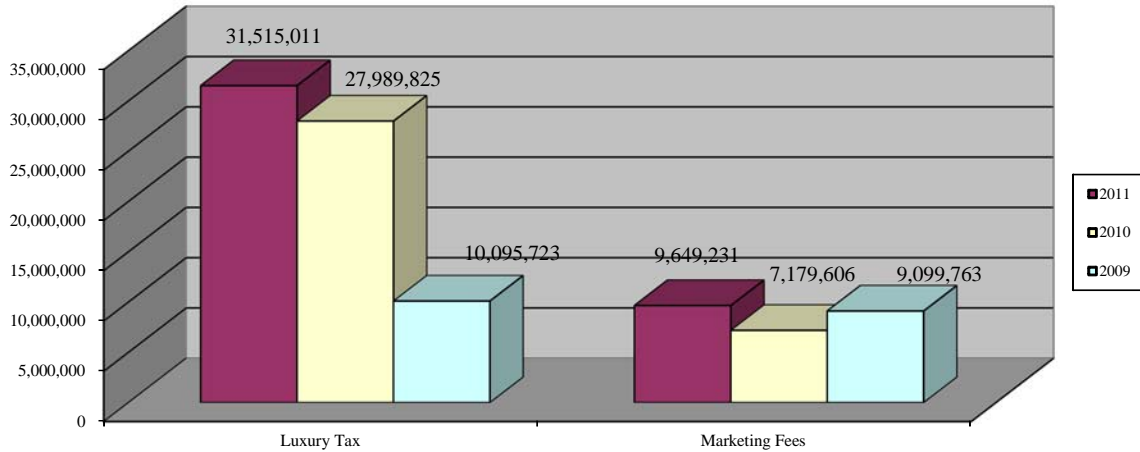
Luxury Tax Reserve Fund

The Authority's depreciation expense increased by \$11,495,685 to \$11,751,956 in 2010. The large increase was due to the fact that all of the assets pertaining to the Atlantic City Convention Center Project that were formerly reported on the NJSEA's financial statements were moved to the Authority's financial statements. The depreciation expense on the newly added assets amounted to \$11,494,207.

Nonoperating Highlights (000's)

	2011	2010	2009
Nonoperating Income and (Expenses)			
Luxury tax revenue	\$ 31,515	\$ 27,990	\$ 10,095
Marketing fees revenue	9,649	7,179	9,100
Interest income	37	54	23
Capital grant revenue	100	-	-
Interest expense	(5,717)	(6,058)	-
Other nonoperating income (expense)	<u>(110)</u>	<u>(109)</u>	<u>-</u>
Total nonoperating income	<u>\$ 35,474</u>	<u>\$ 29,056</u>	<u>\$ 19,218</u>

Nonoperating Revenues



For the Year Ended December 31, 2011

Nonoperating Revenues

Luxury tax revenue for the Authority increased by \$3,525,186 over 2010 to \$31,515,011. Luxury taxes are used for the Authority's debt service requirements, capital expenditures, deficit operations, and working capital and maintenance reserve requirements. The increase in the Authority's luxury taxes is primarily due to the \$3,036,474 increase in luxury tax certifications by the State in 2011.

Marketing fees are collected from casino and non-casino hotels in Atlantic City based on occupied rooms. The State of New Jersey collects the marketing fees, sets an estimated amount aside for year-end rebates to casinos and the CRDA with urban revitalization projects, and remits the balance to the Authority.

Marketing Operations

Marketing Operations' marketing fee revenue increased by \$2,469,625 over 2010 to \$9,649,231 in 2011. Marketing fees collected by the State of New Jersey amounted to \$10,572,608 in 2011 compared to the \$9,939,608 collected in 2010, an increase of \$633,002. Marketing fee rebates, which are netted out from Marketing Operations' marketing fee revenue, are lower by \$582,000 in 2011 compared to 2010, which actually increases the revenue recognized.

Marketing Operations also recovered \$1,254,623 of 2010 marketing fee revenue in 2011. The prior year revenue recovery consisted of the following two components:

- 1) A \$579,380 favorable difference between the estimated 2010 marketing fee rebates accrued at the end of 2010 and the actual rebates certified in 2011 for 2010.
- 2) A \$675,243 recovery of under-certified 2010 marketing fees.

Marketing Operations received both the favorable certification of 2010 marketing fee rebates and the recovery of the under-certified 2010 marketing fees in the second quarter of 2011.

Nonoperating Expenses

Luxury Tax Reserve Fund

During the years ended December 31, 2011 and 2010, interest expense totaling \$5,717,174 and \$6,058,186, respectively, represents interest paid and accrued on the Authority's debt, net of the annual amortization of the related bond premiums and discounts.

For the Year Ended December 31, 2010

Nonoperating Revenues

In 2010, luxury tax revenue for the Authority increased by \$17,894,102 to \$27,989,825. The increase was primarily due to the addition of the Luxury Tax Reserve Fund to the financial statements of the Authority. The luxury taxes in the Luxury Tax Reserve Fund accounted for \$17,772,421 of the \$17,894,102 increase. Luxury taxes are first sent to the Trustee by the State to satisfy the Authority's debt service requirements, and then the funds are sent by the Trustee to the Authority to fund the Authority's capital expenditures, deficit operations, and working capital and maintenance reserve requirements. Boardwalk Hall's operating deficit decreased by \$2,159,987 in 2010, while the Convention Center's and Marketing Operations' 2010 deficits increased by \$559,677 and \$1,721,991, respectively.

Boardwalk Hall

The decrease of \$2,159,987 in Boardwalk Hall's operating deficit was due primarily to the increase in the number of events and attendance during 2010. The increase in the amount of arena events in 2010 over 2009 was the primary reason why the Boardwalk realized increases in all of its operating revenues. Professional fees, which included the Authority's separation related expenditures, also decreased by \$887,671 in 2010.

Convention Center

The Convention Center's \$559,677 increase in 2010 operating deficit was due primarily to the decrease in the number of events and attendance at the Convention Center during 2010 compared to 2009. The Convention Center's operating revenues decreased by \$1,042,504, while its operating expenses only declined by \$484,167.

Marketing Operations

The Authority's marketing fee revenue decreased by \$1,920,157 in 2010 to \$7,179,606. Marketing fees collected by the State of New Jersey amounted to \$9,939,606 in 2010 compared to the \$10,697,317 collected in 2009, a decrease of \$757,711. Marketing fee rebates, which are netted out from Marketing Operations' marketing fee revenue, are higher by \$629,152 in 2010 compared to 2009. The higher rebates actually increased the operating deficit. Due to the increased operating deficit, Marketing Operations recognized \$1,721,991 more in luxury taxes in 2010 compared to 2009.

Nonoperating Expenses

Luxury Tax Reserve Fund

Until December 31, 2009, all of the luxury tax bonds and related issuance costs were recorded on the financial statements of the NJSEA. Beginning January 1, 2010, all of the luxury tax bonds and related issuance costs were transferred to the financial statements of the Authority. Under the Pledged Property Agreement, the Authority agreed that the property pledged to the bond holders, i.e. the luxury tax revenues, shall remain subject to the liens of and as security for the NJSEA bond holders and agreed to all of the terms and conditions of the NJSEA Bond Resolutions.

A note payable related to a loan from the CRDA was also transferred to the Authority's financial statements from the NJSEA in 2010. The proceeds were used to pay for the costs of a capital project, and the note constitutes subordinated debt payable from luxury tax revenues.

Interest expense totaling \$6,058,186 for the year ended December 31, 2010 represents interest paid and accrued on the Authority's debt net of the annual amortization of the related bond premiums and discounts.

EXHIBIT 3

Capital Assets

	Balance, December 31, 2009	Additions	Transfer In From NJSEA See Note 1	Balance, December 31, 2010	Additions	Balance, December 31, 2011
Land	\$ -	\$ -	\$ 81,311,000	\$ 81,311,000	\$ -	\$ 81,311,000
Buildings	-	174,868	408,488,433	408,663,301	314,214	408,977,515
Furniture, fixtures and equipment	1,995,510	357,162	52,646,224	54,998,896	912,686	55,911,582
Building and leasehold improvements	-	457,951	1,078,818	1,536,769	207,974	1,744,743
Total at cost	1,995,510	989,981	543,524,475	546,509,966	1,434,874	547,944,840
Less accumulated depreciation	(1,500,766)	(11,751,956)	(131,204,368)	(144,457,090)	(9,948,390)	(154,405,480)
Investment in facilities — net	<u>\$ 494,744</u>	<u>\$(10,761,975)</u>	<u>\$ 412,320,107</u>	<u>\$ 402,052,876</u>	<u>\$ (8,513,516)</u>	<u>\$ 393,539,360</u>

At the end of 2011 and 2010, the Authority had invested \$393,539,360 and \$402,052,876 in net capital assets, respectively, at costs of \$547,944,840 and \$546,509,966 net of \$154,405,480 and \$144,457,090 in accumulated depreciation, respectively.

Beginning in 2010, all of the capital assets associated with the Convention Center, Historic Boardwalk Hall, and the West Hall were transferred to the financial statements of the Authority. Prior to 2010, all of the capital assets were recorded on NJSEA's financial statements.

Capital asset additions during 2011 and 2010 consisted of normal purchases and improvements of infrastructure, mechanical systems, computer and network systems, as well as various website and safety system upgrades. The Authority considers any asset with a value over \$5,000 and an estimated useful life over three years a depreciable asset. Capital assets are depreciated using the straight-line method from three to sixty years (See Note 5).

Current Economic Conditions

Atlantic City's 11 casinos recorded a revenue increase in December 2011, which snapped 39 consecutive months of revenue decline. Total gaming revenue for December was \$246.5 million, up 4.2 percent from a year ago. December 2010, however, was hurt by a snowstorm at the end of the month, leading to the lowest gaming-revenue levels since 2001. December 2011 also had one additional weekend day (a Sunday). In November 2006, the first slots parlor opened in the Philadelphia suburbs, a main customer feeder market for Atlantic City. Pennsylvania now has 10 full casinos, which also offer table games. All in all, Atlantic City's casinos took in \$3.3 billion in 2011, down from \$5.2 billion in 2006, a decline of nearly 37 percent, primarily due to the weak economy and competition from casinos in surrounding states, particularly Pennsylvania.

The current economic conditions should benefit from the opening of the highly anticipated \$2.4 billion, 1,898-room Revel Casino on the Boardwalk in April 2012 along with the legislative and regulatory changes put in place in 2011. The Revel, a mega-resort built with the aid of state tax incentives, will become the city's 12th casino and the first to open in nine years. The hotel will feature 1,898 guest rooms, 14 restaurants, seven pools, 2,400 slot machines and 150,000 square feet of casino space. The 2011 legislative and regulatory changes were made to make the destination more favorable to investors and to create a state-led casino and tourism district. A key part of the legislation redirects an annual amount of \$30 million that had previously gone to the state's racetracks for purse subsidies to the Atlantic City Alliance, the private end of the destination's public/private partnership, to market the new tourism district and the resort in general. A few of the highlights of the new state-led casino and tourism district plan include the addition of attractions on the Boardwalk, the renovation of casino parking garages so they can offer cafes and retail at the street level, and the expansion of non-gaming amenities and attractions within the destination.

Finally, the Atlantic City International Airport is continuing its efforts to meet the demand for air service to Atlantic City from key markets around the country. Daily service from Atlantic City International Airport to Boston will resume in March 2012 with the return of a seasonal Spirit Airlines route. Seasonal service to Detroit and to Chicago O'Hare International Airport will resume May 3 and a daily route to Atlanta will begin on May 17. In 2011, there were slightly less than 1.4 million passengers, including scheduled and charter service through the airport, which represents a decline of about 2 percent from 2010. The airport is also in the midst of a \$25 million expansion project scheduled to be completed in May 2012. The 75,000 square foot expansion will increase the number of gates at the airport from seven to ten. A larger baggage claim area will be added along with a federal inspection station for international flights.

Budgetary Controls

The Authority adopts Operating and Capital Plans, which are approved by its Board of Directors prior to the start of each new year. Budgets are a measure of the Authority's financial performance and accountability and are reviewed and revised, although not formally, on a monthly basis throughout the year.

Contacting the Authority's Financial Management

This financial report is designed to provide the Authority's board of directors, customers, investors and creditors with a general overview of the Authority's finances and to show the Authority's accountability for the money it receives. If there are any questions about this report or additional financial information is needed, please contact the Vice President, Finance/CFO at the Atlantic City Convention and Visitors Authority, 2314 Pacific Avenue, Atlantic City, NJ 08401, or visit the Authority's website at: www.atlanticcitynj.com.

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ATLANTIC CITY CONVENTION & VISITORS AUTHORITY
(A COMPONENT UNIT OF THE STATE OF NEW JERSEY)
STATEMENTS OF NET ASSETS
DECEMBER 31, 2011 AND 2010

ASSETS	2011	2010
CURRENT ASSETS:		
Cash and cash equivalents (Notes 2D and 4)	\$ 33,312,587	\$ 27,640,332
Restricted cash and cash equivalents (Notes 2D and 4)	721,869	881,294
Due from the State of New Jersey — marketing fees & luxury taxes	13,228,684	8,991,009
Receivables — net of allowance for doubtful accounts of \$64,181 in 2011 and \$314,861 in 2010	658,554	588,511
Prepaid expenses and other assets	<u>1,139,417</u>	<u>1,050,689</u>
Total current assets	49,061,111	39,151,835
LONG-TERM ASSETS:		
Restricted investments (Notes 2E and 4)	4,798,015	4,798,535
Investment in facilities (Note 2H and 5)	393,539,360	402,052,876
Other long-term assets (Note 2I)	<u>1,044,241</u>	<u>1,153,208</u>
TOTAL ASSETS	<u>\$ 448,442,727</u>	<u>\$ 447,156,454</u>
 LIABILITIES AND NET ASSETS		
CURRENT LIABILITIES:		
Accounts payable and accrued expenses	\$ 4,142,746	\$ 3,431,891
Interest payable on bonds and notes	9,197,491	8,818,546
Deferred revenue	2,413,333	2,714,185
Current portion of bonds payable (Notes 6 and 8)	<u>7,225,000</u>	<u>6,880,000</u>
Total current liabilities	22,978,570	21,844,622
LONG-TERM LIABILITIES:		
Long-term portion of notes payable (Note 7)	8,600,000	8,600,000
Long-term portion of bonds payable (Notes 6 and 8)	<u>94,488,297</u>	<u>101,848,836</u>
Total liabilities	<u>126,066,867</u>	<u>132,293,458</u>
NET ASSETS:		
Invested in capital assets, net of related debt	284,589,360	284,724,040
Restricted for statutory requirements	5,519,884	5,679,829
Unrestricted	<u>32,266,616</u>	<u>24,459,127</u>
Total net assets	<u>322,375,860</u>	<u>314,862,996</u>
TOTAL LIABILITIES AND NET ASSETS	<u>\$ 448,442,727</u>	<u>\$ 447,156,454</u>

See notes to financial statements.

ATLANTIC CITY CONVENTION & VISITORS AUTHORITY
(A COMPONENT UNIT OF THE STATE OF NEW JERSEY)
STATEMENTS OF REVENUES, EXPENSES, AND CHANGES IN NET ASSETS
YEARS ENDED DECEMBER 31, 2011 AND 2010

	2011	2010
OPERATING REVENUES:		
Special services	\$ 6,715,896	\$ 5,806,307
Facilities rental	4,254,465	4,664,395
Parking	1,790,029	1,698,960
Concessions	1,205,673	1,250,540
Promotion reimbursement and fees	695,140	843,431
Other	516,518	258,355
	<u>15,177,721</u>	<u>14,521,988</u>
OPERATING EXPENSES:		
Salaries, wages, and benefits	15,566,272	15,001,755
Marketing expenditures	5,160,331	4,528,728
Utilities	4,174,140	4,074,879
Contract services	2,806,382	2,856,137
Insurance	803,670	882,947
Repairs and maintenance	1,491,905	1,504,878
Supplies	378,496	490,767
Professional fees	472,519	391,543
Management fees	426,024	423,040
Bad debt expense	56,292	34,772
Parking participation (Note 11)	190,000	190,000
Depreciation (Notes 2H and 5)	9,948,390	11,751,956
Production	1,490,084	1,175,269
Other	174,820	120,769
	<u>43,139,325</u>	<u>43,427,440</u>
OPERATING LOSS	<u>(27,961,604)</u>	<u>(28,905,452)</u>
NONOPERATING INCOME AND (EXPENSES):		
Luxury tax revenue (Note 3)	31,515,011	27,989,825
Marketing fee revenue (Note 3)	9,649,231	7,179,606
Interest revenue	37,367	53,665
Interest expense (Notes 6 and 7)	(5,717,174)	(6,058,186)
Capital grant revenue	100,000	-
Other nonoperating expense	(109,967)	(108,967)
	<u>35,474,468</u>	<u>29,055,943</u>
TRANSFERS FROM NJSEA	<u>-</u>	<u>307,101,882</u>
CHANGE IN NET ASSETS	7,512,864	307,252,373
NET ASSETS — Beginning of year	<u>314,862,996</u>	<u>7,610,623</u>
NET ASSETS — End of year	<u>\$ 322,375,860</u>	<u>\$ 314,862,996</u>

See notes to financial statements.

ATLANTIC CITY CONVENTION & VISITORS AUTHORITY
(A COMPONENT UNIT OF THE STATE OF NEW JERSEY)
STATEMENTS OF CASH FLOWS
YEARS ENDED DECEMBER 31, 2011 AND 2010

	2011	2010
CASH FLOWS FROM OPERATING ACTIVITIES:		
Receipts from customers	\$ 14,909,624	\$ 14,819,372
Payments to suppliers	(16,053,861)	(15,718,473)
Payments to employees	(15,293,918)	(14,948,339)
Net cash used in operating activities	<u>(16,438,155)</u>	<u>(15,847,440)</u>
CASH FLOWS FROM NONCAPITAL FINANCING ACTIVITIES:		
Transfers from NJSEA	-	14,917,190
Luxury tax revenue	16,836,367	14,014,444
Marketing fee revenue	6,505,830	10,057,763
Net cash provided by noncapital financing activities	<u>23,342,197</u>	<u>38,989,397</u>
CASH FLOWS FROM CAPITAL AND RELATED FINANCING ACTIVITIES:		
Transfers from NJSEA	-	1,154,003
Principal payments of bonds	(6,880,000)	(6,540,000)
Additions to investment in facilities	(1,528,505)	(924,091)
Interest paid on bonds and notes	(5,473,769)	(5,808,944)
Capital grant proceeds	100,000	-
Luxury tax revenues	12,353,769	12,348,944
Net cash (used in) provided by capital and related financing activities	<u>(1,428,505)</u>	<u>229,912</u>
CASH FLOWS FROM INVESTING ACTIVITIES		
Interest and dividends	37,293	51,829
Net cash provided by investing activities	<u>37,293</u>	<u>51,829</u>
INCREASE IN CASH AND CASH EQUIVALENTS	5,512,830	23,423,698
CASH AND CASH EQUIVALENTS — Beginning of year	<u>28,521,626</u>	<u>5,097,928</u>
CASH AND CASH EQUIVALENTS — End of year	<u>\$ 34,034,456</u>	<u>\$ 28,521,626</u>
RECONCILIATION OF OPERATING LOSS TO NET CASH USED IN OPERATING ACTIVITIES:		
Operating loss	\$ (27,961,604)	\$ (28,905,452)
Adjustments to reconcile operating loss to net cash used in operating activities:		
Depreciation and amortization	9,948,390	11,751,956
Decrease (increase) in current assets:		
Receivables — net	3,017,986	176,346
Prepays and other assets	(89,134)	225,320
Increase (decrease) in current liabilities:		
Accounts payable and accrued expenses	(1,052,941)	223,450
Deferred revenues	(300,852)	680,940
NET CASH USED IN OPERATING ACTIVITIES	<u>\$ (16,438,155)</u>	<u>\$ (15,847,440)</u>

NONCASH FLOWS FROM CAPITAL AND RELATED FINANCING ACTIVITIES:

In 2010, The NJSEA transferred investment in facilities of \$543,524,475, net of \$131,204,368 in accumulated depreciation, to the Authority (See Notes 1 and 5).

At December 31, 2011 and 2010, the Authority had other long-term assets related to its investment in facilities related bonds payable of \$1,044,241 and \$1,153,208 (See Notes 2I, 6, and 8).

At December 31, 2011 and 2010, the Authority had bonds payable and notes payable of \$101,713,297 and \$8,600,000 and \$108,728,836 and \$8,600,000, respectively (See Notes 6, 7, and 8) related to the investment in facilities.

See notes to financial statements.

ATLANTIC CITY CONVENTION & VISITORS AUTHORITY (A COMPONENT UNIT OF THE STATE OF NEW JERSEY)

NOTES TO FINANCIAL STATEMENTS YEARS ENDED DECEMBER 31, 2011 AND 2010

1. BACKGROUND AND AUTHORIZING LEGISLATION

Chapter 459 of P.L. 1981, approved on January 12, 1982, and amended effective January 13, 1992, created the Atlantic City Convention Center Authority (the "Authority"). The Authority is responsible for the promotion, operation, and maintenance of the Historic Boardwalk Hall ("Boardwalk Hall"), the West Hall, as well as the Atlantic City Convention Center ("Convention Center"), which opened in May 1997. In addition, the Authority, through its marketing operations, promotes tourism into the greater Atlantic City area. The Authority consists of seven board members, of which six public members, at least two of whom shall be representatives of the New Jersey casino industry, are appointed by the Governor of the State of New Jersey, with the advice and consent of the Senate. The Treasurer of the State of New Jersey serves as an ex-officio member.

Effective November 12, 1992, the operations of the Authority were combined with the operations of the NJSEA. On July 10, 1995, the NJSEA and the Authority jointly entered into an operating agreement with Spectacor Management Group ("SMG"), which is subject to renewal periodically, whereby SMG will operate the facilities previously operated by the Authority. The Authority continues to operate its marketing division.

On June 26, 2000, the NJSEA formed The Historic Boardwalk Hall, L.L.C. (the "LLC"), a limited liability company in the state of New Jersey for the purpose of partially financing and operating the renovated Boardwalk Hall. The NJSEA, as managing member, has designated that the Authority continue operating, maintaining, and promoting the Boardwalk Hall for the LLC.

The West Hall was constructed in 1978 to augment the Boardwalk Hall as an expanded convention facility. The facility is currently used to stage events held in the Boardwalk Hall and provides additional parking.

On March 15, 2001, the Casino Reinvestment Development Authority ("CRDA") established the Urban Revitalization Program. The purpose of the program is to facilitate the development of entertainment-retail districts for the city of Atlantic City and promote revitalization of other urban areas in the state. In the program, marketing fees will be redirected back to hotel properties in Atlantic City with capital projects approved by the CRDA. The program was implemented in 2004.

On July 18, 2008, The Governor of the State of New Jersey signed legislation that authorized the transfer of the Atlantic City Convention Center Project, which specifically includes the Convention Center, Boardwalk Hall, and Marketing Operations, to the Atlantic City Convention & Visitors Authority, which was also renamed from the Atlantic City Convention Center Authority in the same legislation.

On December 17, 2009, the Authority's Board of Directors adopted a Board Resolution authorizing various actions to effectuate the transfer of the Atlantic City Convention Center Project from the NJSEA to the Authority. The NJSEA also passed a similar Board Resolution in December 2009. The intent of the legislature was to transfer, to the extent practicable, the control and ownership of the Convention Center Project from the NJSEA to the Authority. The Authority and NJSEA, assisted by representatives from the New Jersey Department of Treasury, created documents to provide for the statutory transfers and to govern their relationship in the future including Amended and Restated Operating Agreements for each of the Atlantic City Convention Center, the East Hall and the West Hall and a Pledged Property Agreement. Under the Pledged Property Agreement, the Authority agreed that the property pledged to

the bond holders, i.e. the luxury tax revenues, shall remain subject to the liens of and as security for the NJSEA bond holders and agreed to all of the terms and conditions of the NJSEA Bond Resolutions. These documents were approved by the Board of Directors as part of the adopted resolution. Also, as part of the adopted resolution, the Authority's Board of Directors consented to the adoption of the Third Supplemental Resolution by the NJSEA and to the terms and provisions of the Third Supplemental Resolution and acknowledged, assumed and agreed to be bound by all of the terms and provisions of the Bond Resolution.

Effective January 1, 2010, all of the costs and capital improvements of the Atlantic City Project, which specifically includes the Boardwalk Hall, the West Hall, and the Convention Center were transferred to the Authority, and the Atlantic City Project is no longer reflected in the Consolidated Financial Statements of the NJSEA.

On February 1, 2011, The Governor of the State of New Jersey signed legislation that provided for the establishment of the Atlantic City Tourism District and for the transfer of the Authority, together with its functions, powers, and duties, to the CRDA. The tourism district would be an area in which the CRDA would have authority to impose land use regulations, implement a tourism district master plan promoting cleanliness, commercial development, and safety within the tourism district, undertake redevelopment projects, and institute public safety infrastructure improvements. Upon transfer, the CRDA will assume the Authority's powers, duties, assets, and responsibilities, the date on which (a) the chairs of the CRDA and the Authority certify to the Governor that all of the bonds issued by the Authority cease to be outstanding within the meaning of the resolutions pursuant to which the bonds were issued, and (b) the CRDA assumes all debts and statutory responsibilities of the Authority.

2. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

- a. **General** — In its accounting and financial reporting, the Authority follows GASB Statement No. 62, *Codification of Accounting and Financial Reporting Guidance Contained in Pre-November 30, 1989 FASB and AICPA Pronouncements*.
- b. **Reporting Entity** — The GASB establishes the criteria used in determining which organizations should be included in financial statements. Accounting principles generally accepted in the United States of America require the inclusion of the transactions of government organizations for which an organization is financially accountable. The Authority has no other organizations that should be included in its financial statements.

The extent of financial accountability is based upon several criteria including: appointment of a voting majority, imposition of will, financial benefit to or burden on a primary government, and financial accountability as a result of fiscal dependency.

Until December 31, 2009, the Authority was a component unit of the NJSEA, which was a component unit of the State of New Jersey. In 2010, the Authority became an independent authority and a component unit of the State of New Jersey.

- c. **Operating Revenues and Expenses** — The Authority's operating revenues and expenses consist of revenues earned and expenses incurred relating to promoting convention development and leisure tourism in the destination of Atlantic City and the usage of the Boardwalk Hall, West Hall, and the Convention Center. Operating revenues, such as special services, facilities rental, parking, and concessions, are recognized when a convention or an event occurs. Operating expenses, which include portions of salaries, wages and benefits, marketing expenditures, utilities, and production are allocated, as incurred, on a show-by-show basis and recorded when the event takes place. Overhead and maintenance costs, which also include portions of the aforementioned expenses along with other expenses that are not specifically identified with an event, are expensed as incurred. Marketing

expenditures that are made to promote convention development and leisure tourism in the destination of Atlantic City are expensed as incurred.

- d. **Cash and Cash Equivalents** — Cash and cash equivalents include short-term investments that are carried at cost, which approximates market. The Authority considers all highly liquid investments with maturities of three months or less when purchased to be cash equivalents. Restricted cash, cash equivalents, and investments are cash and short-term investments that are required for a specific purpose related to restrictions that may be contained in bond resolutions or grant agreements.

Restricted cash, cash equivalents, and investments include \$721,869 for Organ restoration at Boardwalk Hall (Note 11) and \$4,798,015 in investments held for the Historic Boardwalk Hall.

- e. **Valuation of Investments** — State and local government securities, repurchase agreements, and certificates of deposit are investments in nonparticipating investment contracts which management concludes are not significantly affected by the impairment of the credit standing of the Authority or other factors. Credit ratings for these investments are not available. These investments are recorded at fair market value in accordance with GASB Statement No. 31, *Accounting and Financial Reporting for Certain Investments and External Investment Pools*.
- f. **Receivables** — Receivables for the Authority pertain to services rendered by the Authority prior to the end of the year for which payment has not been received. Receivables for the Authority are reflected net of allowance for doubtful accounts. The allowance account is adjusted at the end of every year for estimated bad debt expense.
- g. **Prepaid Expenses and Other Assets** — Prepaid expenses for the Authority pertain to advance payments made by the Authority for goods to be received or services to be rendered in future years. The goods and/or services are normally received within one year and the expense is recognized. Other assets include deposits given by the Authority.
- h. **Investment in Facilities** — Investment in facilities is stated at cost, which includes all costs during the construction period for acquisition of land, rights of way, acquisition cost of acquiring facilities, surveys, engineering costs, roads, construction costs and additions to facilities, administrative and financial expenses and interest during construction, net of interest income earned on the unexpended funds, including debt service reserve funds net of accumulated depreciation. Depreciation is computed by the straight-line method based on estimated useful lives of the related assets.

Until December 31, 2009, the costs and capital improvements of the Boardwalk Hall, the West Hall, and the Convention Center were recorded on the financial statements of the NJSEA. Beginning January 1, 2010, all of the costs and capital improvements of the Boardwalk Hall, the West Hall, and the Convention Center were transferred to the financial statements of the Authority.

- i. **Other Long-Term Assets** — Other assets include deferred issuance costs incurred to issue debt, including but not limited to, legal and accounting costs. These costs have been deferred and are being amortized over the life of the issuance on a straight-line basis in other nonoperating expense.
- j. **Accounts Payable and Accrued Expenses** — Accounts payable and accrued expenses for the Authority pertain to goods received or services rendered to the Authority for which payment has not been made. The payments for the goods received or services rendered are typically made in the subsequent year.

- k. **Deferred Revenues** — Deferred revenues relate to the fees collected in advance by the Authority for the usage of the Convention Center, Boardwalk Hall, and West Hall. Such revenues will be recognized once an event occurs. Deferred revenues also relate to the advance collection of marketing partnership dues for the subsequent year.
- l. **Accumulated Vacation Time** — Salaried employees of the Authority may accumulate vacation time up to a maximum of their total vacation time for one year. This accumulated vacation time must be used within one year of the year earned. Upon termination of employment, salaried employees are entitled to receive a lump-sum payment of their accumulated vacation time.
- m. **Use of Estimates** — The preparation of financial statements in conformity with accounting principles generally accepted in the United States of America requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosure of contingent assets and liabilities at the date of the financial statements. Management is also required to make estimates and assumptions that affect the reported amounts of revenues and expenses during the reporting period. Actual results could differ from those estimates.
- n. **Commitments and Contingencies** — The Authority is the subject of, or a party to, various pending or threatened legal actions involving outside interests. The Authority believes that any ultimate liability arising from these actions should not have a material effect on its financial position or operations. The Authority also believes that there are no contingent assets to disclose as of the date of the financial statements.

Recent Accounting Pronouncements — The Authority has adopted GASB Statement No. 54, *Fund Balance Reporting and Governmental Fund Type Definitions*. The adoption of GASB Statement No. 54 had no impact on the Authority’s financial position, results from operations and cash flows. The objective of this Statement is to enhance the usefulness of fund balance information by providing clearer fund balance classifications that can be more consistently applied and by clarifying the existing governmental fund type definitions. The requirements of this Statement were effective for financial statements for periods beginning after June 15, 2010.

The Authority has completed the process of evaluating the impact that will result from implementing GASB Statement No. 57, *OPEB Measurements by Agent Employers and Agent Multi-Employer Plans*. The Authority has concluded that the adoption of GASB Statement No. 57 has no impact on its financial position, results from operations and cash flows. This Statement is intended to improve consistency in the measurement and financial reporting of other postemployment retirement benefits (“OPEB”) such as retiree health insurance. This Statement amends Statement No. 43, *Financial Reporting for Postretirement Benefit Plans other Than Pension Plans*, and Statement No. 45, *Accounting and Financial Reporting by Employers for Postemployment Benefits Other Than Pensions*.

The Authority has adopted GASB Statement No. 59, *Financial Instruments Omnibus*. The adoption of GASB Statement No. 59 had no impact on the Authority’s financial position, results from operations and cash flows. The objective of this Statement is to update and improve existing standards regarding financial reporting and disclosure requirements of certain financial instruments and external investment pools for which significant issues have been identified in practice. The Statement was effective for reporting periods beginning after June 15, 2010.

The Authority has completed the process of evaluating the impact that will result from implementing GASB Statement No. 60, *Accounting and Financial Reporting for Service Concession Arrangements*. The Authority has concluded that the adoption of GASB Statement No. 60 has no impact on its financial position, results from operations and cash flows. The objective of this Statement is to improve financial reporting by addressing issues related to service concession arrangements (SCAs),

which are a type of public-private or public-public partnership. The Statement is effective for reporting periods beginning after December 15, 2011.

The Authority has completed the process of evaluating the impact that will result from implementing GASB Statement No. 61, *The Financial Reporting Entity: Omnibus – an amendment of GASB Statements No. 14 and No. 34*. The Authority has concluded that the adoption of GASB Statement No. 61 has no impact on its financial position, results from operations and cash flows. The requirements of Statement No. 14, *The Financial Reporting Entity*, and the related financial reporting requirements of Statement No. 34, *Basic Financial Statements – and Management’s Discussion and Analysis – for State and Local Governments*, were amended to better meet user needs and to address reporting entity issues that have arisen since the issuance of those Statements. The provisions of this Statement are effective for financial statements for periods beginning after June 15, 2012.

The Authority has completed the process of evaluating the impact that will result from implementing GASB Statement No. 62, *Codification of Accounting and Financial Reporting Guidance Contained in Pre-November 30, 1989 FASB and AICPA Pronouncements*. The Authority has concluded that the adoption of GASB Statement No. 62 has no impact on its financial position, results from operations and cash flows. The objective of this Statement is to incorporate into the GASB’s authoritative literature certain accounting and financial reporting guidance that is included in the following pronouncements issued on or before November 30, 1989, which does not conflict with or contradict GASB pronouncements:

- i. Financial Accounting Standards Board (FASB) Statements and Interpretations
- ii. Accounting Principles Board Opinions
- iii. Accounting Research Bulletins of the American Institute of Certified Public Accountants’ (AICPA) Committee on Accounting Procedure.

The requirements of this Statement are effective for financial statements beginning after December 15, 2011.

The Authority has completed the process of evaluating the impact that will result from implementing GASB Statement No. 63, *Financial Reporting of Deferred Outflows of Resources, Deferred Inflows of Resources, and Net Position*. The Authority has concluded that the adoption of GASB Statement No. 63 has no impact on its financial position, results from operations, and cash flows. This Statement provides financial reporting guidance for deferred outflows of resources and deferred inflows of resources. Concepts Statement No. 4, *Elements of Financial Statements*, introduced and defined those elements as a consumption of net assets by the government that is applicable to a future reporting period, and an acquisition of net assets by the government that is applicable to a future reporting period, respectively. Previous financial reporting standards do not include guidance for reporting those financial statement elements, which are distinct from assets and liabilities. The provisions of this Statement are effective for financial statements for periods beginning after December 15, 2011.

The Authority has completed the process of evaluating the impact that will result from implementing GASB Statement No. 64, *Derivative Instruments: Application of Hedge Accounting Termination Provisions—an amendment of GASB Statement No. 53*. The Authority has concluded that the adoption of GASB Statement No. 64 has no impact on its financial position, results from operations and cash flows. The objective of this Statement is to clarify whether an effective hedging relationship continues after the replacement of a swap counterparty or a swap counterparty’s credit support provider. This Statement sets forth criteria that establishes when the effective hedging relationship continues and hedge accounting should continue to be applied. The provisions of this Statement are effective for financial statements for periods beginning after June 15, 2011.

The Authority has not completed the process of evaluating the impact that will result from implementing GASB Statement No. 65, *Items Previously Reported as Assets and Liabilities*. This Statement reclassifies and recognizes certain items currently reported as assets and liabilities as one of four financial statement elements:

- Deferred outflows of resources.
- Outflows of resources.
- Deferred inflows of resources.
- Inflows of resources.

The provisions of this Statement are effective for financial statements for periods beginning after December 15, 2012.

The Authority has not completed the process of evaluating the impact that will result from implementing GASB Statement No. 66, *Technical Corrections—2012*. This Statement removes the provision that limits fund-based reporting of a state and local government's risk financing activities to the general fund and the internal service fund type, amending Statement No. 10, *Accounting and Financial Reporting for Risk Financing and Related Insurance Issues*. This requires governments to base their decisions about governmental fund type usage for risk financing activities on the guidance in Statement No. 54, *Fund Balance Reporting and Governmental Fund Type Definitions*.

In addition, Statement No. 66 amends Statement No. 62, *Codification of Accounting and Financial Reporting Guidance Contained in Pre-November 30, 1989 FASB and AICPA Pronouncements*. Statement No. 66 modifies specific guidance on accounting for:

- Operating lease payments that vary from a straight-line basis.
- The difference between the initial investment, or purchase price, and the principal amount of a purchased loan or group of loans.
- Servicing fees related to mortgage loans sold when the stated service fee rate differs significantly from a current or normal servicing fee rate.

This guidance is designed to eliminate uncertainty regarding the application of Statement No. 13, *Accounting for Operating Leases With Scheduled Rent Increases*, and provide guidance consistent with requirements in Statement No. 48, *Sales and Pledges of Receivables and Future Revenues and Intra-Entity Transfers of Assets and Future Revenues*.

The provisions of this Statement are effective for financial statements for periods beginning after December 15, 2012.

3. LUXURY TAXES AND MARKETING FEES

Luxury Tax — Pursuant to NJSA. 40:48-8.15 et seq. (the "Luxury Tax Act"), the City of Atlantic City has, by Ordinance No. 18 of 1982, imposed a 3% tax on the sale of alcoholic beverages by the drink in the restaurants, bars, hotels, and other similar establishments and a 9% tax on cover charges or other similar charges made to any patron of such an establishment, the hiring of hotel rooms and the sale of tickets for admission to theaters, exhibitions and other places of amusement.

On January 13, 1992, amendments to the Luxury Tax Act were adopted which authorized the NJSEA to undertake the Authority (see Note 1) and authorized the State to transfer the proceeds of the Luxury Tax to the NJSEA. Luxury Tax proceeds were deposited into the Revenue Fund and transferred to other funds to pay debt service on the Luxury Tax Bonds and fund the operating deficits and capital expenditures for Boardwalk Hall, the West Hall, the Convention Center, and certain marketing operations as of 2006. Until December 31, 2009, the costs and capital improvements of the Boardwalk Hall, the West Hall, and the Convention Center were recorded on the financial statements of the NJSEA.

On July 18, 2008, The Governor of the State of New Jersey signed legislation that authorized the transfer of the Atlantic City Convention Center Project, which specifically includes the Convention Center, Boardwalk Hall, and Marketing Operations, to the Atlantic City Convention & Visitors Authority, which was also renamed from the Atlantic City Convention Center Authority in the same legislation. In December 2009, the Authority and the NJSEA adopted Board Resolutions authorizing various actions to effectuate the transfer of the Atlantic City Convention Center Project from the NJSEA to the Authority. Beginning January 1, 2010, all of the costs and capital improvements of the Boardwalk Hall, the West Hall, and the Convention Center were transferred to the financial statements of the Authority. Also beginning in January 2010, the State began transferring the luxury tax proceeds directly to the Trustee in order to reserve an amount sufficient to meet the debt service requirements and pay the debt service on the Luxury Tax Bonds. Once the debt service requirements are met, the Trustee forwards the balance of the luxury tax receipts to the Authority to fund its capital expenditures, operating deficits, and working capital and maintenance reserve requirements.

Marketing Fees — The New Jersey legislature adopted a bill that authorized the State of New Jersey to impose marketing fees of \$3.00 per occupied room on hotels in Atlantic City. The proceeds from the fees collected pursuant to this legislation are paid into a special fund established and held by the State on behalf of the Authority. In 2006, through legislation of an Urban Revitalization Program, part of this fee is redirected to hotel properties meeting the identified criteria.

4. CASH AND CASH EQUIVALENTS

The components of cash and cash equivalents, restricted cash and cash equivalents, and investments as of December 31, 2011 and 2010 are as follows:

<u>Cash and cash equivalents</u>	<u>December 31,</u>			
	<u>2011</u>		<u>2010</u>	
	<u>Book Balance</u>	<u>Bank Balance</u>	<u>Book Balance</u>	<u>Bank Balance</u>
Demand deposits	\$ 4,383,088	\$ 4,325,069	\$ 4,670,539	\$ 5,696,428
State of New Jersey Cash Management Fund	<u>28,929,499</u>	<u>28,929,499</u>	<u>22,969,793</u>	<u>22,969,793</u>
Total cash and cash equivalents	<u>\$ 33,312,587</u>	<u>\$ 33,254,568</u>	<u>\$ 27,640,332</u>	<u>\$ 28,666,221</u>

<u>Restricted Cash and cash equivalents</u>	<u>December 31,</u>			
	<u>2011</u>		<u>2010</u>	
	<u>Book Balance</u>	<u>Bank Balance</u>	<u>Book Balance</u>	<u>Bank Balance</u>
Demand deposits	\$ 100,000	\$ 100,000	\$ -	\$ -
State of New Jersey Cash Management Fund	<u>621,869</u>	<u>621,869</u>	<u>881,294</u>	<u>881,294</u>
Total restricted cash and cash equivalents	<u>\$ 721,869</u>	<u>\$ 721,869</u>	<u>\$ 881,294</u>	<u>\$ 881,294</u>

<u>Investments (Note 2E):</u>	<u>December 31,</u>	
	<u>2011</u>	<u>2010</u>
	<u>Fair Market Value</u>	
Treasury bills	<u>\$ 4,798,015</u>	<u>\$ 4,798,535</u>
Total investments	<u>\$ 4,798,015</u>	<u>\$ 4,798,535</u>

As of December 31, 2011 and 2010, \$721,869 and \$881,294 of cash and cash equivalents and \$4,798,015 and \$4,798,535 of investments were restricted for organ restoration at Boardwalk Hall (Note 11) and for the Historic Boardwalk Hall, respectively.

The Board of Directors of the Authority adopted a policy specifying the institutions and types of investments that can be made with funds available for investment. A general description of those investments is the following: (a) direct obligations of, or obligations guaranteed by, the United States of America; (b) bonds or obligations of any state of the United States of America or of any agency, instrumentality, or local governmental unit of any such state in which the obligations are rated in the top two rating categories by Moody's Investors' Service, Inc. (Moody's) and Standard and Poor's Corporation (S&P); (c) direct obligations of the state of New Jersey; (d) certificates of deposit and bankers' acceptances which are rated in the top two categories by Moody's and S&P; (e) commercial paper, except those issued by bank holding companies, rated in the top category by the Moody's and S&P; and (f) the state of New Jersey Cash Management Fund.

All demand deposits, except deposits held by the Trustee, of any depository must be fully secured by lodging collateral security of obligations secured by the United States of America with the bank, Trustee

or bank designated by the Trustee. At December 31, 2011 and 2010, the Authority's demand deposits were fully collateralized.

The Authority has no financial instruments with significant individual or group concentration of credit risk.

The State of New Jersey Cash Management Fund is a money market fund managed by the State of New Jersey Division of Investments. P.L. 1950 c. 270 and subsequent legislation permit the division to invest in a variety of securities, including, in the case of short-term investments, obligations of the U.S. Government and certain of its agencies, commercial paper, certificates of deposit, repurchase agreements, bankers' acceptances, and loan participation notes. All such investments must fall within the guidelines set forth by the regulations of the State of New Jersey Investment Council. Securities in the Cash Management Fund are insured, registered or held by the division or its agent in the Cash Management Fund's name.

5. INVESTMENT IN FACILITIES

Investment in facilities at December 31, 2011, 2010, and 2009 consist of the following:

	Balance, December 31, 2009	Additions	Transfer In From NJSEA See Note 1	Balance, December 31, 2010	Additions	Balance, December 31, 2011
Land	\$ -	\$ -	\$ 81,311,000	\$ 81,311,000	\$ -	\$ 81,311,000
Buildings	-	174,868	408,488,433	408,663,301	314,214	408,977,515
Furniture, fixtures and equipment	1,995,510	357,162	52,646,224	54,998,896	912,686	55,911,582
Building and leasehold improvements	-	457,951	1,078,818	1,536,769	207,974	1,744,743
Total at cost	1,995,510	989,981	543,524,475	546,509,966	1,434,874	547,944,840
Less accumulated depreciation	(1,500,766)	(11,751,956)	(131,204,368)	(144,457,090)	(9,948,390)	(154,405,480)
Investment in facilities — net	<u>\$ 494,744</u>	<u>\$(10,761,975)</u>	<u>\$412,320,107</u>	<u>\$402,052,876</u>	<u>\$(8,513,516)</u>	<u>\$ 393,539,360</u>

Until December 31, 2009, the costs and capital improvements of the Boardwalk Hall, the West Hall, and the Convention Center were recorded on the financial statements of the NJSEA. Beginning January 1, 2010, all of the costs and capital improvements of the Boardwalk Hall, the West Hall, and the Convention Center were transferred to the financial statements of the Authority (See Note 1). In December 2009, the Authority's Board of Directors adopted a Board Resolution authorizing various actions to effectuate the transfer of the Atlantic City Convention Center Project from the NJSEA to the Authority. The NJSEA also passed a similar Board Resolution in December 2009. The Authority and NJSEA, assisted by representatives from the Department of Treasury, created documents to provide for the statutory transfers and to govern their relationship in the future including Amended and Restated Operating Agreements for each of the Atlantic City Convention Center, the East Hall and the West Hall and a Pledged Property Agreement.

Asset lives used in the calculation of depreciation are generally as follows:

Buildings	35 – 60 years
Furniture, fixtures and equipment	3 – 20 years
Building and leasehold improvements	10 – 20 years

The Authority considers any asset acquired or improvement made to any building or facility, with a value over \$5,000 and an estimated useful life of at least three years, a depreciable capital asset.

6. BONDS PAYABLE

Bonds payable consist of the following (in thousands):

	Date Issued	Original Amount	Balance	
			December 31, 2011	2010
Luxury tax bonds:				
Convention Center Luxury Tax				
Bonds 2004, Series A,				
\$23,085,000 Serial Bonds				
5.5%, due 2008 through 2022	4/12/2004	\$ 23,085	\$ 23,085	\$ 23,085
Convention Center Luxury Tax				
Refunding Bonds 1999, Series A,				
\$128,270,000 Serial Bonds				
4.25% - 5.125%, due 2008 through 2020	2/15/1999	128,270	<u>77,265</u>	<u>84,145</u>
Total bond principal payable			100,350	107,230
Plus: Unamortized bond premium			<u>1,363</u>	<u>1,499</u>
Total bonds payable			101,713	108,729
Less: Current portion of bonds payable			<u>7,225</u>	<u>6,880</u>
Long-term portion of bonds payable			<u>\$ 94,488</u>	<u>\$ 101,849</u>

Until December 31, 2009, all of the Luxury Tax Bonds and related issuance costs were recorded on the financial statements of the NJSEA. Beginning January 1, 2010, all of the Luxury Tax Bonds and related issuance costs were transferred to the financial statements of the Authority (See Note 1). Under the Pledged Property Agreement, the Authority agreed that the property pledged to the bond holders, i.e. the luxury tax revenues, shall remain subject to the liens of and as security for the NJSEA bond holders and agreed to all of the terms and conditions of the NJSEA Bond Resolutions. These documents were approved by the Board of Directors as part of the adopted resolution. Also, as part of the adopted resolution, the Authority's Board of Directors consented to the adoption of the Third Supplemental Resolution by the NJSEA and to the terms and provisions of the Third Supplemental Resolution and acknowledged, assumed and agreed to be bound by all of the terms and provisions of the Bond Resolution. Beginning in January 2010, the State began transferring the luxury tax proceeds directly to the Trustee in order to reserve an amount sufficient to meet the debt service requirements and pay the debt service on the Luxury Tax Bonds. Once the debt service requirements are met, the Trustee forwards the balance of the luxury tax receipts to the Authority to fund its capital expenditures, its operating deficits, and its working capital and maintenance reserve requirements.

On February 1, 2011, The Governor of the State of New Jersey signed legislation that provided for the establishment of the Atlantic City Tourism District and for the transfer of the Authority, together with its functions, powers, and duties, to the CRDA. Pursuant to this legislation effective February 1, 2011, all of the powers, rights, assets, and duties of the Authority will be transferred to and vested in the CRDA upon a "transfer date." The transfer date will take place when the Chairs of the Authority and CRDA certify to the Governor of New Jersey that all of the bonds issued by the NJSEA cease to be outstanding. It is the intent of the Authority and CRDA to effect the transfer date by receiving certain consents from the equity investors in Convention Hall and Boardwalk Hall to assign financial transactions affecting them from the NJSEA to the Authority or the CRDA and causing the Authority or CRDA to redeem the outstanding bonds prior to their maturity date.

Convention Center Luxury Tax Bonds — 1999 Series – On February 15, 1999, the NJSEA issued \$128,270,000 of Convention Center Luxury Tax Refunding Bonds, Series 1999, to provide funds to the NJSEA to: (1) fund an escrow, the proceeds of which were to be used for the purpose of advance refunding a portion of 1992 Luxury Tax Bonds, Series A; and (2) to pay certain costs incurred in connection with the issuance of the 1999 Luxury Tax Bonds.

The repayment of these bonds are payable solely from the proceeds of a luxury tax levied and collected in the city of Atlantic City, New Jersey, and other pledged property pursuant to the Convention Center Luxury Tax Bond Resolution.

2004 Series — On April 12, 2004, the NJSEA issued \$23,085,000 of Convention Center Luxury Tax Refunding Bonds, Series 2004, to (1) refund on a current basis the NJSEA’s presently outstanding Convention Center Luxury Tax Bonds, 1992 Series A; and (2) to pay certain costs incurred in connection with the issuance of the 2004 Luxury Tax Bonds.

The 2004 Luxury Tax Bonds are special obligations of the NJSEA and are payable solely from the proceeds of a luxury tax levied and collected in the city of Atlantic City, New Jersey, and paid to the Trustee and from other pledged property under the resolution.

The payment, when due (other than by reason of acceleration or optional redemption) of principal and interest on these bonds is secured by a guaranty policy issued by MBIA.

Interest Costs — Interest costs for the years 2011 and 2010 were \$5,717,174 and \$6,058,186, respectively.

7. NOTES PAYABLE

Notes payable consist of the following (in thousands):

	Date Issued	Original Amount	Balance	
			December 31, 2011	2010
Loan from the Casino Reinvestment Development Authority, 4.06% interest through June 2, 1997 then 5.773% thereafter, due February 10, 2007	2/10/1997	\$ 8,600	<u>\$ 8,600</u>	<u>\$ 8,600</u>
			<u>\$ 8,600</u>	<u>\$ 8,600</u>

On February 10, 1997, the Authority received the proceeds of an \$8,600,000 loan from the Casino Reinvestment Development Authority (“CRDA”). These funds constitute subordinated debt payable from the Luxury Tax Revenues. The proceeds were used to pay for the costs of the Convention Center Project as provided for in the project budget. The interest was calculated at 4.06% per annum through June 2, 1997. The rate was adjusted to 5.773% per annum on June 3, 1997 due to replacement bonds being issued by CRDA to pay its Bond Anticipation Notes. The term of the loan is 10 years or such longer term as shall be required for repayment of the loan and the interest thereon from Available Cash Flow as defined in the agreement.

The Authority’s Working Capital and Maintenance Reserve Requirement was not met for the years ended December 31, 2011 or 2010, therefore there was no Available Cash Flow for repayment of the loan or interest thereon in either year.

Until December 31, 2009, the Note Payable was recorded on the financial statements of the NJSEA. On January 1, 2010, the Note Payable and related accrued interest were transferred to the financial statements of the Authority (See Note 1).

The Note Payable and related accrued interest, if still outstanding when the Authority is transferred to the CRDA, will be eliminated in the consolidated financial statements.

8. MATURITIES ON BONDS AND NOTES

Principal and interest payments to be funded to the trustees on outstanding bonds and notes (in thousands) during the next five years and thereafter are as follows:

	Principal Luxury Tax	Interest	Total
2012	\$ 7,225	\$ 5,121	\$ 12,346
2013	7,600	4,751	12,351
2014	7,990	4,361	12,351
2015	8,395	3,952	12,347
2016	8,815	3,532	12,347
2017-2021	48,475	10,455	58,930
2022-2023	<u>11,850</u>	<u>326</u>	<u>12,176</u>
	<u>\$ 100,350</u>	<u>\$ 32,498</u>	<u>\$ 132,848</u>

9. RELATED PARTY

The Authority recognized an opportunity to support appropriate benevolent causes, with specific attention given to attracting a greater diversity of visitors to and investment in the destination, fostering quality partnerships in and around the region, and identifying and assisting worthy individuals and organizations in the greater Atlantic City area. To forward these initiatives, the Authority created the Atlantic City Convention & Visitors Authority Foundation, Inc. ("Foundation") in 2004. The Foundation is exempt from Federal income tax under section 501 (c) (3) of the Internal Revenue Code. Contributions to it are deductible under section 170 of the Code. It is further classified as a public charity under the Code section 509 (a) (3).

Although the Foundation has been in existence since 2004, most of the expenditures were made on its behalf by the Authority through 2007 in the form of loans to be repaid. Most of the expenditures pertained to reporting and filing fees, legal services, consulting services, and general start-up costs. As of December 31, 2011 and 2010, the Authority had been reimbursed by the Foundation for all of the expenditures made on its behalf.

10. PENSION PLANS

The Public Employees' Retirement System of the State of New Jersey ("PERS"), a multiple-employer public retirement system, covers salaried employees of Marketing Operations. The Division of Pensions and Benefits within the Treasury Department of the State of New Jersey is the administrator of the funds and charges the employee and employer annually for their respective contributions. The Plan provides retirement and disability benefits, annual cost of living adjustments, and death benefits to plan members and beneficiaries. The payroll for employees covered by PERS for the years ended December 31, 2011 and 2010 was \$3,155,072 and \$3,274,800, respectively. Marketing Operations' total payroll for the years ended December 31, 2011 and 2010 was \$3,553,270 and \$3,531,181, respectively.

The Division of Pensions and Benefits issues publicly available financial reports that include the financial report of the Plan that includes financial statements and required supplementary information. The financial reports may be obtained by writing to the State of New Jersey, Department of Treasury, Division of Pensions, P.O. Box 295, Trenton, New Jersey, 08625-0295.

All of Marketing Operations' salaried employees are required as a condition of employment to be members of PERS. A member may retire on a service retirement allowance as early as age 60; no minimum service requirement must be established. The formula for benefits is an annual allowance in the amount equal to years of service, divided by 55, times the final average salary. Final average salary means the average of the salaries received by the member for the last three years of creditable membership service preceding retirement or the highest three fiscal years of membership service, whichever provides the larger benefit. Benefits fully vest on reaching 10 years of service. Vested employees may retire at or after age 55 and receive reduced retirement benefits. The system also provides death and disability benefits. Benefits are established by State statute.

Covered Marketing Operations' employees are required by PERS to pay a certain percentage of defined salary. In 2010, the percentage was 5.5%. In 2011, the percentage was 5.5% through nine months and beginning October 1, the percentage increased to 6.5%. Marketing Operations is required by State statute to contribute the remaining amounts necessary to pay benefits when due. PERS certifies the amount of Marketing Operations' contribution each year on the recommendation of an actuary who makes an annual actuarial valuation. The valuation is a determination of the financial condition of the retirement system. It includes the computation of the present dollar value of benefits payable to former and present members and the present dollar value of future employer and employee contributions, giving effect to mortality among active and retired members and also to the rates of disability, retirement, withdrawal, former service, salary, and interest. The most recent valuation was issued in July 2011 for the year ended December 31, 2011.

The contribution requirements of Plan members and the Authority are established and may be amended by the Board of Trustees of the Plan. The covered employee contributions required for the years ended December 31, 2011, 2010, and 2009 were \$181,030 (5.7%), \$180,115 (5.5%), and \$184,294 (5.5%), respectively. The employees made the contributions for 2011, 2010, and 2009. The employer contributions for 2011, 2010, and 2009 were \$367,009, \$377,934, and \$302,239, respectively.

All eligible employees of SMG may participate in a section 401(k) deferred compensation plan. SMG's employer contributions were \$32,698 in 2011, but made no contributions in 2010 and 2009. SMG's total payroll for the years ended December 31, 2011, 2010, and 2009 was \$7,077,092, \$6,679,393, and \$6,324,430, respectively.

Additionally, some of the Authority's employees are participants in certain pension plans administered by local unions and contributions are made in accordance with terms of union agreements of those employees. There are four active unions participating in their own pension plans in accordance with each specific union agreement and based on each of the applicable union job trades. The total combined contributions for all participating unions were \$233,012, \$229,330, \$234,763 in 2011, 2010, and 2009, respectively. The total combined payroll for all participating unions was \$1,859,296, \$1,792,150, and \$1,827,395 in 2011, 2010, and 2009, respectively.

11. COMMITMENTS AND CONTINGENCIES

- The Authority is the subject of, or a party to, various pending or threatened legal actions involving outside interests. The Authority believes that any ultimate liability arising from these actions should not have a material effect on its financial position or operations.
- The Authority is a party to an ongoing agreement with New Jersey Transit. As long as rail service is operated to the Atlantic City Convention Center, New Jersey Transit is entitled to a share of the

revenue of the garage at the convention center. An annual lump-sum amount of \$190,000 would satisfy this agreement. The payments were \$190,000 and \$190,000 for 2011 and 2010, respectively.

- On June 26, 2000, the NJSEA formed The Historic Boardwalk Hall, L.L.C. (the LLC), a limited liability company in the State of New Jersey for the purpose of financing and operating the Historic East Hall of the Atlantic City Boardwalk Convention Center (the "East Hall"). The LLC, which assumes the leasehold interest and contractual obligations of the Authority, admitted an investing member on September 14, 2000, through capital contributions. Of the contributed capital already received, \$621,869 is being held in escrow and can only be used to restore or repair the organ at the Historic Boardwalk Hall. Subject to a notice issued by a governmental agency, an expense has been recorded in the 2004 financial statements. Until December 31, 2009, the restricted cash being held in escrow was recorded on the financial statements of the NJSEA. On January 1, 2010, the restricted cash was transferred to the financial statements of the Authority (See Note 1).

On October 11, 2011, the Authority was awarded a *Save America's Treasures Grant* in the amount of \$100,000 from the National Endowment for the Arts to reimburse for capital improvement costs incurred in making the Swell Chamber of the organ functionally and mechanically reliable. Matching funds in the amount of \$100,000 for grant supported work were secured from the aforementioned escrow account, with oversight from the Historic Organ Restoration Committee. The grant period covered from December 30, 2007 to December 31, 2010 and the total project outlays were \$201,318.

- On March 1, 2001, the NJSEA entered into an agreement leasing the Convention Center for a term of 99 years for a single payment equal to the appraised value of the Convention Center, at that date, and concurrently leasing-back the property for a term of 35 years. The major portion of the proceeds received have been invested to sufficiently fund the NJSEA's future lease payments and exercise its option to repurchase the initial lease in 26 years without having to provide any additional funds. Repurchase options are also available after 10 and 20 years. The NJSEA's payment obligations are additionally secured by contingent State Contract Bonds (\$100,000,000) and legally available luxury tax and convention center revenues, as defined. Upon entering this transaction, the NJSEA received a cash payment of approximately \$7,945,000.

12. INFORMATION ON AUTHORITY OPERATIONS BY OPERATING SEGMENT

The Authority has three responsibilities: operation of the Boardwalk Hall, operation of the Convention Center, and promoting tourism through its Marketing Operations. The following table illustrates how these three operations contribute to the operating results of the Authority. All payments made and received between segments that are recorded as revenues and expenses are eliminated in the combined financial statements. These payments typically include the office rent and telephone and marketing expenses that Marketing Operations pays to Boardwalk Hall and the Convention Center.

	Year Ended December 31, 2011					Combined December 31, 2011
	Boardwalk Center Operations	New Center	Marketing Operations	Luxury Tax Reserve Fund	Elimination Entries	
Operating revenues:						
Special services	\$ 3,502,860	\$ 3,229,562	\$ -	\$ -	\$(16,526)	\$ 6,715,896
Facilities rental	2,058,043	2,196,422	-	-	-	4,254,465
Parking	229,110	1,560,919	-	-	-	1,790,029
Concessions	602,895	602,778	-	-	-	1,205,673
Promotion reimbursement and fees	104,707	28,217	562,216	-	-	695,140
Other	413,260	248,468	4,790	-	(150,000)	516,518
Total operating revenues	<u>6,910,875</u>	<u>7,866,366</u>	<u>567,006</u>	<u>-</u>	<u>(166,526)</u>	<u>15,177,721</u>
Operating expenses:						
Salaries, wages and benefits	5,019,810	5,321,045	5,225,417	-	-	15,566,272
Marketing expenditures	448,749	3,566	4,723,444	-	(15,428)	5,160,331
Utilities	1,211,374	2,823,906	139,958	-	(1,098)	4,174,140
Contract services	1,120,643	1,656,147	29,592	-	-	2,806,382
Insurance	367,953	415,057	20,660	-	-	803,670
Repairs and maintenance	456,271	894,729	140,905	-	-	1,491,905
Supplies	124,302	182,881	71,313	-	-	378,496
Professional fees	257,328	129,273	81,608	4,310	-	472,519
Management fees	213,012	213,012	-	-	-	426,024
Bad debts expense	23,107	33,185	-	-	-	56,292
Parking participation	-	190,000	-	-	-	190,000
Depreciation	-	-	201,926	9,746,464	-	9,948,390
Production	1,305,309	184,775	-	-	-	1,490,084
Other	48,388	40,990	235,442	-	(150,000)	174,820
Total operating expenses	<u>10,596,246</u>	<u>12,088,566</u>	<u>10,870,265</u>	<u>9,750,774</u>	<u>(166,526)</u>	<u>43,139,325</u>
Operating loss	<u>(3,685,371)</u>	<u>(4,222,200)</u>	<u>(10,303,259)</u>	<u>(9,750,774)</u>	<u>-</u>	<u>(27,961,604)</u>
Nonoperating income and (expense):						
Luxury tax revenue	3,680,375	4,220,048	647,768	22,966,820	-	31,515,011
Marketing fee revenue	-	-	9,649,231	-	-	9,649,231
Interest income	4,996	2,152	6,260	23,959	-	37,367
Interest expense	-	-	-	(5,717,174)	-	(5,717,174)
Capital grant revenue	-	-	-	100,000	-	100,000
Other nonoperating income(expense)	-	-	-	(109,967)	-	(109,967)
	<u>3,685,371</u>	<u>4,222,200</u>	<u>10,303,259</u>	<u>17,263,638</u>	<u>-</u>	<u>35,474,468</u>
Change in net assets				7,512,864		7,512,864
Net assets — Beginning of year	-	-	7,610,623	307,252,373	-	314,862,996
Net assets — End of year	<u>\$ -</u>	<u>\$ -</u>	<u>\$ 7,610,623</u>	<u>\$314,765,237</u>	<u>\$ -</u>	<u>\$322,375,860</u>

**INFORMATION ON AUTHORITY OPERATIONS BY OPERATING SEGMENT
(CONTINUED)**

	Year Ended December 31, 2010					
	Boardwalk Center Operations	New Center	Marketing Operations	Luxury Tax Reserve Fund	Elimination Entries	Combined December 31, 2010
Operating revenues:						
Special services	\$ 2,750,365	\$ 3,070,136	\$ -	\$ -	\$(14,194)	\$ 5,806,307
Facilities rental	2,339,064	2,325,331	-	-	-	4,664,395
Parking	217,044	1,481,916	-	-	-	1,698,960
Concessions	808,931	441,609	-	-	-	1,250,540
Promotion reimbursement and fees	176,780	100,165	566,486	-	-	843,431
Other	240,029	157,443	10,883	-	(150,000)	258,355
Total operating revenues	<u>6,532,213</u>	<u>7,576,600</u>	<u>577,369</u>	<u>-</u>	<u>(164,194)</u>	<u>14,521,988</u>
Operating expenses:						
Salaries, wages and benefits	4,663,099	5,197,271	5,141,385	-	-	15,001,755
Marketing expenditures	270,300	3,703	4,268,399	-	(13,674)	4,528,728
Utilities	1,167,011	2,748,306	160,082	-	(520)	4,074,879
Contract services	1,170,443	1,645,032	40,662	-	-	2,856,137
Insurance	420,798	443,226	18,923	-	-	882,947
Repairs and maintenance	479,715	886,562	138,601	-	-	1,504,878
Supplies	191,105	228,181	71,481	-	-	490,767
Professional fees	206,085	104,769	78,534	2,155	-	391,543
Management fees	211,520	211,520	-	-	-	423,040
Bad debts expense	3,625	28,867	2,280	-	-	34,772
Parking participation	-	190,000	-	-	-	190,000
Depreciation	-	-	257,749	11,494,207	-	11,751,956
Production	998,967	176,302	-	-	-	1,175,269
Other	19,207	37,509	214,053	-	(150,000)	120,769
Total operating expenses	<u>9,801,875</u>	<u>11,901,248</u>	<u>10,392,149</u>	<u>11,496,362</u>	<u>(164,194)</u>	<u>43,427,440</u>
Operating loss	<u>(3,269,662)</u>	<u>(4,324,648)</u>	<u>(9,814,780)</u>	<u>(11,496,362)</u>	<u>-</u>	<u>(28,905,452)</u>
Nonoperating income and (expense):						
Luxury tax revenue	3,264,465	4,322,797	2,630,142	17,772,421	-	27,989,825
Marketing fee revenue	-	-	7,179,606	-	-	7,179,606
Interest income	5,197	1,851	5,032	41,585	-	53,665
Interest expense	-	-	-	(6,058,186)	-	(6,058,186)
Other nonoperating income(expense)	-	-	-	(108,967)	-	(108,967)
	<u>3,269,662</u>	<u>4,324,648</u>	<u>9,814,780</u>	<u>11,646,853</u>	<u>-</u>	<u>29,055,943</u>
Transfers from NJSEA	-	-	-	307,101,882	-	307,101,882
Change in net assets	-	-	-	307,252,373	-	307,252,373
Net assets — Beginning of year	-	-	7,610,623	-	-	7,610,623
Net assets — End of year	<u>\$ -</u>	<u>\$ -</u>	<u>\$ 7,610,623</u>	<u>\$307,252,373</u>	<u>\$ -</u>	<u>\$314,862,996</u>

MASTER CALENDAR
JANUARY 2009 - AUGUST 2012

Association	St	Sales	EM	Move-In	START	END	Move-Out	Attend	Rooms	mtg_type
Three Kings Day Celebration	D	FK	bmm	1/3/2009	1/3/2009	1/3/2009	1/3/2009	250	Rm 402;Rm 403	MTG
Philadelphia National Candy Gift & Gourmet Show	D	AB	bmm	1/8/2009	1/11/2009	1/13/2009	1/13/2009	2500	Hall B;Hall C;Prefunction B;Prefunction C;Rm 312	TRADE
The Pulse on Tour Atlantic City	D	MJR	MJM	1/9/2009	1/10/2009	1/11/2009	1/11/2009	3000	Hall A;Hall D;Prefunction A;Prefunction D;Rm 201;Rm 202;Rm 402;Rm 403	COMPET
Annual Conference - Northeast Sports Medicine	D	FK	bmm	1/10/2009	1/10/2009	1/10/2009	1/10/2009	50	Rm 419;Rm 420	CONF
2009 Eastern Area of the Links, Inc. - Chapter Meeting	D	SJH	MPS	1/10/2009	1/10/2009	1/10/2009	1/10/2009	50	Rm 317;Rm 318;Rm 319;Rm 320;Rm 321	MTG
Motorsports 2009	D	BSJ	MPS	1/14/2009	1/16/2009	1/17/2009	1/18/2009	9058	Hall A;Hall B;Hall C;Hall D;Hall Flex;Prefunction A;Prefunction B;Prefunction D;Prefunction F;Rm 201;Rm 202;Rm 307;Rm 308;Rm 309;Rm 310;Rm 312	PUBLIC
Atlantic City Pool & Spa Show 2009	D	BSJ	MCC	1/21/2009	1/27/2009	1/29/2009	1/30/2009	11000	Hall C;Hall D;Hall Flex;Prefunction C;Prefunction D;Prefunction F;Rm 201;Rm 202;Rm 301;Rm 302;Rm 303;Rm 304;Rm 305;Rm 306;Rm 307;Rm 308;Rm 309;Rm 310;Rm 311/Multi-Media Rm;Rm 312;Rm 313;Rm 314;Rm 315;Rm 316;Rm 317;Rm 318;Rm 319;Rm 320;Rm 321;Rm 322;Rm 401;Rm 402;Rm 403;Rm 404;Rm 405;Rm 406;Rm 407;Rm 408;Rm 409;Rm 410;Rm 411;Rm 412;Rm 413;Rm 414;Rm 415;Rm 416;Rm 417;Rm 418;Rm 419;Rm 420;Rm 421;Treehouse Adjacent to Room 413	TRADE
Herbalife International 2009 Mega Escuela	D	TW	bmm	1/23/2009	1/23/2009	1/25/2009	1/25/2009	1000	Hall A;Prefunction A;Rm 411;Rm 412	SEMINAR
Atlantic City International Power Boat Show	D	FK	MPS	1/30/2009	2/4/2009	2/8/2009	2/8/2009	38577	Hall A;Hall B;Hall C;Hall D;Hall Flex;Prefunction A;Prefunction B;Prefunction C;Prefunction D;Prefunction F;Rm 201;Rm 202;Rm 302;Rm 303;Rm 305;Rm 306;Rm 307;Rm 308;Rm 309;Rm 310;Rm 311/Multi-Media Rm;Rm 312;Rm 402;Rm 403;Rm 405;Rm 406;Rm 408;Rm 409;Rm 410;Rm 411;Rm 412	PUBLIC
Canyon Runner Seminars	D	FK	bmm	1/31/2009	1/31/2009	1/31/2009	1/31/2009	450	Rm 408;Rm 409;Rm 410;Rm 411;Rm 412;Rm 413;Rm 414;Rm 415;Rm 416;Rm 417;Treehouse Adjacent to Room 413	SEMINAR
Bureau of Education & Research - DDC9W1	D	FK	jps	2/5/2009	2/5/2009	2/5/2009	2/5/2009	45	Rm 318	

MASTER CALENDAR
JANUARY 2009 - AUGUST 2012

Association	St	Sales	EM	Move-In	START	END	Move-Out	Attend	Rooms	mtg_type
Spirit Unlimited	D	FK	MJM	2/13/2009	2/14/2009	2/14/2009	2/14/2009	2949	Hall A;Hall B;Prefunction A;Prefunction B;Rm 201;Rm 202	COMPET
Starbound Gymnastics Competition	D	FK	bmm	2/13/2009	2/14/2009	2/15/2009	2/15/2009	2500	Hall C;Prefunction C	COMPET
February 2009 Fall Winter Expo	D	SJH	jps	2/16/2009	2/18/2009	2/20/2009	2/20/2009	800	Hall B;Prefunction B;Rm 408;Rm 409;Rm 414;Rm 415	TRADE
New Jersey Home & Garden Show	D	AB	MJM	2/18/2009	2/20/2009	2/22/2009	2/23/2009	3983	Hall C;Prefunction C	PUBLIC
One Day Road Show	D	BJS	MJM	2/18/2009	2/18/2009	2/18/2009	2/18/2009	200	Hall D;Prefunction D;Rm 309;Rm 310;Rm 312	MTG
Atlantic City Classic Car Show	D	BJS	MCC	2/24/2009	2/26/2009	3/1/2009	3/2/2009	26403	Hall A;Hall B;Hall C;Hall D;Hall Flex;Prefunction A;Prefunction B;Prefunction C;Prefunction D;Prefunction F;Rm 201;Rm 305;Rm 306;Rm 307;Rm 308;Rm 309;Rm 310;Rm 315;Rm 316;Rm 411;Rm 412	PUBLIC
Bureau of Education & Research - WPL9SI	D	FK	jps	2/24/2009	2/24/2009	2/24/2009	2/24/2009	40	Rm 318	SEMINAR
2009 New Jersey Conference for Kindergarten & Pre-Kindergarten Teachers	D	TW	MJM	2/25/2009	2/26/2009	2/27/2009	2/27/2009	400	Rm 301;Rm 303;Rm 304;Rm 320;Rm 401;Rm 404;Rm 420;Rm 421;Rms 402-403	CONF
AC Recreational Vehicle and Camping Show	D	AB	bmm	3/3/2009	3/6/2009	3/8/2009	3/8/2009	4821	Hall D;Hall Flex;Prefunction D;Prefunction F	PUBLIC
Action Expo	D	FK	MJM	3/3/2009	3/3/2009	3/5/2009	3/5/2009	400	Rm 402;Rm 403	CONV
Alliance Mid-Atlantic Government Procurement Fair	D	FK	jps	3/3/2009	3/3/2009	3/4/2009	3/4/2009	575	Hall A;Prefunction A;Rm 201;Rm 202;Rm 308;Rm 309;Rm 310	CONV
New Jersey Prevention Network	D	FK	jps	3/5/2009	3/6/2009	3/6/2009	3/6/2009	650	Hall A;Prefunction A;Rm 201;Rm 202;Rm 401;Rm 404;Rm 405;Rm 406;Rm 407;Rm 408;Rm 409;Rm 410;Rm 416;Rm 417;Rm 418;Rm 419;Rm 420;Rm 421	MTG
Agape Ministries	D	FK	MJM	3/6/2009	3/6/2009	3/7/2009	3/7/2009	150	Rm 308;Rm 309	MTG
3rd Annual Bliss Bridal Expo	D	FK	jps	3/7/2009	3/8/2009	3/8/2009	3/8/2009	1050	Hall A;Hall B;Prefunction A;Prefunction B	PUBLIC
2009 General Motors NE Commercial Conference	D	TW	MJM	3/9/2009	3/10/2009	3/12/2009	3/12/2009	400	Hall B;Hall C;Prefunction B;Prefunction C;Rm 401;Rm 402;Rm 403;Rm 404;Rm 405;Rm 406;Rm 407;Rm 408;Rm 409;Rm 410;Rm 414;Rm 421	CONF
Imprinted Sportswear Show	D	SJH	MPS	3/9/2009	3/13/2009	3/15/2009	3/16/2009	9400	Hall D;Hall Flex;Prefunction D;Prefunction F;Rm 301;Rm 304;Rm 308;Rm 309;Rm 311;Multi-Media Rm;Rm 312;Rm 313;Rm 314;Rm 315;Rm 316;Rm 317;Rm 318;Rm 319	TRADE
Floor Marking	D	FK		3/13/2009	3/13/2009	3/13/2009	3/13/2009		Hall B	

MASTER CALENDAR
JANUARY 2009 - AUGUST 2012

Association	St	Sales	EM	Move-In	START	END	Move-Out	Attend	Rooms	mtg_type
Tri-State Camp Conference (NY-NJ - Keystone)	D	FK	bmm	3/16/2009	3/18/2009	3/20/2009	3/21/2009	4000	Hall A;Hall B;Prefunction A;Prefunction B;Rm 201;Rm 202;Rm 301;Rm 302;Rm 303;Rm 304;Rm 305;Rm 306;Rm 307;Rm 308;Rm 309;Rm 310;Rm 311/Multi-Media Rm;Rm 312;Rm 313;Rm 314;Rm 315;Rm 316;Rm 317;Rm 318;Rm 319;Rm 320;Rm 321;Rm 322;Rm 401;Rm 402;Rm 403;Rm 404;Rm 416;Rm 417;Rm 418;Rm 419;Rm 420	CONF
Bureau of Education & Research - DE09S1	D	FK	bmm	3/19/2009	3/19/2009	3/19/2009	3/19/2009	15	Rm 415	
Atlantic City Beer Festival - Celebration of the Suds	D	FK	MJM	3/20/2009	3/21/2009	3/22/2009	3/22/2009	15000	Hall D;Hall Flex;Prefunction D;Prefunction F	PUBLIC
US Foodservice Philadelphia Divison 2009 Food Show	D	TW	jps	3/23/2009	3/24/2009	3/25/2009	3/25/2009	16500	Hall B;Hall B;Prefunction B;Prefunction B;Rm 301;Rm 307;Rms 305-306	CONV
NJEOFPA Networking Reception	D	BJS	bmm	3/23/2009	3/23/2009	3/23/2009	3/23/2009	300	Rm 302	MTG
Bureau of Education & Research - ZRW9S1	D	FK	bmm	3/24/2009	3/24/2009	3/24/2009	3/24/2009	25	Rm 415	
Atlantic City's Largest Indoor Art, Antiques & Collectibles Fair	D	TW	jps	3/25/2009	3/28/2009	3/29/2009	3/30/2009	4860	Hall C;Hall Flex;Prefunction C;Prefunction F	PUBLIC
Mary Kay Career Conferences	D	FK	bmm	3/25/2009	3/26/2009	3/30/2009	3/29/2009	3000	Hall A;Prefunction A;Rm 201;Rm 202;Rm 401;Rm 402;Rm 403;Rm 404;Rm 415;Rm 417;Rm 418;Rm 421	CONV
Access to Accessories, in conjunction with Mary Kay	D	FK	bmm	3/27/2009	3/27/2009	3/30/2009	3/30/2009	300	Rm 419	MTG
Sharodan Products/In conjunction with Mary Kay	D	FK	bmm	3/27/2009	3/27/2009	3/30/2009	3/30/2009	300	Rm 416	MTG
J&S Design Meeting, in conjunction with Mary Kay	D	FK	bmm	3/27/2009	3/27/2009	3/28/2009	3/28/2009	300	Rm 420	MTG
Circle of Achievement, In conjunction with Mary Kay	D	FK	bmm	3/27/2009	3/27/2009	3/30/2009	3/30/2009	250	Rm 410	MTG
Globalcon 2009	D	SJH	bmm	3/30/2009	4/1/2009	4/2/2009	4/2/2009	2000	Hall B;Prefunction B;Rm 305;Rm 306;Rm 307;Rm 308;Rm 309;Rm 312;Rm 314;Rm 315;Rm 316;Rm 317;Rm 318;Rm 319;Rm 320;Rm 321;Rm 322	CONV
Mailcom Conference & Exhibition 2009	D	BJS	MCC	4/2/2009	4/5/2009	4/8/2009	4/9/2009	2500	Hall D;Prefunction D;Rm 201;Rm 202;Rm 401;Rm 402;Rm 403;Rm 404;Rm 405;Rm 406;Rm 407;Rm 408;Rm 409;Rm 410;Rm 411;Rm 412;Rm 413;Rm 414;Rm 415;Rm 416;Rm 417;Rm 418;Rm 419;Rm 420;Rm 421	TRADE
Jamfest Cheer and Dance	D	FK	MJM	4/3/2009	4/4/2009	4/5/2009	4/5/2009	5000	Hall B;Prefunction B	CONV
2009 Outer-Continental Shelf Forum	D	SJH	MPS	4/5/2009	4/6/2009	4/6/2009	4/7/2009	500	Rm 303;Rm 305;Rm 306	FORUM
Household - Additional Move-Out Day	D	FK		4/6/2009	4/6/2009	4/6/2009	4/6/2009		Hall B;Prefunction B	
2009 Consumer Energy Alliance	D	SJH	MPS	4/6/2009	4/6/2009	4/6/2009	4/6/2009	300	Rm 301	CONF

MASTER CALENDAR
JANUARY 2009 - AUGUST 2012

Association	St	Sales	EM	Move-In	START	END	Move-Out	Attend	Rooms	mtg_type
2009 Clean Ocean Action	D	SJH	MPS	4/6/2009	4/6/2009	4/6/2009	4/6/2009	300	Rm 304	CONF
2009 Primary Officer Training	D	TW	jps	4/15/2009	4/17/2009	4/18/2009	4/18/2009	1750	Dressing Room A;Hall A;Prefunction A;Press Room outside Hall A;Rm 301;Rm 304;Rm 319;Rm 320;Rm 322;Rm 401;Rm 404;Rm 407;Rm 409;Rm 415;Rm 416;Rm 417;Rm 418;Rm 419;Rm 421;Rms 201-202;Rms 308-309;Rms 402-403;Rms 405-406	MTG
Strictly Corvette	D	FK	MJM	4/16/2009	4/18/2009	4/19/2009	4/19/2009	4500	Hall B;Hall C;Prefunction B;Prefunction C;Rm 314;Rm 315;Rm 316;Rm 317;Rm 318;Rm 321	PUBLIC
Atlantic Builders Convention	D	AB	MCC	4/17/2009	4/22/2009	4/24/2009	4/25/2009	10000	Hall D;Hall Flex;Prefunction D;Prefunction F;Rm 201;Rm 304;Rm 305;Rm 306;Rm 307;Rm 308;Rm 309;Rm 310;Rm 311/Multi-Media Rm;Rm 312;Rm 313;Rm 314;Rm 315;Rm 316;Rm 319;Rm 408;Rm 409;Rm 410;Rm 411;Rm 412;Rm 414;Rm 415	TRADE
National Fire Protection Association	D	FK	bmm	4/19/2009	4/20/2009	4/24/2009	4/24/2009	500	Rm 401;Rm 402;Rm 403;Rm 404;Rm 405;Rm 406;Rm 407;Rm 413;Rm 416;Rm 417;Rm 418;Rm 419;Rm 420;Treehouse Adjacent to Room 413	CONV
Bureau of Education & Research - DJB9S2	D	FK	jps	4/21/2009	4/21/2009	4/21/2009	4/21/2009	25	Rm 320	MTG
CE International Seminar	D	FK	bmm	4/21/2009	4/21/2009	4/21/2009	4/21/2009	90	Rm 301	SEMINAR
2009 Fin De Semana de Liderazgo	D	TW	jps	4/23/2009	4/24/2009	4/26/2009	4/26/2009	1300	Hall A;Prefunction A;Rm 201;Rm 202	SEMINAR
2009 Meeting of Delta Sigma Theta Sorority, Inc.	D	SJH	MPS	4/24/2009	4/24/2009	4/24/2009	4/24/2009	30	Rm 317	MTG
New Jersey Speech & Hearing Association 2009 Educational Convention	D	BJS	bmm	4/29/2009	4/30/2009	5/2/2009	5/2/2009	1300	Hall A;Prefunction A;Rm 201;Rm 202;Rm 401;Rm 402;Rm 403;Rm 404;Rm 405;Rm 406;Rm 407;Rm 408;Rm 409;Rm 410;Rm 411;Rm 412;Rm 413;Rm 414;Rm 415;Rm 416;Rm 417;Rm 418;Rm 419;Rm 420;Rm 421	CONV
Family Services Meeting	D	FK	MJM	4/30/2009	4/30/2009	4/30/2009	4/30/2009	150	Rm 304;Rm 319	
Varsity - All Levels Championship	D	FK	MJM	5/1/2009	5/2/2009	5/3/2009	5/3/2009	4632	Hall D;Hall Flex;Prefunction D;Prefunction F;Rm 308;Rm 309;Rm 310;Rm 311/Multi-Media Rm;Rm 312	COMPET
Trauma Symposium	D	FK	jps	5/4/2009	5/5/2009	5/6/2009	5/6/2009	285	Rm 401;Rm 402;Rm 403;Rm 404;Rm 405;Rm 406;Rm 407;Rm 411;Rm 412;Rm 416;Rm 416;Rm 417;Rm 418;Rm 419;Rm 420;Rm 421;Treehouse Adjacent to Room 413	MTG

MASTER CALENDAR
JANUARY 2009 - AUGUST 2012

Association	St	Sales	EM	Move-In	START	END	Move-Out	Attend	Rooms	mtg_type
Atlantic Region Energy Expo 2009	D	BJS	MJM	5/4/2009	5/5/2009	5/7/2009	5/7/2009	4500	Hall C;Hall Flex;Prefunction C;Prefunction F;Rm 301;Rm 302;Rm 304;Rm 305;Rm 306;Rm 308;Rm 309;Rm 311/Multi-Media Rm;Rm 312;Rm 314;Rm 315;Rm 316;Rm 317;Rm 318;Rm 319;Rm 320;Rm 321;Rm 322	TRADE
Household Villanova University	D	FK		5/8/2009	5/8/2009	5/8/2009	5/8/2009		Hall B;Prefunction B	
Villanova University Senior Dance	D	FK	jps	5/9/2009	5/9/2009	5/9/2009	5/10/2009	1180	Hall A;Hall B;Prefunction A;Prefunction B	BQT
New Jersey Governor's Conference for Women	D	FK	MPS	5/11/2009	5/12/2009	5/12/2009	5/12/2009	1870	Hall A;Hall B;Prefunction A;Prefunction B;Rm 405;Rm 406;Rm 407;Rm 408;Rm 409;Rm 410;Rm 411;Rm 412;Rm 414;Rm 415;Rm 416;Rm 417;Rm 418;Rm 419	CONF
South Jersey Economic Forum	D	FK	MJM	5/13/2009	5/14/2009	5/14/2009	5/14/2009	300	Rm 411;Rm 412	FORUM
Dub Magazine Custom Auto Show and Concert	D	MJR	jps	5/14/2009	5/16/2009	5/16/2009	5/16/2009	4100	Hall D;Hall Flex;Prefunction D;Prefunction F	PUBLIC
Value Price Expo - Atlantic City	D	MJR	bmm	5/14/2009	5/17/2009	5/19/2009	5/20/2009	1200	Hall C;Prefunction C;Rm 311/Multi-Media Rm;Rm 312;Rm 313;Rm 314;Rm 315;Rm 316;Rm 317	TRADE
East Coast Gaming Congress	D	FK	MJM	5/18/2009	5/19/2009	5/19/2009	5/19/2009	600	Hall A;Prefunction A;Rm 201;Rm 202;Rm 402;Rm 403	CONF
Promotions East 2009	D	MJR	MPS	5/27/2009	6/1/2009	6/3/2009	6/4/2009	3952	Atrium;Hall B;Hall C;Hall Flex;Prefunction B;Prefunction C;Prefunction F;Rm 201;Rm 202;Rm 301;Rm 302;Rm 303;Rm 304;Rm 305;Rm 306;Rm 307;Rm 308;Rm 309;Rm 310;Rm 311/Multi-Media Rm;Rm 312;Rm 313;Rm 314;Rm 315;Rm 316;Rm 317;Rm 318;Rm 319;Rm 320;Rm 321;Rm 322;Rm 405;Rm 406;Rm 407;Rm 408;Rm 410;Rm 413	TRADE
AAAI / ISMA	D	BJS	MJM	6/5/2009	6/5/2009	6/7/2009	6/7/2009	1400	Hall A;Prefunction A;Rm 201;Rm 202;Rm 401;Rm 402;Rm 403;Rm 404;Rm 405;Rm 406;Rm 408;Rm 409;Rm 410;Rm 411;Rm 412;Rm 418;Rm 419;Rm 420	CONV
Antiques Roadshow	D	AB	bmm	6/5/2009	6/6/2009	6/6/2009	6/6/2009	6000	Hall C;Hall D;Hall Flex;Prefunction C;Prefunction D;Prefunction F;Rm 312	TRADE
Specialty Health Education Nursing Seminar	D	FK	bmm	6/6/2009	6/6/2009	6/6/2009	6/6/2009	309	Rm 309	SEMINAR
Tri Branch Symposium	D	MJR	jps	6/7/2009	6/9/2009	6/10/2009	6/10/2009	850	Hall A;Prefunction A;Rm 201;Rm 202;Rm 401;Rm 402;Rm 403;Rm 405;Rm 406;Rm 407;Rm 420;Rm 421	CONV

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Association	St	Sales	EM	Move-In	START	END	Move-Out	Attend	Rooms	mtg_type
Police Security Expo	D	AB	MJM	6/19/2009	6/23/2009	6/24/2009	6/24/2009	6500	Hall A;Hall B;Hall C;Prefunction A;Prefunction B;Prefunction C;Rm 201;Rm 202;Rm 305;Rm 306;Rm 307;Rm 308;Rm 309;Rm 310;Rm 311/Multi-Media Rm;Rm 312;Rm 313;Rm 314;Rm 315;Rm 316;Rm 317;Rm 318;Rm 319	EXPO
Summer Celebration and Scientific Assembly	D	FK	bmm	6/19/2009	6/19/2009	6/20/2009	6/20/2009	250	Hall A;Prefunction A;Rm 201;Rm 202;Rm 319;Rm 401;Rm 402;Rm 403;Rm 404;Rm 411;Rm 420;Rm 421;Treehouse Adjacent to Room 413	CONF
2009 Garden State CARRS Cluster Meeting	D	SJH	bmm	6/20/2009	6/20/2009	6/20/2009	6/20/2009	50	Rm 413;Rm 414	MTG
Homeland On-Cite	D	FK	MPS	6/25/2009	6/25/2009	6/25/2009	6/25/2009	40	Rm 413;Rm 414;Treehouse Adjacent to Room 413	
Zawadi School of Dance	D	FK	jps	6/25/2009	6/25/2009	6/28/2009	6/28/2009	200	Rm 202;Rm 305	MTG
Primerica 2009 Summer Road Show	D	TW	jps	7/15/2009	7/17/2009	7/18/2009	7/19/2009	10717	Hall D;Hall Flex;Prefunction D;Prefunction F;Rm 311/Multi-Media Rm;Rm 312;Rm 412	SPEC EVNT
Panel Discussion - Chamber of Commerce Southern New Jersey	D	MJR	MJM	7/15/2009	7/15/2009	7/15/2009	7/15/2009	24	Rm 405	MTG
2009 Genworth Financial Services Long Term Care Welcome Reception	D	TW	jps	7/17/2009	7/17/2009	7/17/2009	7/17/2009	100	Rm 411	MTG
New Jersey Bar Exam 2009	D	BJS	MJM	7/28/2009	7/29/2009	7/30/2009	7/30/2009	1000	Hall A;Hall B;Prefunction A;Prefunction B;Rm 201;Rm 202	MTG
CE International Seminar	D	FK	bmm	7/29/2009	7/29/2009	7/29/2009	7/29/2009	60	Rm 301	SEMINAR
Better Than Mo-Better Fashion Show	D	FK	bmm	7/31/2009	7/31/2009	7/31/2009	7/31/2009	450	Rm 401;Rm 402;Rm 403;Rm 404;Rm 405	
Atlantic and Cape May Counties AFL-CIO Meeting	D	FK	bmm	8/7/2009	8/7/2009	8/7/2009	8/7/2009	150	Rm 413;Treehouse Adjacent to Room 413	MTG
2009 Yellow Ribbon Event - National Guard Bureau	D	SJH	jps	8/14/2009	8/17/2009	8/17/2009	8/18/2009	4500	Hall A;Hall B;Hall C;Prefunction A;Prefunction B;Prefunction C;Prefunction D;Press Room in Hall C;Press Room outside Hall A;Rm 201;Rm 202;Rm 301;Rm 302;Rm 303;Rm 304;Rm 305;Rm 306;Rm 307;Rm 308;Rm 309;Rm 310;Rm 311/Multi-Media Rm;Rm 312;Rm 313;Rm 314;Rm 315;Rm 316;Rm 317;Rm 318;Rm 319;Rm 320;Rm 321;Rm 322;Rm 401;Rm 402;Rm 403;Rm 404;Rm 405;Rm 406;Rm 407;Rm 408;Rm 409;Rm 410;Rm 411;Rm 412;Rm 413;Rm 414;Rm 415;Rm 416;Rm 417;Rm 418;Rm 419;Rm 420;Rm 421	SPEC EV
South Jersey Sports Extravaganza & Wellness Expo	D	BJS	bmm	8/28/2009	8/29/2009	8/30/2009	8/30/2009	508	Hall A;Prefunction A;Rm 201;Rm 202	PUBLIC

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Association	St	Sales	EM	Move-In	START	END	Move-Out	Attend	Rooms	mtg_type
Local 54 Union Negotiations	D	FK	bmm	9/2/2009	9/2/2009	9/2/2009	9/2/2009	200	Rm 402	MTG
Lawn & Garden Show	D	SJH	MPS	9/4/2009	9/10/2009	9/11/2009	9/12/2009	2000	Hall D;Hall Flex;Prefunction D;Prefunction F;Rm 312;Rm 410;Rm 411;Rm 412;Rm 414;Rm 415;Rm 416;Rm 417	CONV
September 2009 Action Expo	D	FK	bmm	9/8/2009	9/8/2009	9/10/2009	9/10/2009	300	Hall A;Prefunction A	CONV
Philadelphia National Candy Gift & Gourmet Show	D	AB	jps	9/10/2009	9/13/2009	9/15/2009	9/15/2009	2825	Hall C;Prefunction C	TRADE
Fantasy Rotobowl Football	D	FK	MJM	9/11/2009	9/11/2009	9/12/2009	9/12/2009	400	Dressing Room A;Dressing Room B;Hall A;Prefunction A;Rm 201;Rm 202	PUBLIC
World Championship of Fantasy Football	D	FK	MJM	9/11/2009	9/11/2009	9/12/2009	9/12/2009	120	Rm 402;Rm 403	
Army Team C4ISR: from Concept to Combat	D	FK	MPS	9/12/2009	9/13/2009	9/18/2009	9/18/2009	2700	Dressing Room A;Dressing Room B;Hall A;Hall B;Prefunction A;Prefunction B;Rm 201;Rm 302;Rm 303;Rm 401;Rm 402;Rm 403;Rm 404;Rm 406;Rm 407;Rm 410;Rm 412;Rm 413;Rm 413;Rm 414;Rm 415;Rm 416;Rm 416;Rm 420;Rm 421;Treehouse Adjacent to Room 413;Treehouse Adjacent to Room 413	CONV
Northrop Grumman Mission Systems Hospitality	D	FK	bmm	9/12/2009	9/12/2009	9/18/2009	9/18/2009	75	Rm 408;Rm 409;Rm 411	MTG
URS EG&G Division Meeting	D	FK	bmm	9/14/2009	9/14/2009	9/17/2009	9/17/2009	75	Rm 417	MTG
DRS Tactical Systems Meeting/In conjunction with Homeland	D	FK	bmm	9/14/2009	9/14/2009	9/17/2009	9/17/2009	100	Rm 419	MTG
DRS Signal Solutions, Inc., in conjunction with NCO	D	FK	bmm	9/15/2009	9/15/2009	9/17/2009	9/17/2009	100	Rm 405	
Raytheon Network Centric Systems/Homeland	D	FK	bmm	9/15/2009	9/15/2009	9/16/2009	9/16/2009	75	Rm 202	MTG
Janus Research Group Hospitality Reception, in conjunction with Homeland C4ISR	D	FK	bmm	9/15/2009	9/15/2009	9/15/2009	9/15/2009	25	Rm 413;Treehouse Adjacent to Room 413	
Delaware Economic Development Office, in conjunction with Homeland	D	FK	bmm	9/16/2009	9/16/2009	9/16/2009	9/16/2009	75	Rm 416	
Advanced Fetal Monitoring	D	FK	bmm	9/17/2009	9/17/2009	9/18/2009	9/18/2009	40	Rm 304;Rm 319	MTG
Governors Housing Conference	D	FK	MPS	9/21/2009	9/22/2009	9/23/2009	9/23/2009	1400	Hall A;Hall B;Prefunction A;Prefunction B;Rm 202;Rm 305;Rm 306;Rm 307;Rm 309;Rm 310;Rm 312;Rm 313;Rm 315;Rm 316;Rm 317;Rm 318;Rm 319;Rm 320;Rm 321;Rm 322	CONF
2009 Emergency Medical Associates Meeting	D	TW	MJM	9/23/2009	9/23/2009	9/23/2009	9/23/2009	60	Rm 202	CONF
Casino Gaming in Atlantic City: A 30 year Retrospective	D	TW	jps	9/23/2009	9/23/2009	9/23/2009	9/23/2009	160	Rm 201	MTG
Marine Aquarium 2009 Conference of North America	D	BJS	MCC	9/24/2009	9/25/2009	9/27/2009	9/27/2009	1100	Hall A;Hall B;Prefunction A;Prefunction B;Rm 201;Rm 202	CONF
Local 54 Union Negotiations	D	FK	MJM	9/25/2009	9/25/2009	9/25/2009	9/25/2009	200	Rm 402;Rm 405	MTG

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Association	St	Sales	EM	Move-In	START	END	Move-Out	Attend	Rooms	mtg_type
Local 54 Union Ratification	D	FK	MJM	9/28/2009	9/28/2009	9/28/2009	9/28/2009	450	Rm 402	MTG
Advance Job Fair 2009	D	BJS	MJM	10/1/2009	10/2/2009	10/2/2009	10/2/2009	400	Hall A;Prefunction A;Rm 201;Rm 202;Rm 301;Rm 304;Rm 322	TRADE
Autism New Jersey Conference	D	FK	MJM	10/8/2009	10/9/2009	10/10/2009	10/10/2009	1800	Hall A;Hall B;Prefunction A;Prefunction B;Rm 201;Rm 202;Rm 401;Rm 401;Rm 404;Rm 404;Rm 408;Rm 409;Rm 410;Rm 410;Rm 411;Rm 412;Rm 413;Rm 414;Rm 415;Rm 416;Rm 417;Rm 418;Rm 419;Rm 420;Rm 420;Treehouse Adjacent to Room 413	CONV
2009 Goddard Systems Regional Directors Meeting	D	TW	jps	10/9/2009	10/9/2009	10/9/2009	10/9/2009	140	Rm 308;Rm 309;Rm 312;Rm 313;Rm 314;Rm 315;Rm 316	MTG
Atlantic Coast Veterinary Conference	D	AB	MPS	10/12/2009	10/13/2009	10/15/2009	10/15/2009	2100	Hall A;Hall B;Prefunction A;Prefunction B;Rm 301;Rm 302;Rm 303;Rm 304;Rm 305;Rm 306;Rm 307;Rm 308;Rm 309;Rm 310;Rm 311/Multi-Media Rm;Rm 312;Rm 313;Rm 314;Rm 315;Rm 316;Rm 317;Rm 318;Rm 319;Rm 320;Rm 321;Rm 322	CONF
Alleghany East Conference	D	FK	jps	10/15/2009	10/15/2009	10/18/2009	10/18/2009	450	Rm 402;Rm 403;Rm 408;Rm 409;Rm 410;Rm 411;Rm 412;Rm 413;Rm 414;Rm 415;Rm 416;Rm 417;Treehouse Adjacent to Room 413	CONF
2009 Clean Energy Conference	D	TW	MCC	10/20/2009	10/21/2009	10/22/2009	10/22/2009	1000	Hall B;Prefunction B;Rm 404;Rm 405;Rm 406;Rm 407;Rm 419;Rm 420;Rms 402-403;Rms 408-409	MTG
2009 Utility Energy Assistance and Resources Expo	D	SJH	MJM	10/20/2009	10/21/2009	10/21/2009	10/21/2009	2000	Rm 411;Rm 412;Rm 413;Rm 414	MTG
NJAEYC State Conference 2009	D	BJS	jps	10/22/2009	10/23/2009	10/24/2009	10/24/2009	830	Hall D;Prefunction D;Rm 301;Rm 302;Rm 303;Rm 304;Rm 305;Rm 306;Rm 307;Rm 308;Rm 309;Rm 310;Rm 311/Multi-Media Rm;Rm 312;Rm 313;Rm 314;Rm 315;Rm 316;Rm 317;Rm 318;Rm 319;Rm 320;Rm 321;Rm 322;Rm 402;Rm 403	CONF

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Association	St	Sales	EM	Move-In	START	END	Move-Out	Attend	Rooms	mtg_type
Annual NJ School Boards Workshop	D	SJH	MPS	10/25/2009	10/28/2009	10/30/2009	10/30/2009	9200	Dressing Room A;Dressing Room B;Hall A;Hall B;Hall C;Hall Flex;Prefunction A;Prefunction B;Prefunction C;Prefunction F;Press Room outside Hall A;Rm 201;Rm 202;Rm 301;Rm 302;Rm 303;Rm 304;Rm 305;Rm 306;Rm 307;Rm 308;Rm 309;Rm 310;Rm 311/Multi-Media Rm;Rm 312;Rm 313;Rm 314;Rm 315;Rm 316;Rm 317;Rm 318;Rm 319;Rm 320;Rm 321;Rm 322;Rm 401;Rm 402;Rm 403;Rm 404;Rm 405;Rm 406;Rm 407;Rm 408;Rm 409;Rm 410;Rm 411;Rm 412;Rm 413;Rm 414;Rm 415;Rm 416;Rm 417;Rm 418;Rm 419;Rm 420;Rm 421	CONV
NJEA Annual Exhibition/Meeting	D	SJH	MPS	11/2/2009	11/5/2009	11/6/2009	11/7/2009	40000	Dressing Room A;Dressing Room B;Executive Conference Room;Hall A;Hall B;Hall C;Hall D;Hall Flex;Prefunction A;Prefunction B;Prefunction C;Prefunction D;Prefunction F;Rm 201;Rm 202;Rm 301;Rm 302;Rm 303;Rm 304;Rm 305;Rm 306;Rm 307;Rm 308;Rm 309;Rm 310;Rm 311/Multi-Media Rm;Rm 312;Rm 313;Rm 314;Rm 315;Rm 316;Rm 317;Rm 318;Rm 319;Rm 320;Rm 321;Rm 322;Rm 401;Rm 402;Rm 403;Rm 404;Rm 405;Rm 406;Rm 407;Rm 408;Rm 409;Rm 410;Rm 411;Rm 412;Rm 413;Rm 414;Rm 415;Rm 416;Rm 417;Rm 418;Rm 419;Rm 420;Rm 421;SMG	CONV
ASAH Taste Test	D	FK		11/2/2009	11/2/2009	11/2/2009	11/2/2009		Rm 202	
MESCO Annual Dealer Trade Show	D	SJH	MJM	11/10/2009	11/11/2009	11/12/2009	11/12/2009	1500	Hall A;Prefunction A;Rm 201;Rm 202;Rm 305;Rm 306;Rm 307	TRADE
AC Recreational Vehicle and Camping Show	D	AB	MJM	11/11/2009	11/13/2009	11/15/2009	11/16/2009	2468	Hall D;Prefunction D	PUBLIC
2009 Atlantic City National College Fair	D	SJH	MCC	11/11/2009	11/12/2009	11/12/2009	11/12/2009	4282	Hall C;Prefunction C;Rm 309;Rm 310;Rm 312;Rm 313;Rm 314;Rm 315;Rm 316;Rm 317	PUBLIC

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Association	St	Sales	EM	Move-In	START	END	Move-Out	Attend	Rooms	mtg_type
ASAH-Serving the Private Special Education Community Since 1974	D	FK	jps	11/12/2009	11/13/2009	11/13/2009	11/13/2009	1185	Hall A;Prefunction A;Rm 201;Rm 202;Rm 303;Rm 304;Rm 308;Rm 309;Rm 310;Rm 312;Rm 319;Rm 320;Rm 322;Rm 401;Rm 402;Rm 403;Rm 404;Rm 405;Rm 406;Rm 407;Rm 408;Rm 409;Rm 410;Rm 411;Rm 412;Rm 413;Rm 414;Rm 415;Rm 416;Rm 417;Rm 418;Rm 419;Rm 420;Rm 421	CONV
November 2009 Tour of Solar Array	D	SJH	MJM	11/12/2009	11/12/2009	11/12/2009	11/12/2009	25	Rm 413	SPEC EVNT
NJSLM Annual Fall Conference	D	BJS	MCC	11/13/2009	11/17/2009	11/19/2009	11/20/2009	18700	Atrium;Executive Conference Room;Hall A;Hall B;Hall C;Hall Flex;Prefunction A;Prefunction B;Prefunction C;Prefunction F;Press Room outside Hall A;Rm 201;Rm 202;Rm 301;Rm 302;Rm 303;Rm 304;Rm 305;Rm 306;Rm 307;Rm 308;Rm 309;Rm 310;Rm 311/Multi-Media Rm;Rm 312;Rm 313;Rm 314;Rm 315;Rm 316;Rm 317;Rm 318;Rm 319;Rm 320;Rm 321;Rm 322;Rm 401;Rm 402;Rm 403;Rm 404;Rm 405;Rm 406;Rm 407;Rm 408;Rm 409;Rm 410;Rm 411;Rm 412;Rm 413;Rm 414;Rm 415;Rm 416;Rm 417;Rm 418;Rm 419;Rm 420;Rm 421;SMG Conference Room;Tree	CONV
Local 54 Union Ratification	D	FK	82	11/13/2009	11/13/2009	11/13/2009	11/13/2009	1000	Rm 302	MTG
Lincoln Financial Meeting	D	BJS	MCC	11/18/2009	11/18/2009	11/19/2009	11/19/2009	400	Atrium	MTG
New Jersey Association of Community Providers	D	BJS	jps	11/19/2009	11/19/2009	11/20/2009	11/20/2009	495	Rm 401;Rm 402;Rm 403;Rm 405;Rm 406;Rm 407;Rm 408;Rm 411;Rm 412;Rm 413;Rm 414;Rm 416;Rm 417;Rm 418;Rm 419;Rm 420;Rm 421;Treehouse Adjacent to Room 413	CONV
November 2009 Raritan Valley Chapter, The Links, Incorporated Meeting	D	SJH	MPS	11/21/2009	11/21/2009	11/21/2009	11/21/2009	60	Rm 413;Rm 414;Rm 415	MTG
Annual National Conference and Trade Show	D	SJH	MPS	11/30/2009	12/3/2009	12/5/2009	12/6/2009	6417	Hall D;Hall Flex;Prefunction D;Prefunction F;Rm 408;Rm 409;Rm 410;Rm 411;Rm 412;Rm 413;Rm 414;Rm 415;Rm 416;Rm 417;Rm 418;Rm 419;Rm 420	CONF
Household Decorators Action Expo	D	FK	jps	11/30/2009	11/30/2009	11/30/2009	11/30/2009		Rm 402;Rm 403	
Healthcore Meeting	D	FK	jps	12/3/2009	12/3/2009	12/3/2009	12/3/2009	16	Rm 320	

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Tri-State Association of Realtors	D	AB	jps	12/4/2009	12/8/2009	12/10/2009	12/10/2009	6250	Hall A;Hall B;Hall C;Prefunction A;Prefunction B;Prefunction C;Rm 201;Rm 201;Rm 202;Rm 301;Rm 302;Rm 303;Rm 304;Rm 305;Rm 306;Rm 307;Rm 308;Rm 309;Rm 310;Rm 311/Multi-Media Rm;Rm 312;Rm 313;Rm 314;Rm 315;Rm 316;Rm 317;Rm 318;Rm 319;Rm 320;Rm 321;Rm 322;Rm 401;Rm 402;Rm 403;Rm 404;Rm 408;Rm 409;Rm 411;Rm 412	TRADE
Specialty Health Education Nursing Seminar	D	FK	jps	12/5/2009	12/5/2009	12/5/2009	12/5/2009	55	Rm 309	SEMINAR
Eastern Bergen County Board of REALTORS, Inc. Hospitality	D	AB	jps	12/8/2009	12/8/2009	12/9/2009	12/9/2009	60	Rm 407	RECEP
ERA Brokers of New Jersey 2009 Luncheon	D	AB	jps	12/9/2009	12/9/2009	12/9/2009	12/9/2009	75	Rm 201	BQT
Greater Union County Association of REALTORS Hospitality	D	AB	jps	12/9/2009	12/9/2009	12/9/2009	12/9/2009	55	Rm 410	RECEP
Philadelphia National Candy Gift & Gourmet Show	D	AB	jps	1/7/2010	1/10/2010	1/12/2010	1/12/2010	1650	Hall C;Prefunction C	TRADE
The Pulse on Tour Atlantic City	D	MJR	MJM	1/8/2010	1/9/2010	1/10/2010	1/10/2010	3500	Hall A;Hall B;Hall D;Prefunction A;Prefunction B;Prefunction D;Rm 201;Rm 202;Rm 402;Rm 403	COMPET
WSF East Coast Challenge	D	FK		1/9/2010	1/9/2010	1/9/2010	1/9/2010	6000	Arena (BWH)	PUBLIC
Public Safety Meeting	D	JAG		1/12/2010	1/12/2010	1/12/2010	1/12/2010		Rm 420	MTG
Starbound Gymnastics Competition	D	FK	MJM	1/15/2010	1/16/2010	1/17/2010	1/17/2010	2500	Hall A;Prefunction A;Rm 201;Rm 202	COMPET
Atlantic City Pool and Spa Show 2010	D	BJS	MCC	1/21/2010	1/26/2010	1/28/2010	1/29/2010	11268	Hall B;Hall C;Hall D;Hall Flex;Prefunction B;Prefunction C;Prefunction D;Prefunction F;Rm 201;Rm 202;Rm 301;Rm 302;Rm 303;Rm 304;Rm 305;Rm 306;Rm 307;Rm 308;Rm 309;Rm 310;Rm 311/Multi-Media Rm;Rm 312;Rm 313;Rm 314;Rm 315;Rm 316;Rm 317;Rm 318;Rm 319;Rm 320;Rm 321;Rm 322;Rm 401;Rm 402;Rm 403;Rm 404;Rm 405;Rm 406;Rm 408;Rm 409;Rm 410;Rm 411;Rm 412;Rm 413;Rm 414;Rm 415;Rm 416;Rm 417;Rm 418;Rm 419;Rm 420;Rm 421;Treehouse Adjacent to Room 413	TRADE

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Association	St	Sales	EM	Move-In	START	END	Move-Out	Attend	Rooms	mtg_type
Atlantic City International Power Boat Show	D	FK	MPS	1/29/2010	2/3/2010	2/7/2010	2/7/2010	16249	Hall D;Hall Flex;Prefunction D;Prefunction F;Rm 201;Rm 202;Rm 302;Rm 303;Rm 305;Rm 307;Rm 308;Rm 309;Rm 310;Rm 311/Multi-Media Rm;Rm 312;Rm 402;Rm 403;Rm 405;Rm 406;Rm 408;Rm 409;Rm 410;Rm 411;Rm 412	PUBLIC
Canyon Runner Seminars	D	FK	jps	1/29/2010	1/29/2010	1/30/2010	1/30/2010	435	Rm 408;Rm 409;Rm 410;Rm 411;Rm 412;Rm 414;Rm 415;Rm 416;Rm 417;Rm 418;Rm 419	SEMINAR
2010 NJEA with Ovations	D	NML		2/17/2010	2/17/2010	2/17/2010	2/17/2010	1	Rm 202	MTG
One Day Road Show 2010	D	BJS	MJM	2/18/2010	2/18/2010	2/19/2010	2/19/2010	400	Rm 401;Rm 402;Rm 403;Rm 405;Rm 406;Rm 407;Rm 408;Rm 416;Rm 417;Rm 418;Rm 420;Rm 421	MTG
Spirit Unlimited	D	FK	MJM	2/19/2010	2/20/2010	2/20/2010	2/20/2010	4023	Hall A;Hall B;Hall C;Prefunction A;Prefunction B;Prefunction C	COMPET
Atlantic City Classic Car Show	D	BJS	MCC	2/23/2010	2/26/2010	2/28/2010	3/1/2010	22007	Hall A;Hall B;Hall C;Hall D;Hall Flex;Prefunction A;Prefunction B;Prefunction C;Prefunction D;Prefunction F;Rm 201;Rm 305;Rm 306;Rm 307;Rm 308;Rm 309;Rm 310;Rm 315;Rm 316;Rm 411;Rm 412	PUBLIC
AC Recreational Vehicle and Camping Show	D	AB	MJM	3/2/2010	3/5/2010	3/7/2010	3/8/2010	4959	Hall D;Prefunction D	PUBLIC
New Jersey Home & Garden Show	D	AB	MPS	3/3/2010	3/5/2010	3/7/2010	3/7/2010	3522	Hall C;Prefunction C	PUBLIC
New Jersey Prevention Network	D	FK	jps	3/4/2010	3/5/2010	3/5/2010	3/5/2010	900	Hall A;Prefunction A;Rm 201;Rm 202;Rm 401;Rm 402;Rm 404;Rm 405;Rm 406;Rm 407;Rm 408;Rm 409;Rm 416;Rm 417;Rm 418;Rm 419;Rm 420;Rm 421	MTG
4th Annual Bliss Bridal Expo	D	FK	jps	3/6/2010	3/7/2010	3/7/2010	3/7/2010	900	Hall A;Hall B;Prefunction A;Prefunction B	PUBLIC
2010 General Motors NE Commercial Conference	D	TW	MJM	3/8/2010	3/9/2010	3/10/2010	3/10/2010	400	Hall B;Hall C;Prefunction B;Prefunction C;Rm 305;Rm 306;Rm 307;Rm 308;Rm 309;Rm 310;Rm 314;Rm 401;Rm 402;Rm 403;Rm 404;Rm 421	CONF
Imprinted Sportswear Show	D	SJH	MPS	3/9/2010	3/12/2010	3/14/2010	3/15/2010	10250	Hall D;Hall Flex;Prefunction D;Prefunction F;Rm 405;Rm 406;Rm 407;Rm 408;Rm 409;Rm 410;Rm 411;Rm 414;Rm 415;Rm 416;Rm 417;Rm 418;Rm 419	TRADE
Alliance Mid-Atlantic Government Procurement Fair	D	FK	jps	3/9/2010	3/10/2010	3/10/2010	3/10/2010	675	Hall A;Prefunction A;Rm 201;Rm 202;Rm 301;Rm 304;Rm 321	CONV
S & S Enterprises, LLC Event	D	FK		3/11/2010	3/12/2010	3/14/2010	3/14/2010	4856	Hall A;Prefunction A	PUBLIC

MASTER CALENDAR
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Association	St	Sales	EM	Move-In	START	END	Move-Out	Attend	Rooms	mtg_type
Tri-State Camp Conference (NY-NJ - Keystone)	D	FK	jps	3/15/2010	3/17/2010	3/19/2010	3/20/2010	3000	Hall A;Hall B;Prefunction A;Prefunction B;Rm 201;Rm 202;Rm 301;Rm 302;Rm 303;Rm 304;Rm 305;Rm 306;Rm 307;Rm 308;Rm 309;Rm 310;Rm 311/Multi-Media Rm;Rm 312;Rm 313;Rm 314;Rm 315;Rm 316;Rm 317;Rm 318;Rm 319;Rm 320;Rm 321;Rm 322;Rm 401;Rm 402;Rm 404;Rm 416;Rm 417;Rm 418;Rm 419;Rm 420	CONF
Atlantic Bakery Expo 2010	D	MJR	MPS	3/18/2010	3/21/2010	3/23/2010	3/24/2010	5098	Hall C;Prefunction C;Rm 308;Rm 309;Rm 401;Rm 402;Rm 403;Rm 404;Rm 405;Rm 411;Rm 412;Rm 413;Rm 414;Rm 416;Rm 417;Rm 418	TRADE
Atlantic City Beer Festival - Celebration of the Suds	D	FK	MJM	3/18/2010	3/20/2010	3/21/2010	3/21/2010	12512	Hall D;Hall Flex;Prefunction D;Prefunction F	PUBLIC
US Foodservice Philadelphia Division 2010 Food Show	D	TW	jps	3/22/2010	3/23/2010	3/24/2010	3/24/2010	13000	Hall B;Prefunction B;Rm 301;Rm 305;Rm 306;Rm 307	CONV
JMK Shows March 2010 Antique Show	D	TW	MCC	3/24/2010	3/27/2010	3/28/2010	3/29/2010	3339	Hall D;Hall Flex;Prefunction D;Prefunction F	PUBLIC
Mary Kay Career Conference	D	FK	MPS	3/25/2010	3/26/2010	3/29/2010	3/29/2010	2600	Hall A;Prefunction A;Rm 201;Rm 202;Rm 301;Rm 304;Rm 308;Rm 309;Rm 315;Rm 317;Rm 318;Rm 319;Rm 402;Rm 403	CONV
Access to Accessories, in conjunction with Mary Kay	D	FK	82	3/26/2010	3/26/2010	3/29/2010	3/29/2010	250	Rm 316	MTG
Sharodan Products/In conjunction with Mary Kay	D	FK	MPS	3/26/2010	3/26/2010	3/27/2010	3/27/2010	500	Rm 314	MTG
Jamfest Cheer and Dance	D	FK	MJM	3/26/2010	3/26/2010	3/28/2010	3/28/2010	4500	Hall C;Prefunction C	CONV
Atlantic County Women's Hall of Fame (ACWHF)	D	FK		4/1/2010	4/1/2010	3/31/2011	3/31/2011			
AACN Spring TRENDS Conference	D	AB	MJM	4/5/2010	4/7/2010	4/9/2010	4/9/2010	800	Hall A;Prefunction A;Rm 201;Rm 202;Rm 301;Rm 302;Rm 303;Rm 304;Rm 318;Rm 320;Rm 321;Rm 322;Rm 402;Rm 403;Treehouse Adjacent to Room 413	CONF
Sports Betting Hearing	D	FK	jps	4/5/2010	4/5/2010	4/5/2010	4/5/2010	200	Rm 411	MTG
Local 54 Shop Steward Meeting	D	FK	MJM	4/8/2010	4/8/2010	4/8/2010	4/8/2010	200	Rm 419	MTG

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Association	St	Sales	EM	Move-In	START	END	Move-Out	Attend	Rooms	mtg_type
Atlantic Builders Convention 2010	D	AB	MCC	4/9/2010	4/14/2010	4/16/2010	4/17/2010	6894	Atrium;Hall A;Hall B;Hall C;Hall Flex;Hall Flex;Prefunction A;Prefunction B;Prefunction C;Prefunction F;Prefunction F;Rm 201;Rm 202;Rm 302;Rm 303;Rm 305;Rm 306;Rm 307;Rm 308;Rm 310;Rm 317;Rm 318;Rm 319;Rm 320;Rm 321;Rm 402;Rm 405;Rm 406;Rm 407;Rm 414;Rm 416;Rm 417;Rm 418;Rm 419;Rm 420;Treehouse Adjacent to Room 413	TRADE
TCNJ Alumni Group	D	FK	jps	4/10/2010	4/10/2010	4/10/2010	4/10/2010	200	Rm 411;Rm 412;Treehouse Adjacent to Room 413	BQT
Strictly Corvette	D	FK	MJM	4/21/2010	4/24/2010	4/25/2010	4/26/2010	4500	Hall C;Hall D;Hall Flex;Prefunction C;Prefunction D;Prefunction F;Rm 317;Rm 318;Rm 319;Rm 321;Rm 322	PUBLIC
National Fire Protection Association	D	FK	jps	4/25/2010	4/26/2010	4/30/2010	4/29/2010	225	Rm 401;Rm 404;Rm 405;Rm 406;Rm 408;Rm 409;Rm 413;Rm 419;Rm 420;Treehouse Adjacent to Room 413	CONV
Atlantic Region Energy Expo 2010	D	BJS	MJM	4/26/2010	4/28/2010	4/29/2010	4/29/2010	4500	Hall C;Hall Flex;Prefunction C;Prefunction F;Rm 301;Rm 302;Rm 303;Rm 304;Rm 305;Rm 306;Rm 307;Rm 308;Rm 309;Rm 310;Rm 311/Multi-Media Rm;Rm 312;Rm 313;Rm 314;Rm 315;Rm 316;Rm 317;Rm 318;Rm 319;Rm 320;Rm 321;Rm 322	TRADE
Varsity - All Levels Championship	D	FK	jps	4/30/2010	5/1/2010	5/2/2010	5/2/2010	7085	Hall D;Hall Flex;Prefunction D;Prefunction F;Rm 308;Rm 309;Rm 310;Rm 311/Multi-Media Rm;Rm 312;Rm 314	COMPET
New Jersey Governor's Conference for Women	D	FK	MPS	5/3/2010	5/4/2010	5/4/2010	5/4/2010	1340	Dressing Room A;Dressing Room B;Hall A;Hall B;Prefunction A;Prefunction B;Press Room outside Hall A;Rm 201;Rm 202;Rm 405;Rm 406;Rm 409;Rm 410;Rm 411;Rm 412;Rm 413;Rm 414;Rm 415;Rm 416;Rm 417;Rm 418;Rm 419;Treehouse Adjacent to Room 413	CONF
NICU Review	D	FK	MJM	5/5/2010	5/5/2010	5/7/2010	5/7/2010	70	Rm 304;Rm 319	SEMINAR
2010 New Jersey Speech and Hearing Association	D	BJS	MJM	5/5/2010	5/6/2010	5/8/2010	5/8/2010	800	Hall A;Prefunction A;Rm 201;Rm 202;Rm 401;Rm 402;Rm 403;Rm 404;Rm 405;Rm 406;Rm 407;Rm 408;Rm 409;Rm 410;Rm 411;Rm 412;Rm 413;Rm 414;Rm 415;Rm 416;Rm 417;Rm 418;Rm 419;Rm 420;Rm 421	CONV

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Association	St	Sales	EM	Move-In	START	END	Move-Out	Attend	Rooms	mtg_type
2010 Freedom Roadshow	D	TW	jps	5/6/2010	5/7/2010	5/7/2010	5/7/2010	6000	Hall D;Hall Flex;Prefunction D;Prefunction F;Rm 311/Multi-Media Rm;Rm 312	MTG
Mailcom Conference & Exhibition 2010	D	BJS	MCC	5/9/2010	5/12/2010	5/14/2010	5/15/2010	1800	Dressing Room A;Dressing Room B;Hall A;Hall B;Prefunction A;Prefunction B;Rm 201;Rm 202;Rm 301;Rm 302;Rm 303;Rm 304;Rm 305;Rm 306;Rm 307;Rm 308;Rm 309;Rm 310;Rm 311/Multi-Media Rm;Rm 312;Rm 313;Rm 314;Rm 315;Rm 316;Rm 317;Rm 318;Rm 319;Rm 320;Rm 321;Rm 322	TRADE
12th Annual Trauma Symposium at AtlantiCare Regional Medical Center	D	FK	MJM	5/10/2010	5/10/2010	5/12/2010	5/12/2010	300	Rm 401;Rm 402;Rm 403;Rm 404;Rm 405;Rm 406;Rm 407;Rm 416;Rm 417;Rm 418;Rm 419;Rm 420;Rm 421;Treehouse Adjacent to Room 413	MTG
Villanova University Senior Dance	D	FK	jps	5/10/2010	5/10/2010	5/10/2010	5/10/2010	1025	Hall C;Prefunction C	BQT
Value Merchandise Expo - Atlantic City	D	MJR	jps	5/13/2010	5/16/2010	5/18/2010	5/19/2010	1500	Hall C;Prefunction C	TRADE
NACA Save the Dream Event	D	AB	MPS	5/19/2010	5/21/2010	5/25/2010	5/26/2010	11000	Hall B;Hall D;Prefunction B;Prefunction D;Rm 302;Rm 303;Rm 308;Rm 309;Rm 310;Rm 311/Multi-Media Rm;Rm 312;Rm 313;Rm 314;Rm 411;Rm 412;Rm 414;Rm 415	CONV
East Coast Gaming Congress	D	FK	MJM	5/24/2010	5/25/2010	5/25/2010	5/25/2010	500	Hall A;Prefunction A;Rm 201;Rm 202;Rm 402;Rm 403	CONF
Promotions East 2010	D	MJR	MPS	6/2/2010	6/8/2010	6/9/2010	6/10/2010	5000	Hall B;Hall C;Hall Flex;Prefunction B;Prefunction C;Prefunction F;Rm 201;Rm 202;Rm 301;Rm 302;Rm 303;Rm 304;Rm 305;Rm 306;Rm 307;Rm 308;Rm 309;Rm 310;Rm 311/Multi-Media Rm;Rm 312;Rm 313;Rm 314;Rm 315;Rm 316;Rm 317;Rm 318;Rm 319;Rm 320;Rm 321;Rm 322;Rm 405;Rm 406;Rm 407;Rm 408;Rm 410;Rm 413;Treehouse Adjacent to Room 413	TRADE
AAAI / ISMA	D	BJS	MJM	6/4/2010	6/4/2010	6/6/2010	6/6/2010	3000	Hall A;Prefunction A;Rm 201;Rm 202;Rm 302;Rm 303;Rm 401;Rm 402;Rm 403;Rm 404;Rm 405;Rm 406;Rm 408;Rm 409;Rm 410;Rm 411;Rm 412;Rm 418;Rm 419;Rm 420	CONV
Local 54 Nomination of Officers	D	FK	MJM	6/7/2010	6/7/2010	6/7/2010	6/7/2010	250	Rm 404	MTG
AALAS Tri Branch Symposium	D	MJR	jps	6/14/2010	6/14/2010	6/16/2010	6/16/2010	785	Atrium;Hall A;Prefunction A;Rm 201;Rm 202;Rm 401;Rm 402;Rm 403;Rm 404;Rm 405;Rm 406;Rm 419;Rm 420;Rm 421	CONV

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Association	St	Sales	EM	Move-In	START	END	Move-Out	Attend	Rooms	mtg_type
Police Security Expo	D	AB	MJM	6/18/2010	6/22/2010	6/23/2010	6/23/2010	6500	Hall A;Hall B;Hall C;Prefunction A;Prefunction B;Prefunction C;Rm 201;Rm 202;Rm 305;Rm 306;Rm 307;Rm 308;Rm 309;Rm 310;Rm 311/Multi-Media Rm;Rm 312;Rm 313;Rm 314;Rm 315;Rm 316;Rm 317;Rm 318;Rm 319;Rm 401	EXPO
World Wide Marriage Encounter National Convention	D	FK	MPS	6/24/2010	6/25/2010	6/27/2010	6/28/2010	1420	Hall B;Prefunction B;Rm 301;Rm 302;Rm 303;Rm 304;Rm 305;Rm 310;Rm 319;Rm 321;Treehouse Adjacent to Room 413	CONV
Local 54 Election Membership Voting	D	FK	MJM	6/24/2010	6/24/2010	6/25/2010	6/25/2010	4000	Rm 201;Rm 202	MTG
North American Bengali Conference - Kallol of New Jersey	D	BJS	MCC	7/5/2010	7/9/2010	7/11/2010	7/12/2010	4000	Hall A;Hall A;Hall B;Hall B;Hall C;Hall C;Prefunction A;Prefunction A;Prefunction B;Prefunction B;Prefunction C;Prefunction C;Rm 201;Rm 202;Rm 301;Rm 302;Rm 303;Rm 304;Rm 305;Rm 306;Rm 307;Rm 308;Rm 309;Rm 310;Rm 311/Multi-Media Rm;Rm 312;Rm 313;Rm 314;Rm 315;Rm 316;Rm 317;Rm 318;Rm 319;Rm 320;Rm 321;Rm 322	CONF
Delaware Park Job Fair 2010	D	FK	MJM	7/21/2010	7/21/2010	7/21/2010	7/21/2010	200	Rm 308	SEMINAR
Herbalife International 2010 Mega Escuela	D	TW	jps	7/22/2010	7/23/2010	7/25/2010	7/25/2010	2500	Hall B;Prefunction B;Rm 201;Rm 202;Rm 310	CONV
New Jersey Bar Exam 2010	D	BJS	MJM	7/27/2010	7/28/2010	7/29/2010	7/29/2010	1500	Hall A;Hall B;Prefunction A;Prefunction B;Rm 301;Rm 302;Rm 303;Rm 401;Rm 402;Rm 403	MTG
2010 EPA RRP	D	MJR	jps	7/30/2010	7/30/2010	7/30/2010	7/30/2010	15	Rm 406	MTG
EFM - Advanced Concepts Meeting	D	FK	jps	8/5/2010	8/5/2010	8/6/2010	8/6/2010	65	Rm 304;Rm 319	MTG
DNR - 2010 New Jersey Senate Majority - Public Hearing	D	FK	MCC	8/6/2010	8/6/2010	8/6/2010	8/6/2010	400	Rm 410;Rm 411	MTG
2010 Medical Technology Management Institute Meeting	D	TW	MJM	8/21/2010	8/21/2010	8/21/2010	8/21/2010	60	Rm 202	MTG
Arett Lawn & Garden Show	D	SJH	MPS	9/9/2010	9/12/2010	9/14/2010	9/15/2010	1261	Hall C;Hall Flex;Prefunction C;Prefunction F;Rm 312;Rm 408;Rm 409;Rm 410;Rm 411;Rm 412;Rm 413;Rm 414;Rm 415	CONV
Philadelphia National Candy Gift & Gourmet Show	D	AB	jps	9/9/2010	9/12/2010	9/14/2010	9/14/2010	3500	Hall B;Prefunction B;Rm 201;Rm 202;Rm 311/Multi-Media Rm	TRADE
New Jersey Transit Board Meeting	D	FK	MJM	9/10/2010	9/10/2010	9/10/2010	9/10/2010	100	Rm 301;Rm 304;Rm 321	MTG
OB Ultrasound	D	FK	MJM	9/10/2010	9/10/2010	9/11/2010	9/11/2010	75	Rm 401;Rm 404	SEMINAR
Rotobowl Fantasy Football	D	FK	MJM	9/10/2010	9/11/2010	9/11/2010	9/11/2010	400	Dressing Room A;Dressing Room B;Hall A;Prefunction A;Rm 202	PUBLIC
PA Dry Cleaning & Laundry Expo 2010	D	AB	MCC	9/22/2010	9/25/2010	9/26/2010	9/27/2010	1500	Hall C;Prefunction C;Rm 312;Rm 413;Treehouse Adjacent to Room 413	TRADE

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Association	St	Sales	EM	Move-In	START	END	Move-Out	Attend	Rooms	mtg_type
Governors Housing Conference	D	FK	MPS	9/27/2010	9/28/2010	9/29/2010	9/29/2010	1100	Hall A;Hall B;Prefunction A;Prefunction B;Rm 305;Rm 306;Rm 308;Rm 310;Rm 313;Rm 315;Rm 317;Rm 318;Rm 319	CONF
NJ State Police Entrance Written Exam	D	FK	jps	10/1/2010	10/2/2010	10/2/2010	10/2/2010	380	Hall A;Prefunction A	CONV
Offshore Conference & Expo 2010	D	SJH	MPS	10/4/2010	10/5/2010	10/7/2010	10/7/2010	1300	Hall A;Hall B;Hall B;Prefunction A;Prefunction B;Rm 201;Rm 202;Rm 301;Rm 302;Rm 303;Rm 304;Rm 305;Rm 306;Rm 307;Rm 322;Rm 401;Rm 402;Rm 403;Rm 404;Rm 418;Rm 419;Rm 421	CONF
Apex Wind Energy	D	SJH	MJM	10/5/2010	10/5/2010	10/7/2010	10/7/2010	12	Rm 420	MTG
2010 Vestas Offshore Meeting	D	SJH	MJM	10/5/2010	10/5/2010	10/7/2010	10/8/2010	12	Rm 405;Rm 406	MTG
2010 Bluewater Wind Meeting	D	SJH	MCC	10/5/2010	10/5/2010	10/7/2010	10/7/2010	12	Rm 321	MTG
Breakfast - AWEA 2010 Conference	D	SJH	MJM	10/6/2010	10/6/2010	10/6/2010	10/6/2010	30	Rm 414	BQT
2010 Fishermen's Energy Meeting	D	SJH	MJM	10/6/2010	10/6/2010	10/7/2010	10/7/2010	50	Rm 320	MTG
2010 GMSL Meeting	D	SJH	MJM	10/6/2010	10/6/2010	10/6/2010	10/6/2010	8	Rm 308	MTG
Autism New Jersey Conference	D	FK	MJM	10/7/2010	10/8/2010	10/9/2010	10/9/2010	900	Hall C;Prefunction C;Rm 201;Rm 202;Rm 308;Rm 309;Rm 310;Rm 311/Multi-Media Rm;Rm 312;Rm 313;Rm 314;Rm 315;Rm 316;Rm 317;Rm 318;Rm 319;Rm 407;Rm 408;Rm 409;Rm 410;Rm 411;Rm 412;Rm 413;Rm 414;Rm 415;Rm 416;Rm 417;Treehouse Adjacent to Room 413	CONV
NJ State Police Entrance Written Exam	D	FK	MJM	10/8/2010	10/9/2010	10/9/2010	10/9/2010	485	Hall A;Prefunction A	CONV
Atlantic Coast Veterinary Conference	D	AB	MPS	10/11/2010	10/12/2010	10/14/2010	10/14/2010	1422	Hall A;Hall B;Prefunction A;Prefunction B;Rm 201;Rm 202;Rm 301;Rm 302;Rm 303;Rm 304;Rm 305;Rm 306;Rm 307;Rm 308;Rm 309;Rm 310;Rm 311/Multi-Media Rm;Rm 312;Rm 313;Rm 314;Rm 315;Rm 316;Rm 317;Rm 318;Rm 319;Rm 320;Rm 321;Rm 322	CONF
Maternal Newborn	D	FK	MJM	10/13/2010	10/13/2010	10/15/2010	10/15/2010	75	Rm 401;Rm 404	MTG
2010 Atlantic City Electric Summit	D	SJH	jps	10/13/2010	10/13/2010	10/13/2010	10/13/2010	150	Rm 408;Rm 409;Rm 410;Rm 411;Rm 413;Rm 414	CONF
2010 Best Practices in Primary Care	D	TW	jps	10/14/2010	10/14/2010	10/15/2010	10/15/2010	325	Rm 301;Rm 302;Rm 303;Rm 304;Rm 305;Rm 402;Rm 403	MTG
2010 Ethicon Endo-Surgery, Inc. Dinner / Conference	D	TW	jps	10/14/2010	10/14/2010	10/14/2010	10/14/2010	50	Rm 408;Rm 409	BQT
Viridian 2010 Annual Sales Conference	D	FK	MJM	10/15/2010	10/16/2010	10/17/2010	10/17/2010	2000	Dressing Room A;Dressing Room B;Hall A;Prefunction A;Rm 201;Rm 202;Rm 402;Rm 403;Rm 411;Rm 412;Treehouse Adjacent to Room 413	CONF
Fire Fighters Exam	D	FK	jps	10/19/2010	10/19/2010	10/19/2010	10/19/2010	250	Rm 401;Rm 402;Rm 403;Rm 404	SEMINAR

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Association	St	Sales	EM	Move-In	START	END	Move-Out	Attend	Rooms	mtg_type
2010 Atlantic City National College Fair	D	SJH	MCC	10/20/2010	10/21/2010	10/21/2010	10/21/2010	3700	Hall C;Prefunction C;Rm 410;Rm 412;Rm 413;Rm 414;Rm 415;Rm 416;Rm 417;Rm 418	PUBLIC
NJAEYC State Conference 2010	D	BJS	jps	10/21/2010	10/21/2010	10/23/2010	10/23/2010	850	Hall D;Prefunction D;Rm 301;Rm 302;Rm 303;Rm 304;Rm 305;Rm 306;Rm 307;Rm 308;Rm 309;Rm 310;Rm 311/Multi-Media Rm;Rm 312;Rm 313;Rm 314;Rm 315;Rm 316;Rm 317;Rm 318;Rm 319;Rm 320;Rm 321;Rm 322	CONF
Travel Weekly's Home Based Agent Show and Travel 2010	D	TW	MJM	10/25/2010	10/27/2010	10/29/2010	10/29/2010	1500	Hall A;Hall B;Prefunction A;Prefunction B;Rm 201;Rm 202;Rm 302;Rm 303;Rm 401;Rm 402;Rm 403;Rm 404;Rm 405;Rm 406;Rm 409;Rm 416;Rm 417;Rm 418;Rm 419;Rm 420;Rm 421	SPEC EV
NJEA Annual Exhibition/Meeting	D	SJH	MPS	11/1/2010	11/4/2010	11/5/2010	11/6/2010	35000	Adrian Phillips Ballroom (BWH);Atrium;Dressing Room A;Dressing Room B;Executive Conference Room;Hall A;Hall B;Hall C;Hall D;Hall Flex;Prefunction A;Prefunction B;Prefunction C;Prefunction D;Prefunction F;Press Room outside Hall A;Rm 201;Rm 202;Rm 301;Rm 302;Rm 303;Rm 304;Rm 305;Rm 306;Rm 307;Rm 308;Rm 309;Rm 310;Rm 311/Multi-Media Rm;Rm 312;Rm 313;Rm 314;Rm 315;Rm 316;Rm 317;Rm 318;Rm 319;Rm 320;Rm 321;Rm 322;Rm 401;Rm 402;Rm 403;Rm 404;Rm 405;Rm 406;Rm 407;Rm 408;Rm 409;Rm 410;Rm 411;Rm 412;Rm	CONV
AC Recreational Vehicle and Camping Show	D	AB	MJM	11/9/2010	11/12/2010	11/14/2010	11/15/2010	3000	Hall D;Prefunction D	PUBLIC
MESCO 2010 Annual Dealer Trade Show	D	SJH	MJM	11/9/2010	11/10/2010	11/11/2010	11/11/2010	1000	Hall A;Prefunction A;Rm 201;Rm 202;Rm 305;Rm 306;Rm 307	TRADE
NJ Pediatric Council on Research & Education 2010 Conference	D	BJS	jps	11/9/2010	11/9/2010	11/10/2010	11/10/2010	275	Rm 401;Rm 402;Rm 403;Rm 404;Rm 405;Rm 406;Rm 407;Rm 408;Rm 409;Rm 410;Rm 411;Rm 412;Rm 413;Rm 414;Rm 415;Rm 416;Rm 417;Rm 418;Rm 419;Rm 420;Rm 421;Treehouse Adjacent to Room 413	CONF

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Association	St	Sales	EM	Move-In	START	END	Move-Out	Attend	Rooms	mtg_type
ASAH-Serving the Private Special Education Community Since 1974	D	FK	jps	11/11/2010	11/11/2010	11/12/2010	11/12/2010	1000	Hall A;Prefunction A;Rm 201;Rm 202;Rm 303;Rm 304;Rm 308;Rm 309;Rm 310;Rm 312;Rm 319;Rm 322;Rm 401;Rm 402;Rm 403;Rm 404;Rm 405;Rm 406;Rm 407;Rm 408;Rm 409;Rm 410;Rm 411;Rm 412;Rm 413;Rm 414;Rm 415;Rm 416;Rm 417;Rm 418;Rm 419;Rm 420;Rm 421	CONV
NJSLM Annual Fall Conference	D	BJS	MCC	11/12/2010	11/16/2010	11/18/2010	11/19/2010	15700	Dressing Room A;Dressing Room B;Executive Conference Room;Hall A;Hall B;Hall C;Hall Flex;Prefunction A;Prefunction B;Prefunction C;Prefunction F;Press Room outside Hall A;Rm 201;Rm 202;Rm 301;Rm 302;Rm 303;Rm 304;Rm 305;Rm 306;Rm 307;Rm 308;Rm 309;Rm 310;Rm 311/Multi-Media Rm;Rm 312;Rm 313;Rm 314;Rm 315;Rm 316;Rm 317;Rm 318;Rm 319;Rm 320;Rm 321;Rm 322;Rm 401;Rm 402;Rm 403;Rm 404;Rm 405;Rm 406;Rm 407;Rm 408;Rm 409;Rm 410;Rm 411;Rm 412;Rm 413;Rm 414;Rm 415;Rm 416;Rm 417;Rm 418;Rm 419;Rm 420;Rm 421	CONV
Lincoln Financial Meeting	D	BJS	MJM	11/17/2010	11/17/2010	11/18/2010	11/18/2010	500	Atrium	MTG
New Jersey Association of Community Providers	D	BJS	jps	11/18/2010	11/18/2010	11/19/2010	11/19/2010	525	Rm 401;Rm 402;Rm 403;Rm 405;Rm 406;Rm 407;Rm 408;Rm 411;Rm 412;Rm 413;Rm 414;Rm 416;Rm 417;Rm 418;Rm 419;Rm 420;Rm 421	CONV
KL/Creative Leadership	D	FK	MJM	11/19/2010	11/19/2010	11/19/2010	11/19/2010	35	Rm 316	
US Army MID Atlantic Recruiting Battalion Annual Training Conference	D	FK	jps	11/19/2010	11/19/2010	11/21/2010	11/21/2010	450	Hall A;Prefunction A;Rm 201;Rm 202;Rm 301;Rm 302;Rm 303;Rm 305;Rm 306;Rm 307;Rm 308;Rm 309;Rm 310	CONF
2010 Annual National Conference and Trade Show	D	SJH	MPS	11/29/2010	12/2/2010	12/4/2010	12/5/2010	5320	Hall C;Hall Flex;Prefunction C;Prefunction F;Rm 408;Rm 409;Rm 410;Rm 411;Rm 412;Rm 413;Rm 414;Rm 415;Rm 416;Rm 417;Rm 418;Rm 419	CONF

MASTER CALENDAR
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Association	St	Sales	EM	Move-In	START	END	Move-Out	Attend	Rooms	mtg_type
Tri-State Association of Realtors	D	AB	jps	12/3/2010	12/7/2010	12/9/2010	12/9/2010	5800	Hall A;Hall B;Hall C;Prefunction A;Prefunction B;Prefunction C;Rm 201;Rm 202;Rm 301;Rm 302;Rm 303;Rm 304;Rm 305;Rm 306;Rm 307;Rm 308;Rm 309;Rm 310;Rm 311/Multi-Media Rm;Rm 312;Rm 313;Rm 314;Rm 315;Rm 316;Rm 317;Rm 318;Rm 319;Rm 320;Rm 321;Rm 322;Rm 401;Rm 402;Rm 403;Rm 404;Rm 408;Rm 409;Rm 411;Rm 412	TRADE
Specialty Health Education Nursing Seminar	D	FK	jps	12/4/2010	12/4/2010	12/4/2010	12/4/2010	80	Rm 304	SEMINAR
Eastern Bergen County Board of REALTORS, Inc. Hospitality	D	AB	jps	12/7/2010	12/7/2010	12/8/2010	12/8/2010	70	Rm 407	RECEP
ERA Brokers of New Jersey Luncheon	D	AB	jps	12/8/2010	12/8/2010	12/8/2010	12/8/2010	75	Rm 414	BQT
Re/Max of New Jersey	D	AB	jps	12/8/2010	12/8/2010	12/8/2010	12/8/2010	100	Rm 419	MTG
Greater Union County Association of REALTORS Hospitality	D	AB	jps	12/8/2010	12/8/2010	12/8/2010	12/8/2010	75	Rm 418	RECEP
RealSource Realtors Hospitality	D	AB	jps	12/8/2010	12/8/2010	12/8/2010	12/8/2010	60	Rm 416	RECEP
WSF Athletic Championships	D	FK	MJM	12/10/2010	12/11/2010	12/12/2010	12/12/2010	3090	Hall A;Hall B;Prefunction A;Prefunction B	COMPET
Philadelphia National Candy Gift & Gourmet Show	D	AB	jps	1/6/2011	1/9/2011	1/11/2011	1/11/2011	1900	Hall C;Prefunction C	TRADE
World Spirit Federation	D	FK		1/7/2011	1/7/2011	1/8/2011	1/9/2011	3800		COMPET
The Pulse on Tour Atlantic City	D	MJR	MJM	1/7/2011	1/8/2011	1/9/2011	1/9/2011	3500	Hall A;Hall B;Hall D;Prefunction A;Prefunction B;Prefunction D;Rm 201;Rm 202;Rm 402;Rm 403	COMPET
EWSRA	D	FK	MPS	1/10/2011	1/11/2011	1/14/2011	1/14/2011	1000	Hall B;Prefunction B;Rm 201;Rm 202;Rm 308;Rm 309;Rm 310	TRADE
Starbound Gymnastics Competition	D	FK	MJM	1/14/2011	1/15/2011	1/16/2011	1/16/2011	3000	Hall A;Prefunction A;Rm 201;Rm 202	COMPET
Atlantic City Pool and Spa Show 2011	D	BJS	MCC	1/20/2011	1/25/2011	1/27/2011	1/28/2011	10659	Hall B;Hall C;Hall D;Hall Flex;Prefunction B;Prefunction C;Prefunction D;Prefunction F;Rm 201;Rm 202;Rm 302;Rm 303;Rm 304;Rm 305;Rm 306;Rm 307;Rm 308;Rm 309;Rm 310;Rm 311/Multi-Media Rm;Rm 312;Rm 313;Rm 314;Rm 315;Rm 316;Rm 317;Rm 318;Rm 319;Rm 320;Rm 321;Rm 322;Rm 401;Rm 402;Rm 403;Rm 404;Rm 405;Rm 406;Rm 407;Rm 408;Rm 409;Rm 410;Rm 411;Rm 412;Rm 413;Rm 414;Rm 415;Rm 416;Rm 417;Rm 418;Rm 419;Rm 420;Rm 421	TRADE
Atlantic City International Boat Show	D	FK	MPS	1/28/2011	2/2/2011	2/6/2011	2/9/2011	34750	Hall C;Hall D;Hall Flex;Prefunction C;Prefunction D;Prefunction F;Rm 310;Rm 311/Multi-Media Rm;Rm 312	PUBLIC

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Association	St	Sales	EM	Move-In	START	END	Move-Out	Attend	Rooms	mtg_type
Canyon Runner Seminars	D	FK	jps	1/28/2011	1/29/2011	1/29/2011	1/29/2011	440	Rm 408;Rm 409;Rm 410;Rm 411;Rm 412;Rm 414;Rm 415;Rm 416;Rm 417;Rm 418;Rm 419	SEMINAR
January 2011 Raritan Valley Chapter, The Links, Incorporated Meeting	D	SJH	jps	1/29/2011	1/29/2011	1/29/2011	1/29/2011	40	Rm 201;Rm 202	MTG
Spirit Unlimited	D	FK	MJM	2/4/2011	2/5/2011	2/5/2011	2/5/2011	9000	Hall A;Hall B;Prefunction A;Prefunction B;Rm 201;Rm 202;Rm 307;Rm 402;Rm 403	COMPET
MAHTS 2011	D	BJS	MPS	2/7/2011	2/8/2011	2/9/2011	2/10/2011	650	Hall B;Prefunction B;Rm 401;Rm 402;Rm 403;Rm 404;Rm 405;Rm 406;Rm 407;Rm 408;Rm 409;Rm 410;Rm 411;Rm 412;Rm 413;Rm 414;Rm 415;Rm 416;Rm 417;Rm 418;Rm 419;Rm 420;Rm 421	TRADE
Local 54 Casino Negotiations	D	FK	jps	2/10/2011	2/10/2011	2/10/2011	2/10/2011	250	Rm 201	MTG
2011 NRG Dance Project	D	TW	MJM	2/11/2011	2/11/2011	2/13/2011	2/14/2011	300	Rm 302;Rm 402;Rm 403;Rm 404;Rm 405;Rm 406	SPEC EV
Atlantic City Classic Car Show 2011	D	BJS	MCC	2/15/2011	2/18/2011	2/20/2011	2/22/2011	30000	Hall A;Hall B;Hall C;Hall D;Hall Flex;Prefunction A;Prefunction B;Prefunction C;Prefunction D;Prefunction F;Rm 305;Rm 306;Rm 307;Rm 308;Rm 309;Rm 310;Rm 315;Rm 316;Rm 411;Rm 412	PUBLIC
New Jersey Bar Exam February 2011	D	BJS	MJM	2/22/2011	2/23/2011	2/24/2011	2/24/2011	600	Rm 302;Rm 303;Rm 304;Rm 401;Rm 402;Rm 403;Rm 404	MTG
AC Recreational Vehicle and Camping Show	D	AB	MJM	2/23/2011	2/25/2011	2/27/2011	2/28/2011	4988	Hall D;Prefunction D	PUBLIC
New Jersey Home & Garden Show	D	AB	MJM	3/2/2011	3/4/2011	3/6/2011	3/6/2011	4500	Hall C;Prefunction C	PUBLIC
New Jersey Prevention Network	D	FK	jps	3/3/2011	3/4/2011	3/4/2011	3/4/2011	900	Hall A;Prefunction A;Rm 201;Rm 202;Rm 401;Rm 402;Rm 403;Rm 404;Rm 405;Rm 406;Rm 407;Rm 408;Rm 409;Rm 416;Rm 417;Rm 418;Rm 419;Rm 420;Rm 421	MTG
2011 Imprinted Sportswear Show	D	SJH	MPS	3/7/2011	3/11/2011	3/13/2011	3/14/2011	7500	Hall C;Hall Flex;Prefunction C;Prefunction F;Rm 301;Rm 304;Rm 308;Rm 309;Rm 311;Multi-Media Rm;Rm 312;Rm 313;Rm 314;Rm 315;Rm 316;Rm 317;Rm 318;Rm 319	TRADE
Alliance Mid-Atlantic Government Procurement Fair	D	FK	jps	3/9/2011	3/10/2011	3/10/2011	3/10/2011	500	Hall A;Prefunction A;Rm 201;Rm 202;Rm 401;Rm 404;Rm 421	CONV
A - 10 Basketball Walk Through	D	FK	MCC	3/10/2011	3/10/2011	3/11/2011	3/11/2011	20	Rm 201;Rm 202	MTG
2011 General Motors NE Commercial Conference	D	TW	MJM	3/14/2011	3/15/2011	3/16/2011	3/16/2011	320	Hall D;Prefunction D;Rm 405;Rm 406;Rm 407;Rm 408;Rm 409;Rm 410;Rm 411;Rm 412;Rm 413;Rm 414;Rm 415;Rm 421	CONF

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Association	St	Sales	EM	Move-In	START	END	Move-Out	Attend	Rooms	mtg_type
Tri-State Camp Conference (NY-NJ - Keystone)	D	FK	jps	3/14/2011	3/16/2011	3/18/2011	3/19/2011	2950	Hall A;Hall B;Prefunction A;Prefunction B;Rm 201;Rm 202;Rm 301;Rm 302;Rm 303;Rm 304;Rm 305;Rm 306;Rm 307;Rm 308;Rm 309;Rm 310;Rm 311/Multi-Media Rm;Rm 312;Rm 313;Rm 314;Rm 315;Rm 316;Rm 317;Rm 318;Rm 319;Rm 320;Rm 321;Rm 322;Rm 401;Rm 402;Rm 404;Rm 411;Rm 416;Rm 417;Rm 418;Rm 419;Rm 420	CONF
JMK Shows March 2011 Antique Show	D	TW	MCC	3/16/2011	3/19/2011	3/20/2011	3/21/2011	3000	Hall D;Hall Flex;Prefunction D;Prefunction F	PUBLIC
Axiom Communications	D	FK	MJM	3/17/2011	3/17/2011	3/17/2011	3/17/2011	30	Rm 405	MTG
Mary Kay Career Conference	D	FK	MPS	3/24/2011	3/25/2011	3/27/2011	3/27/2011	2800	Hall A;Prefunction A;Rm 201;Rm 202;Rm 301;Rm 302;Rm 303;Rm 304;Rm 308;Rm 309;Rm 315;Rm 317;Rm 318;Rm 319;Rm 402;Rm 403	CONV
Sharodan Products/In Conjunction with Mary Kay	D	FK	MPS	3/25/2011	3/26/2011	3/27/2011	3/27/2011	500	Rm 316	MTG
Jamfest Cheer and Dance	D	FK	MJM	3/25/2011	3/26/2011	3/27/2011	3/27/2011	3000	Hall C;Prefunction C	CONV
US Foodservice Philadelphia Division 2011 Food Show	D	TW	jps	3/28/2011	3/29/2011	3/30/2011	3/30/2011	18000	Hall B;Prefunction B;Rm 308;Rm 309;Rm 318;Rm 319	CONV
AACN Spring TRENDS Conference	D	AB	MJM	3/28/2011	3/30/2011	4/1/2011	4/1/2011	600	Hall A;Prefunction A;Rm 201;Rm 202;Rm 301;Rm 302;Rm 303;Rm 304;Rm 305;Rm 306;Rm 307;Rm 311/Multi-Media Rm;Rm 317;Rm 320;Rm 321;Rm 322;Rm 402;Rm 403;Treehouse Adjacent to Room 413	CONF
Atlantic City Beer Festival - Celebration of the Suds	D	FK	MJM	3/30/2011	4/1/2011	4/2/2011	4/3/2011	20000	Hall C;Hall D;Hall Flex;Prefunction C;Prefunction D;Prefunction F	PUBLIC
Atlantic County Women's Hall of Fame (ACWHF)	D	FK		4/1/2011	4/1/2011	3/31/2012	3/31/2012			
Atlantic Builders Convention 2011	D	AB	jps	4/4/2011	4/6/2011	4/8/2011	4/9/2011	6251	Atrium;Hall A;Hall B;Hall C;Prefunction A;Prefunction B;Rm 202;Rm 302;Rm 303;Rm 306;Rm 307;Rm 308;Rm 310;Rm 317;Rm 318;Rm 319;Rm 320;Rm 402;Rm 405;Rm 406;Rm 407;Rm 416;Rm 417;Rm 418;Rm 419;Rm 420;Treehouse Adjacent to Room 413	TRADE
2011 North Atlantic Regional Conference Cluster IV	D	SJH	MPS	4/6/2011	4/8/2011	4/10/2011	4/10/2011	4000	Hall D;Hall Flex;Prefunction D;Prefunction F;Rm 301;Rm 304;Rm 309;Rm 311/Multi-Media Rm;Rm 312;Rm 313;Rm 314;Rm 315;Rm 316;Rm 320;Rm 322;Rm 401;Rm 402;Rm 403;Rm 404;Rm 405;Rm 408;Rm 409;Rm 413;Rm 415;Rm 417;Rm 418;Rm 419;Rm 420;Rm 421	CONF

MASTER CALENDAR
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Association	St	Sales	EM	Move-In	START	END	Move-Out	Attend	Rooms	mtg_type
Pet Industry Spring Trade Show 2011	D	TW	MPS	4/10/2011	4/13/2011	4/15/2011	4/17/2011	5980	Hall B;Hall C;Prefunction B;Prefunction C;Rm 301;Rm 302;Rm 304;Rm 305;Rm 306;Rm 311/Multi-Media Rm;Rm 312;Rm 314;Rm 315;Rm 316;Rm 317;Rm 318;Rm 319;Rm 320;Rm 321;Rm 322	TRADE
S11 District Community Meeting	D	MJR	jps	4/12/2011	4/12/2011	4/12/2011	4/12/2011	300	Rm 408;Rm 409	MTG
CRDA Investment Conference Revitalizing the City Repositioning the Resort	D	MJR	jps	4/13/2011	4/13/2011	4/13/2011	4/13/2011	300	Rm 411;Rm 412	MTG
Strictly Corvette	D	FK	MJM	4/13/2011	4/16/2011	4/17/2011	4/18/2011	4000	Hall D;Hall Flex;Prefunction D;Prefunction F;Rm 303;Rm 307;Rm 310;Rm 313	PUBLIC
CRDA Community Meeting / Board Meeting	D	MJR	jps	4/19/2011	4/19/2011	4/19/2011	4/19/2011	200	Rm 410;Rm 411	MTG
25th Anniversary Event	D	BJS	MJM	4/23/2011	4/23/2011	4/23/2011	4/23/2011	1500	Hall A;Prefunction A;Rm 201;Rm 202;Rm 301;Rm 302;Rm 303;Rm 304;Rm 319;Rm 321;Rm 401;Rm 402;Rm 403;Rm 404;Rm 405	MTG
2011 Eastern Area Conference	D	SJH	jps	4/26/2011	4/28/2011	4/30/2011	4/30/2011	1400	Hall A;Hall B;Hall C;Prefunction A;Prefunction B;Prefunction C;Rm 201;Rm 202;Rm 401;Rm 402;Rm 403;Rm 404;Rm 405;Rm 406;Rm 407;Rm 408;Rm 409;Rm 410;Rm 414;Rm 415;Rm 416;Rm 417;Rm 418;Rm 419;Rm 420;Rm 421	CONF
Atlantic Region Energy Expo 2011	D	BJS	MJM	5/2/2011	5/4/2011	5/5/2011	5/5/2011	4500	Hall B;Hall C;Prefunction B;Prefunction C;Rm 301;Rm 302;Rm 304;Rm 305;Rm 306;Rm 307;Rm 310;Rm 311/Multi-Media Rm;Rm 312;Rm 313;Rm 314;Rm 316;Rm 318;Rm 319;Rm 320;Rm 321;Rm 322	TRADE
New Jersey Governor's Conference for Women	D	FK	MPS	5/2/2011	5/2/2011	5/3/2011	5/3/2011	1100	Dressing Room A;Dressing Room B;Hall A;Prefunction A;Rm 201;Rm 202;Rm 405;Rm 406;Rm 409;Rm 410;Rm 411;Rm 412;Rm 413;Rm 414;Rm 415;Rm 416;Rm 417;Rm 418;Rm 419;Treehouse Adjacent to Room 413	CONF
Villanova Senior Dance	D	FK	jps	5/6/2011	5/9/2011	5/9/2011	5/10/2011	800	Dressing Room A;Dressing Room B;Hall A;Prefunction A;Rm 201;Rm 202	BQT
5LINX National Event	D	AB	jps	5/10/2011	5/12/2011	5/14/2011	5/16/2011	5500	Hall B;Hall D;Hall Flex;Prefunction B;Prefunction D;Prefunction F;Rm 201;Rm 202;Rm 302;Rm 303;Rm 304;Rm 310;Rm 311/Multi-Media Rm;Rm 402;Rm 403;Rm 404;Rm 405;Rm 406;Rm 408;Rm 409;Rm 411;Rm 412	CONV

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Association	St	Sales	EM	Move-In	START	END	Move-Out	Attend	Rooms	mtg_type
High Risk Critical Care OB	D	FK	MJM	5/12/2011	5/12/2011	5/13/2011	5/13/2011	90	Rm 418;Rm 419	CONF
Value Merchandise Expo 2011 - Atlantic City	D	MJR	MJM	5/13/2011	5/15/2011	5/17/2011	5/18/2011	1000	Hall C;Prefunction C	TRADE
Gage Enterprises presents The C.H.A.M.P.S. Trade Show East 2011	D	TW	MPS	5/15/2011	5/17/2011	5/19/2011	5/19/2011	1200	Hall B;Prefunction B	TRADE
2011 Synergy Resources Conference	D	AB	MJM	5/15/2011	5/15/2011	5/18/2011	5/18/2011	100	Rm 201;Rm 202	CONF
2011 New Jersey PATRIOT Training	D	FK	MJM	5/16/2011	5/16/2011	5/18/2011	5/18/2011	40	Rm 310	MTG
Fast Lane Biker - AC Bike Week	D	FK	jps	5/18/2011	5/20/2011	5/22/2011	5/22/2011	1801	Hall D;Hall Flex;Prefunction D;Prefunction F	PUBLIC
The NJAA Conference and Expo	D	AB	MPS	5/23/2011	5/24/2011	5/25/2011	5/25/2011	1374	Hall B;Hall C;Prefunction B;Prefunction C;Rm 301;Rm 302;Rm 303;Rm 304;Rm 305;Rm 306;Rm 307;Rm 308;Rm 309;Rm 310;Rm 312;Rm 313;Rm 314;Rm 315;Rm 316;Rm 318;Rm 319;Rm 320;Rm 321;Rm 322;Rm 411;Rm 412	CONF
15th Annual East Coast Gaming Congress	D	FK	MJM	5/23/2011	5/24/2011	5/24/2011	5/24/2011	500	Dressing Room A;Dressing Room B;Hall A;Prefunction A;Rm 201;Rm 202;Rm 402;Rm 403	CONF
Promotions East 2011	D	MJR	jps	6/1/2011	6/7/2011	6/8/2011	6/9/2011	4900	Hall B;Hall C;Hall Flex;Prefunction B;Prefunction C;Prefunction F;Rm 201;Rm 202;Rm 301;Rm 302;Rm 303;Rm 304;Rm 305;Rm 306;Rm 307;Rm 308;Rm 309;Rm 310;Rm 311/Multi-Media Rm;Rm 312;Rm 313;Rm 314;Rm 315;Rm 316;Rm 317;Rm 318;Rm 319;Rm 320;Rm 321;Rm 322;Rm 408;Rm 413;Rm 414;Rm 415	TRADE
AAAI / ISMA	D	BJS	MJM	6/3/2011	6/3/2011	6/5/2011	6/5/2011	1700	Hall A;Prefunction A;Rm 201;Rm 202;Rm 302;Rm 303;Rm 401;Rm 402;Rm 403;Rm 404;Rm 405;Rm 406;Rm 408;Rm 409;Rm 410;Rm 411;Rm 412;Rm 418;Rm 419;Rm 420	CONV
CRDA / DCA Meeting	D	MJR	MJM	6/8/2011	6/8/2011	6/8/2011	6/8/2011	120	Rm 404	MTG
AALAS Tri Branch Symposium	D	MJR	jps	6/13/2011	6/14/2011	6/15/2011	6/15/2011	732	Hall A;Prefunction A;Rm 201;Rm 202;Rm 401;Rm 402;Rm 403;Rm 404;Rm 405;Rm 406;Rm 419;Rm 420;Rm 421	CONV

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Association	St	Sales	EM	Move-In	START	END	Move-Out	Attend	Rooms	mtg_type
2011 Eastern Regional Conference - Delta Sigma Theta Sorority, Incorporated	D	SJH	MPS	6/15/2011	6/16/2011	6/19/2011	6/19/2011	2500	Hall A;Hall B;Hall D;Prefunction A;Prefunction B;Prefunction D;Rm 201;Rm 202;Rm 301;Rm 302;Rm 303;Rm 304;Rm 305;Rm 306;Rm 307;Rm 308;Rm 309;Rm 310;Rm 311/Multi-Media Rm;Rm 312;Rm 313;Rm 314;Rm 315;Rm 316;Rm 317;Rm 318;Rm 319;Rm 320;Rm 321;Rm 322;Rm 401;Rm 402;Rm 403;Rm 404;Rm 405;Rm 411;Rm 412;Rm 414;Treehouse Adjacent to Room 413	MTG
Local 54 Committee Meeting	D	FK	MJM	6/15/2011	6/15/2011	6/15/2011	6/15/2011	250	Rm 302	MTG
Atlantic City Vest Meeting	D	FK	jps	6/16/2011	6/16/2011	6/16/2011	6/16/2011	50	Rm 419	MTG
Police Security Expo	D	AB	MJM	6/17/2011	6/21/2011	6/22/2011	6/22/2011	6500	Hall C;Hall Flex;Prefunction C;Prefunction F;Rm 201;Rm 202;Rm 305;Rm 306;Rm 307;Rm 308;Rm 309;Rm 310;Rm 312;Rm 313;Rm 314;Rm 315;Rm 316;Rm 317;Rm 318;Rm 320	EXPO
2011 American Association for Affirmative Action Summit and Meeting	D	SJH	MJM	6/28/2011	6/29/2011	6/30/2011	7/1/2011	200	Rm 406;Rm 407;Rm 408;Rm 409;Rm 410;Rm 411;Rm 412;Rm 413;Rm 414;Treehouse Adjacent to Room 413	MTG
Ardyss International 2011 Meeting	D	TW	jps	7/9/2011	7/9/2011	7/9/2011	7/9/2011	415	Atrium;Rm 402;Rm 403	
Atlantic City Vest Meeting	D	FK	jps	7/14/2011	7/14/2011	7/14/2011	7/14/2011	45	Rm 419	MTG
Herbalife FSL 2011	D	TW	jps	7/21/2011	7/22/2011	7/24/2011	7/24/2011	2433	Hall B;Prefunction B;Rm 201;Rm 202;Rm 310	CONV
New Jersey Bar Exam 2011	D	BJS	MJM	7/26/2011	7/27/2011	7/28/2011	7/28/2011	1200	Hall A;Hall B;Prefunction A;Prefunction B;Rm 401;Rm 402;Rm 403;Rm 404	MTG
GPPCMA Annual Retreat	D	BJS	MJM	8/3/2011	8/3/2011	8/4/2011	8/4/2011	70	Rm 319;Rm 320;Treehouse Adjacent to Room 413	RETREAT
Atlantic and Cape May County AFL-CIO Cope Fundraiser	D	MJR	MJM	8/5/2011	8/5/2011	8/5/2011	8/5/2011	100	Treehouse Adjacent to Room 413	MTG
Labor Negotiations	D	MJR	MJM	8/11/2011	8/11/2011	8/11/2011	8/11/2011	200	Rm 410;Rm 411;Rm 412	MTG
Local 54 Negotiations Meeting	D	MJR		9/6/2011	9/6/2011	9/6/2011	9/6/2011	400	Rm 411;Rm 412	MTG
Arett Lawn and Garden Show	D	SJH	MPS	9/8/2011	9/11/2011	9/13/2011	9/13/2011	1934	Hall D;Hall Flex;Prefunction D;Prefunction F;Rm 408;Rm 409;Rm 410;Rm 411;Rm 412;Rm 413;Rm 414;Rm 415	TRADE
Philadelphia National Candy Gift & Gourmet Show	D	AB	jps	9/8/2011	9/11/2011	9/13/2011	9/13/2011	2925	Hall C;Prefunction C;Rm 312	TRADE
Atlantic City Associates LLC	D	MJR		9/14/2011	9/14/2011	9/14/2011	9/14/2011	100	Rm 301	MTG
Governors Housing Conference	D	FK	MPS	9/19/2011	9/20/2011	9/21/2011	9/21/2011	900	Dressing Room A;Dressing Room B;Hall A;Hall B;Prefunction A;Prefunction B;Rm 305;Rm 306;Rm 307;Rm 308;Rm 310;Rm 313;Rm 315;Rm 318;Rm 319	CONF
2011 Emergency Medical Associates Meeting	D	TW	MJM	9/25/2011	9/25/2011	9/25/2011	9/25/2011	60	Rm 201;Rm 202	CONF

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Association	St	Sales	EM	Move-In	START	END	Move-Out	Attend	Rooms	mtg_type
Revel Entertainment Recruitment Program	D	MJR	MJM	10/5/2011	10/5/2011	10/10/2011	10/10/2011	300	Rm 201;Rm 202	MTG
Atlantic Coast Veterinary Conference	D	AB	MPS	10/10/2011	10/11/2011	10/13/2011	10/13/2011	1957	Hall A;Hall B;Prefunction A;Prefunction B;Rm 301;Rm 302;Rm 303;Rm 304;Rm 305;Rm 306;Rm 307;Rm 308;Rm 309;Rm 310;Rm 311/Multi-Media Rm;Rm 312;Rm 313;Rm 314;Rm 315;Rm 316;Rm 317;Rm 318;Rm 319;Rm 320;Rm 321;Rm 322	CONF
Autism New Jersey Conference	D	FK	MJM	10/12/2011	10/13/2011	10/14/2011	10/14/2011	900	Rm 401;Rm 402;Rm 403;Rm 404;Rm 405;Rm 406;Rm 407;Rm 408;Rm 409;Rm 410;Rm 411;Rm 412;Rm 413;Rm 414;Rm 415;Rm 416;Rm 417;Rm 418;Rm 420;Treehouse Adjacent to Room 413	CONV
NJAEYC State Conference 2011	D	BJS	jps	10/13/2011	10/14/2011	10/15/2011	10/15/2011	475	Hall A;Prefunction A;Rm 301;Rm 304;Rm 305;Rm 306;Rm 307;Rm 308;Rm 309;Rm 310;Rm 311/Multi-Media Rm;Rm 312;Rm 313;Rm 314;Rm 315;Rm 316;Rm 317;Rm 318;Rm 319;Rm 320;Rm 321;Rm 419;Rm 421	CONF
Inpatient OB	D	FK	MJM	10/13/2011	10/13/2011	10/14/2011	10/14/2011	160	Rm 201;Rm 202	CONF
2011 NCTM Regional Conference and Expo	D	SJH	MJM	10/18/2011	10/20/2011	10/21/2011	10/22/2011	3000	Atrium;Hall B;Prefunction B;Press Room outside Hall A;Rm 301;Rm 302;Rm 303;Rm 305;Rm 306;Rm 307;Rm 308;Rm 309;Rm 311/Multi-Media Rm;Rm 312;Rm 313;Rm 314;Rm 315;Rm 316;Rm 317;Rm 318;Rm 319;Rm 320;Rm 321;Rm 322;Rm 401;Rm 402;Rm 403;Rm 404;Rm 405;Rm 406;Rm 407;Rm 408;Rm 409;Rm 410;Rm 411;Rm 412;Rm 413;Rm 414;Rm 415;Rm 416;Rm 417;Rm 418;Rm 419;Rm 420;Rm 421;Treehouse Adjacent to Room 413	CONF
Revel Entertainment Recruitment Program	D	MJR	MJM	10/19/2011	10/19/2011	10/20/2011	10/20/2011	100	Rm 201;Rm 202	MTG
2011 Atlantic City Electric Summit	D	SJH	jps	10/19/2011	10/19/2011	10/19/2011	10/19/2011	125	Rm 408;Rm 409;Rm 410;Rm 411;Rm 412;Rm 413;Rm 414	CONF
Atlantic City Vest Meeting	D	FK	jps	10/20/2011	10/20/2011	10/20/2011	10/20/2011	50	Rm 310	MTG
Garden State SHRM State Council 2011 Annual Conference	D	BJS	jps	10/22/2011	10/22/2011	10/25/2011	10/25/2011	765	Hall A;Hall A;Prefunction A;Prefunction A;Rm 201;Rm 202;Rm 305;Rm 306;Rm 307;Rm 308;Rm 309;Rm 318;Rm 319;Rm 320;Rm 321;Rm 322	CONF

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Association	St	Sales	EM	Move-In	START	END	Move-Out	Attend	Rooms	mtg_type
Annual NJ School Boards Workshop	D	SJH	MPS	10/23/2011	10/25/2011	10/26/2011	10/27/2011	6500	Dressing Room A;Dressing Room B;Hall D;Hall Flex;Prefunction D;Prefunction F;Rm 301;Rm 302;Rm 303;Rm 304;Rm 310;Rm 311;Multi-Media Rm;Rm 312;Rm 313;Rm 314;Rm 315;Rm 316;Rm 317;Rm 401;Rm 402;Rm 403;Rm 404;Rm 405;Rm 406;Rm 407;Rm 408;Rm 409;Rm 410;Rm 411;Rm 412;Rm 413;Rm 414;Rm 415;Rm 416;Rm 417;Rm 418;Rm 419;Rm 420;Rm 421	CONV
Revel Entertainment Recruitment Program	D	FK		10/27/2011	10/27/2011	10/28/2011	10/28/2011	100	Rm 201	MTG
Atlantic City RV and Camping Show	D	AB	jps	11/1/2011	11/4/2011	11/6/2011	11/6/2011	2253	Hall D;Prefunction D	PUBLIC
MESCO 2011 Annual Dealer Trade Show	D	SJH	MJM	11/1/2011	11/2/2011	11/3/2011	11/3/2011	1000	Hall A;Prefunction A;Rm 201;Rm 202;Rm 307	TRADE
Local 54 Ratification Meeting	D	MJR	MJM	11/1/2011	11/1/2011	11/1/2011	11/1/2011	3000	Rm 301	MTG
2011 Atlantic City National College Fair	D	SJH	MJM	11/2/2011	11/3/2011	11/3/2011	11/3/2011	3700	Hall C;Prefunction C;Rm 309;Rm 310;Rm 312;Rm 313;Rm 314;Rm 315;Rm 316;Rm 317	PUBLIC
ASAH - Serving the Private Special Education Community Since 1974	D	FK	jps	11/4/2011	11/4/2011	11/4/2011	11/4/2011	850	Hall A;Prefunction A;Rm 201;Rm 202;Rm 303;Rm 308;Rm 309;Rm 310;Rm 312;Rm 319;Rm 322;Rm 401;Rm 402;Rm 403;Rm 404;Rm 405;Rm 406;Rm 407;Rm 408;Rm 409;Rm 410;Rm 411;Rm 412;Rm 413;Rm 414;Rm 415;Rm 416;Rm 417;Rm 418;Rm 419;Rm 420;Rm 421	CONV
Biblical Meditation at Work	D	MJR	MPS	11/4/2011	11/4/2011	11/4/2011	11/4/2011	150	Rm 301	MTG
2011 NJEA Annual Exhibition/Meeting	D	SJH	MPS	11/7/2011	11/10/2011	11/11/2011	11/12/2011	35000	Atrium;Dressing Room A;Dressing Room B;Executive Conference Room;Hall A;Hall B;Hall C;Hall D;Hall Flex;Prefunction A;Prefunction B;Prefunction C;Prefunction D;Prefunction F;Press Room in Hall C;Press Room outside Hall A;Rm 201;Rm 202;Rm 301;Rm 302;Rm 303;Rm 304;Rm 305;Rm 306;Rm 307;Rm 308;Rm 309;Rm 310;Rm 311;Multi-Media Rm;Rm 312;Rm 313;Rm 314;Rm 315;Rm 316;Rm 317;Rm 318;Rm 319;Rm 320;Rm 321;Rm 322;Rm 401;Rm 402;Rm 403;Rm 404;Rm 405;Rm 406;Rm 407;Rm 408;Rm 409;Rm 410;Rm 411;Rm 412;Rm 413;Rm 414	CONV

MASTER CALENDAR
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Association	St	Sales	EM	Move-In	START	END	Move-Out	Attend	Rooms	mtg_type
NJSLM Annual Fall Conference	D	BJS	MCC	11/12/2011	11/15/2011	11/17/2011	11/18/2011	15520	Atrium;Dressing Room A;Dressing Room B;Executive Conference Room;Hall A;Hall B;Hall C;Hall Flex;Prefunction A;Prefunction B;Prefunction C;Prefunction F;Press Room outside Hall A;Rm 201;Rm 202;Rm 301;Rm 302;Rm 303;Rm 304;Rm 305;Rm 306;Rm 307;Rm 308;Rm 309;Rm 310;Rm 311/Multi-Media Rm;Rm 312;Rm 313;Rm 314;Rm 315;Rm 316;Rm 317;Rm 318;Rm 319;Rm 320;Rm 321;Rm 322;Rm 401;Rm 402;Rm 403;Rm 404;Rm 405;Rm 406;Rm 407;Rm 408;Rm 409;Rm 410;Rm 411;Rm 412;Rm 413;Rm 414;Rm 415;Rm 416;Rm 417;Rm 418;Rm 419;Rm 420	CONV
Lincoln Financial Meeting	D	jim	MJM	11/16/2011	11/16/2011	11/17/2011	11/17/2011	500	Atrium	MTG
New Jersey Association of Community Providers	D	BJS	jps	11/17/2011	11/17/2011	11/18/2011	11/18/2011	500	Rm 401;Rm 402;Rm 403;Rm 405;Rm 406;Rm 407;Rm 408;Rm 411;Rm 412;Rm 413;Rm 414;Rm 416;Rm 417;Rm 418;Rm 419;Rm 420;Rm 421	CONV
Atlantic City Associates, LLC	D	MJR		11/22/2011	11/22/2011	11/22/2011	11/22/2011	100	Rm 301	MTG
2011 Annual National Conference and Trade Show	D	SJH	MPS	11/28/2011	12/1/2011	12/3/2011	12/4/2011	5204	Hall A;Hall C;Hall Flex;Prefunction A;Prefunction C;Prefunction F;Rm 408;Rm 409;Rm 410;Rm 411;Rm 412;Rm 413;Rm 414;Rm 415;Rm 416;Rm 417;Rm 418;Rm 419	CONF
CRDA Master Plan	D	FK	MJM	11/30/2011	11/30/2011	11/30/2011	11/30/2011	200	Rm 201	MTG
Tri-State Association of Realtors	D	AB	jps	12/2/2011	12/6/2011	12/8/2011	12/8/2011	8058	Hall A;Hall B;Hall C;Prefunction A;Prefunction B;Prefunction C;Rm 201;Rm 202;Rm 301;Rm 302;Rm 303;Rm 304;Rm 305;Rm 306;Rm 307;Rm 308;Rm 309;Rm 310;Rm 311/Multi-Media Rm;Rm 312;Rm 313;Rm 314;Rm 315;Rm 316;Rm 317;Rm 318;Rm 319;Rm 320;Rm 321;Rm 322;Rm 401;Rm 402;Rm 403;Rm 404;Rm 405;Rm 406;Rm 407;Rm 408;Rm 409;Rm 410;Rm 411;Rm 412;Rm 421	TRADE
Specialty Health Education Nursing Seminar	D	FK	MJM	12/3/2011	12/3/2011	12/3/2011	12/3/2011	100	Rm 304	SEMINAR
Eastern Bergen County Board of REALTORS, Inc. Hospitality	D	AB	MJM	12/6/2011	12/6/2011	12/7/2011	12/7/2011	70	Rm 417	RECEP
PNC Mortgage Meeting	D	AB		12/6/2011	12/6/2011	12/8/2011	12/8/2011	12	Rm 416	MTG
ERA Brokers of New Jersey Luncheon	D	AB	MJM	12/7/2011	12/7/2011	12/7/2011	12/7/2011	75	Rm 420	BQT
CMCAOR Breakfast Hospitality	D	AB	MJM	12/7/2011	12/7/2011	12/7/2011	12/7/2011	50	Treehouse Adjacent to Room 413	BQT

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Association	St	Sales	EM	Move-In	START	END	Move-Out	Attend	Rooms	mtg_type
Greater Union County Association of REALTORS Hospitality	D	AB	MJM	12/7/2011	12/7/2011	12/7/2011	12/7/2011	50	Rm 418	RECEP
RealSource Realtors Hospitality	D	AB	jps	12/7/2011	12/7/2011	12/7/2011	12/7/2011	150	Rm 413;Rm 419	RECEP
Women's Council of Realtors ReMax Hospitality	D	AB	jps	12/7/2011	12/7/2011	12/7/2011	12/7/2011	80	Rm 414	RECEP
Winter Wonderland for Children of Atlantic City	D	FK	MCC	12/9/2011	12/10/2011	12/10/2011	12/10/2011	1000	Hall A;Prefunction A	PUBLIC
EWSRA	D	FK	MPS	1/6/2012	1/8/2012	1/11/2012	1/11/2012	1000	Hall B;Prefunction B;Rm 201;Rm 202;Rm 308;Rm 309;Rm 310	TRADE
The Pulse on Tour - Atlantic City	D	MJR	MJM	1/12/2012	1/14/2012	1/15/2012	1/15/2012	3500	Hall A;Hall B;Hall D;Prefunction A;Prefunction B;Prefunction D;Rm 201;Rm 202;Rm 317;Rm 318;Rm 402;Rm 403	COMPET
15th Annual Star Struck Invitational	D	FK	jps	1/12/2012	1/13/2012	1/15/2012	1/15/2012	4500	Hall C;Prefunction C	COMPET
Community Meeting - Atlantic City Tourism District Master Plan	D	MJR	jps	1/18/2012	1/18/2012	1/18/2012	1/18/2012	35	Rm 408;Rm 409	MTG
Atlantic City Pool & Spa Show 2012	D	jim	MCC	1/19/2012	1/24/2012	1/26/2012	1/27/2012	11106	Hall B;Hall C;Hall D;Hall Flex;Prefunction B;Prefunction C;Prefunction D;Prefunction F;Rm 201;Rm 202;Rm 301;Rm 302;Rm 303;Rm 304;Rm 305;Rm 306;Rm 307;Rm 308;Rm 309;Rm 310;Rm 311/Multi-Media Rm;Rm 312;Rm 313;Rm 314;Rm 315;Rm 316;Rm 317;Rm 318;Rm 319;Rm 320;Rm 321;Rm 322;Rm 401;Rm 402;Rm 403;Rm 404;Rm 405;Rm 406;Rm 407;Rm 408;Rm 409;Rm 410;Rm 411;Rm 412;Rm 413;Rm 414;Rm 415;Rm 416;Rm 417;Rm 418;Rm 419;Rm 420;Rm 421	TRADE
Progressive Atlantic City Boat Show	D	FK	MPS	1/27/2012	2/1/2012	2/5/2012	2/8/2012	36198	Hall C;Hall D;Hall Flex;Prefunction C;Prefunction D;Prefunction F;Rm 310;Rm 311/Multi-Media Rm;Rm 312	PUBLIC
Canyon Runner Seminars	D	FK	jps	1/27/2012	1/27/2012	1/28/2012	1/28/2012	460	Rm 408;Rm 409;Rm 410;Rm 411;Rm 412;Rm 413;Rm 414;Rm 415;Rm 416;Rm 417;Rm 418;Rm 419;Treehouse Adjacent to Room 413	SEMINAR
February 2012 Special Board Meeting	D	MJR	jps	2/1/2012	2/1/2012	2/1/2012	2/1/2012	200	Rm 409;Rm 410;Rm 411	MTG
MAHTS 2012	D	TW	MPS	2/6/2012	2/7/2012	2/8/2012	2/9/2012	2162	Hall A;Hall B;Prefunction A;Prefunction B;Rm 301;Rm 302;Rm 303;Rm 304;Rm 305;Rm 306;Rm 307;Rm 308;Rm 309;Rm 310;Rm 311/Multi-Media Rm;Rm 312;Rm 313;Rm 314;Rm 315;Rm 316;Rm 317;Rm 318;Rm 319;Rm 320;Rm 321;Rm 322	TRADE

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Association	St	Sales	EM	Move-In	START	END	Move-Out	Attend	Rooms	mtg_type
Battle at the Boardwalk NATIONALS	D	FK	MJM	2/10/2012	2/11/2012	2/11/2012	2/11/2012	9000	Hall A;Hall B;Hall C;Prefunction A;Prefunction B;Prefunction C;Rm 201;Rm 202;Rm 312	COMPET
Progressive Atlantic City RV Show	D	AB	MJM	2/15/2012	2/17/2012	2/19/2012	2/20/2012	5000	Hall D;Prefunction D	PUBLIC
Atlantic City Classic Car Show 2012	D	jim	MCC	2/22/2012	2/24/2012	2/26/2012	2/27/2012	31977	Hall A;Hall B;Hall C;Hall D;Hall Flex;Prefunction A;Prefunction B;Prefunction C;Prefunction D;Prefunction F;Rm 305;Rm 306;Rm 307;Rm 308;Rm 309;Rm 310;Rm 315;Rm 316;Rm 411;Rm 412	PUBLIC
New Jersey Bar Exam February 2012	D	jim	MJM	2/28/2012	2/28/2012	3/1/2012	3/1/2012	400	Rm 302;Rm 303;Rm 304;Rm 411;Rm 412;Rm 413	MTG
2012 New Jersey Home & Garden Show	D	AB	MJM	2/29/2012	3/2/2012	3/4/2012	3/4/2012	4000	Hall B;Prefunction B	PUBLIC
New Jersey Prevention Network 2012	D	FK	jps	2/29/2012	3/2/2012	3/2/2012	3/2/2012	900	Hall A;Prefunction A;Rm 202;Rm 401;Rm 402;Rm 403;Rm 404;Rm 405;Rm 406;Rm 407;Rm 408;Rm 409;Rm 410;Rm 414;Rm 415;Rm 416;Rm 417;Rm 418;Rm 419	MTG
2012 The Big Show	D	TW	MJM	3/1/2012	3/3/2012	3/3/2012	3/3/2012	2629	Hall A;Hall C;Hall Flex;Prefunction C;Prefunction F;Rm 305;Rm 306;Rm 307;Rm 308;Rm 309;Rm 312	TRADE
Globalcon 2012	D	SJH	MJM	3/5/2012	3/7/2012	3/8/2012	3/9/2012	2000	Hall B;Prefunction B;Rm 305;Rm 405;Rm 406;Rm 407;Rm 408;Rm 409;Rm 410;Rm 411;Rm 412;Rm 413;Rm 414;Rm 415;Rm 416;Rm 417;Rm 418;Rm 419;Rm 420;Rm 421	CONV
2012 Imprinted Sportswear Show	D	SJH	MPS	3/5/2012	3/9/2012	3/11/2012	3/12/2012	7400	Hall C;Hall Flex;Prefunction C;Prefunction F;Rm 301;Rm 304;Rm 308;Rm 309;Rm 311/Multi-Media Rm;Rm 312;Rm 313;Rm 314;Rm 315;Rm 316;Rm 317;Rm 318;Rm 319	TRADE
Alliance Mid-Atlantic Government Procurement Fair	D	FK	jps	3/5/2012	3/6/2012	3/6/2012	3/6/2012	450	Hall A;Prefunction A;Rm 201;Rm 202;Rm 401;Rm 402;Rm 404	CONV
JMK Shows March 2012 Antique Show	D	TW	jps	3/7/2012	3/10/2012	3/11/2012	3/12/2012	1658	Hall D;Prefunction D	PUBLIC
Local 54 City Wide Committee Meeting	D	FK	MJM	3/8/2012	3/8/2012	3/8/2012	3/8/2012	250	Rm 201;Rm 202	MTG
Tri-State Camp Conference (NY-NJ - Keystone)	D	FK	jps	3/12/2012	3/14/2012	3/16/2012	3/16/2012	2705	Hall A;Hall B;Prefunction A;Prefunction B;Rm 201;Rm 202;Rm 301;Rm 302;Rm 303;Rm 304;Rm 305;Rm 306;Rm 307;Rm 308;Rm 309;Rm 310;Rm 311/Multi-Media Rm;Rm 312;Rm 313;Rm 314;Rm 315;Rm 316;Rm 317;Rm 318;Rm 319;Rm 320;Rm 321;Rm 322;Rm 401;Rm 402;Rm 403;Rm 404;Rm 416;Rm 417;Rm 418;Rm 419;Rm 420	CONF
One Atlantic City Open Call	D	FK		3/14/2012	3/14/2012	3/15/2012	3/15/2012	150	Rm 408	

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Association	St	Sales	EM	Move-In	START	END	Move-Out	Attend	Rooms	mtg_type
Atlantic Bakery Expo 2012	D	MJR	MPS	3/15/2012	3/18/2012	3/19/2012	3/20/2012	5582	Hall C;Prefunction C;Rm 402;Rm 403;Rm 404;Rm 405;Rm 411;Rm 412;Rm 413;Rm 414;Rm 416;Rm 417;Rm 418	TRADE
Bank of America 2012 Meeting	D	TW	MJM	3/15/2012	3/15/2012	3/17/2012	3/17/2012	215	Rm 406;Rm 411;Rm 412	MTG
US Foodservice Philadelphia Division 2012 Food Show	D	TW	jps	3/19/2012	3/20/2012	3/21/2012	3/21/2012	16500	Hall B;Prefunction B;Rm 310;Rm 317;Rm 318	CONV
2012 General Motors NE Commercial Conference	D	TW	MJM	3/21/2012	3/21/2012	3/22/2012	3/22/2012	320	Hall C;Hall Flex;Prefunction C;Prefunction F;Rm 401;Rm 402;Rm 403;Rm 404;Rm 405;Rm 406;Rm 407;Rm 411;Rm 412;Rm 417;Rm 418;Rm 419;Rm 420;Rm 421	CONF
Mary Kay Career Conferences	D	FK	MJM	3/22/2012	3/23/2012	3/25/2012	3/25/2012	2413	Hall A;Prefunction A;Rm 201;Rm 202;Rm 301;Rm 302;Rm 303;Rm 304;Rm 308;Rm 309;Rm 315;Rm 317;Rm 318;Rm 319;Rm 402;Rm 403	CONV
Sharodan Products/In Conjunction with Mary Kay	D	FK	MJM	3/23/2012	3/24/2012	3/25/2012	3/25/2012	500	Rm 316	MTG
Atlantic Builders Convention 2012	D	AB	jps	3/26/2012	3/28/2012	3/30/2012	3/31/2012	5500	Atrium;Hall D;Prefunction D;Rm 308;Rm 309;Rm 310;Rm 312;Rm 313;Rm 314;Rm 315;Rm 316;Rm 318;Rm 319;Rm 401;Rm 404;Rm 405;Rm 406;Rm 407;Rm 408;Rm 409;Rm 410;Rm 411;Rm 412;Rm 413;Rm 414;Rm 415;Rm 416;Rm 417;Rm 418;Rm 419;Rm 420;Rm 421;Treehouse Adjacent to Room 413	TRADE
AACN Spring TRENDS Conference	D	AB	jps	3/26/2012	3/28/2012	3/29/2012	3/30/2012	675	Hall A;Prefunction A;Rm 201;Rm 202;Rm 301;Rm 302;Rm 303;Rm 304;Rm 305;Rm 306;Rm 307;Rm 311/Multi-Media Rm;Rm 317;Rm 320;Rm 321;Rm 322;Rm 402;Rm 403;Treehouse Adjacent to Room 413	CONF
Atlantic City Beer and Music Festival	D	FK	MJM	3/28/2012	3/30/2012	3/31/2012	4/1/2012	17559	Hall B;Hall C;Hall Flex;Prefunction B;Prefunction C;Prefunction F	PUBLIC
2012 ESCA Lunch and Learn Meeting	D	MJR	MJM	4/10/2012	4/10/2012	4/10/2012	4/10/2012	60	Rm 411	MTG
Atlantic City Alliance Meeting	D	FK		4/12/2012	4/12/2012	4/12/2012	4/12/2012	100	Rm 401;Rm 402;Rm 403	MTG
Pet Industry Spring Trade Show 2012	D	TW	MPS	4/13/2012	4/18/2012	4/20/2012	4/23/2012	5597	Hall D;Hall Flex;Prefunction C;Prefunction D;Prefunction F;Rm 308;Rm 309;Rm 310;Rm 311/Multi-Media Rm;Rm 312;Rm 313;Rm 314;Rm 315;Rm 316;Rm 408;Rm 409;Rm 410;Rm 411;Rm 412;Rm 413;Rm 414;Rm 415;Rm 416	TRADE
Billows Electric Supply Company 2012 Expo	D	TW	MJM	4/18/2012	4/19/2012	4/19/2012	4/19/2012	750	Hall A;Prefunction A;Rm 201;Rm 202;Rm 318;Rm 319;Rm 320	TRADE
Fugitive Safe Surrender Program	D	MJR	jps	4/20/2012	4/21/2012	4/28/2012	4/28/2012	3027	Hall A;Hall B;Prefunction A;Prefunction B;Rm 201;Rm 202;Rm 310	MTG

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Association	St	Sales	EM	Move-In	START	END	Move-Out	Attend	Rooms	mtg_type
2012 National Convention - The Power of One	D	AB	MJM	4/26/2012	4/27/2012	4/29/2012	4/30/2012	985	Rm 401;Rm 402;Rm 403;Rm 404;Rm 405;Rm 406;Rm 419;Rm 420;Rm 421	CONV
2012 Atlantic G + G Public Meeting	D	SJH	MPS	4/27/2012	4/27/2012	4/27/2012	4/27/2012	200	Rm 301	MTG
Atlantic Region Energy Expo 2012	D	jim	JS	4/30/2012	5/2/2012	5/3/2012	5/3/2012	2600	Hall B;Hall C;Prefunction B;Prefunction C;Rm 301;Rm 302;Rm 304;Rm 305;Rm 306;Rm 307;Rm 309;Rm 310;Rm 311/Multi-Media Rm;Rm 312;Rm 313;Rm 314;Rm 315;Rm 316;Rm 317;Rm 318;Rm 319;Rm 320;Rm 321;Rm 322	TRADE
New Jersey Governor's Conference for Women	D	FK	MPS	5/7/2012	5/8/2012	5/8/2012	5/8/2012	900	Dressing Room A;Dressing Room B;Hall A;Hall B;Prefunction A;Prefunction B;Rm 405;Rm 406;Rm 407;Rm 408;Rm 409;Rm 410;Rm 411;Rm 412;Rm 413;Rm 414;Rm 415;Rm 416;Rm 417;Rm 418;Rm 419;Treehouse Adjacent to Room 413	CONF
Value Merchandise Expo 2012 - Atlantic City	D	MJR	JS	5/11/2012	5/13/2012	5/15/2012	5/16/2012	1000	Hall D;Hall Flex;Prefunction D;Prefunction F	TRADE
Villanova Senior Dance	D	FK	jps	5/12/2012	5/12/2012	5/12/2012	5/12/2012	550	Hall A;Prefunction A;Rm 201;Rm 202	BQT
National Science Teachers Association STEM Forum & Expo	D	SJH	MPS	5/14/2012	5/17/2012	5/19/2012	5/20/2012	1704	Hall A;Hall B;Hall C;Prefunction A;Prefunction B;Prefunction C;Rm 201;Rm 202;Rm 301;Rm 302;Rm 303;Rm 304;Rm 305;Rm 306;Rm 307;Rm 308;Rm 309;Rm 310;Rm 311/Multi-Media Rm;Rm 312;Rm 313;Rm 314;Rm 315;Rm 316;Rm 317;Rm 318;Rm 319;Rm 320;Rm 321;Rm 322;Rm 401;Rm 402;Rm 403;Rm 404;Rm 405;Rm 406;Rm 407;Rm 408;Rm 409;Rm 410;Rm 411;Rm 412;Rm 413;Rm 414;Rm 415;Rm 416;Rm 417;Rm 418;Rm 419;Rm 420;Rm 421	CONV
Gage Enterprises presents The C.H.A.M.P.S. Trade Show East 2012	D	TW	jps	5/20/2012	5/22/2012	5/24/2012	5/25/2012	1050	Hall D;Hall Flex;Prefunction D;Prefunction F	TRADE
The NJAA Conference and Expo	D	AB	MPS	5/21/2012	5/22/2012	5/23/2012	5/23/2012	1350	Hall A;Hall B;Prefunction A;Prefunction B;Rm 201;Rm 202;Rm 308;Rm 309;Rm 310;Rm 311/Multi-Media Rm;Rm 313;Rm 314;Rm 315;Rm 316;Rm 317;Rm 318;Rm 319;Rm 320;Rm 321;Rm 402;Rm 403;Rm 411	CONF
COG National Haitian Convention 2012	D	FK	JS	5/25/2012	5/25/2012	5/27/2012	5/27/2012	1600	Hall A;Prefunction A;Rm 201;Rm 202;Rm 305;Rm 306;Rm 307;Rm 308;Rm 309	CONV

MASTER CALENDAR
JANUARY 2009 - AUGUST 2012

Association	St	Sales	EM	Move-In	START	END	Move-Out	Attend	Rooms	mtg_type
Promotions East 2012	D	MJR	jps	5/30/2012	6/5/2012	6/6/2012	6/7/2012	3100	Hall B;Hall C;Hall Flex;Prefunction B;Prefunction C;Prefunction F;Rm 201;Rm 202;Rm 301;Rm 302;Rm 303;Rm 304;Rm 305;Rm 306;Rm 307;Rm 308;Rm 309;Rm 310;Rm 311/Multi-Media Rm;Rm 312;Rm 313;Rm 314;Rm 315;Rm 316;Rm 317;Rm 318;Rm 319;Rm 320;Rm 321;Rm 322;Rm 408;Rm 409;Rm 410;Rm 413;Rm 414;Rm 415	TRADE
AAAI / ISMA	D	jim	JS	6/1/2012	6/1/2012	6/3/2012	6/3/2012	1700	Hall A;Prefunction A;Rm 201;Rm 202;Rm 302;Rm 303;Rm 401;Rm 402;Rm 403;Rm 404;Rm 405;Rm 406;Rm 408;Rm 409;Rm 410;Rm 411;Rm 412;Rm 417;Rm 418;Rm 419;Rm 420	CONV
AALAS Tri-Branch Symposium 2012	D	MJR	jps	6/11/2012	6/12/2012	6/13/2012	6/13/2012	660	Hall A;Prefunction A;Rm 201;Rm 202;Rm 401;Rm 402;Rm 403;Rm 404;Rm 405;Rm 406;Rm 419;Rm 420;Rm 421	CONV
Herbalife FSL 2012	D	TW	JS	6/14/2012	6/14/2012	6/17/2012	6/17/2012	2300	Hall A;Hall B;Prefunction A;Prefunction B;Prefunction C;Rm 201;Rm 202;Rm 312;Rm 402;Rm 403	CONV
Police Security Expo	D	AB	jps	6/22/2012	6/26/2012	6/27/2012	6/27/2012	6500	Hall C;Hall Flex;Prefunction C;Prefunction F;Rm 201;Rm 202;Rm 305;Rm 306;Rm 307;Rm 308;Rm 309;Rm 310;Rm 312;Rm 313;Rm 314;Rm 315;Rm 316;Rm 317;Rm 318;Rm 319;Rm 320	EXPO
New Jersey Bar Exam 2013	T1	jim		6/24/2012	6/24/2012	6/26/2012	6/26/2012	1000	Hall A;Hall B;Prefunction A;Prefunction B;Rm 301;Rm 302;Rm 303;Rm 304;Rm 308;Rm 309;Rm 312;Rm 312	MTG
3ra Cumbre Plan Club 100 USA 2012 Meeting	D	MJR	JS	7/15/2012	7/16/2012	7/18/2012	7/18/2012	2625	Hall A;Hall B;Prefunction A;Prefunction B;Prefunction C;Rm 312;Rm 402;Rm 403	MTG
Power Surge 2012	D	MJR	jps	7/19/2012	7/20/2012	7/21/2012	7/21/2012	3920	Hall A;Hall D;Hall Flex;Prefunction A;Prefunction D;Prefunction F;Rm 201;Rm 202	CONF
South Jersey Chamber of Commerce Meeting	D	MJR	TMG	7/20/2012	7/20/2012	7/20/2012	7/20/2012	20	Rm 405	MTG
New Jersey Bar Exam 2012	D	jim	TMG	7/24/2012	7/25/2012	7/26/2012	7/26/2012	1200	Hall A;Hall B;Prefunction A;Prefunction B;Rm 402;Rm 403;Rm 404;Rm 411;Rm 412	MTG
Designing Downtown NOW	D	FK		7/25/2012	7/25/2012	7/25/2012	7/25/2012	45	Rm 301;Rm 302	SEMINAR
C.O.P.E. Fundraiser, Atlantic & Cape May County AFL - CIO	D	FK	TMG	8/3/2012	8/3/2012	8/3/2012	8/3/2012	150	Rm 413;Treehouse Adjacent to Room 413	
Bank of America August 2012 Meeting	D	TW	TMG	8/9/2012	8/9/2012	8/11/2012	8/11/2012	150	Rm 410;Rm 411;Rm 412	MTG

MASTER CALENDAR
JANUARY 2009 - AUGUST 2012

Association	St	Sales	EM	Move-In	START	END	Move-Out	Attend	Rooms	mtg_type
Fantasy Football Fest	D	AB	jps	8/14/2012	8/18/2012	8/19/2012	8/21/2012	25000	Hall A;Hall B;Hall C;Prefunction A;Prefunction B;Prefunction C;Rm 201;Rm 202;Rm 307;Rm 308;Rm 309;Rm 310;Rm 311/Multi-Media Rm;Rm 319	PUBLIC
Public Hearing	D	FK		8/14/2012	8/14/2012	8/14/2012	8/14/2012	50	Rm 314	MTG
Superior Court of NJ Swearing In Ceremony	D	FK		8/23/2012	8/23/2012	8/23/2012	8/23/2012	250	Rm 402;Rm 403	RECEP

Boardwalk Hall

ATLANTIC CITY

Date	Event	
1/16 & 17/09	Gamblers Classic Indoor Midget Auto Racing	
1/31/2009	Andi Hui/William So	*
2/6/2009	Mixed Martial Arts	*
2/7/2009	Dancing with the Stars	
2/14/2009	Group Wedding	*
2/28/2009 (2 shows)	Philadelphia Mummers String Band Show of Shows	
3/6-8/09 (4 sessions)	NJSIAA High School Wrestling Championships	
3/11-14/09 (6 sessions)	Atlantic 10 Men's Basketball Championships	
3/21/2009	Divas 4 Divas Kuh Ledesma,Zsa-Zsa Padilla, Pops Fernandez & Regine Velasquez	*
3/4/2009	Eat Bulaga	
4/11/2009	Boxing Derek Ennis v. Ismail Arvin	*
4/18/2009	Frito Lay Dinner	
5/9/2009	Maze featuring Frankie Beverly, Teena Marie & the Whispers	

5/13/2009	Host Awards	*
5/16/2009	Yanni Voices	
6/13/2009	Fleetwood Mac	
6/25/2009	AC High School Graduation	
6/27/2009	Boxing	*
7/13-17/09	Starbound Dance	*
8/7/2009	American Idol	
8/15/2009	Wedding of the Sea	*
8/23/2009	Jimmy Buffett	
9/2-6/09	Walking with Dinosaurs	
11/5-6/09	NJEA Choir	*
11/27-28/09	Legends Classic College Basketball - Michigan State/ Florida/ Umass/ Rutgers	
12/5/2009	HBO Boxing, Williams vs Martinez / Arreola vs Minto	*
1/2/2010	A New Year Gospel Celebration Donnie McClurkin, Fred Hammond, Mary Mary, Jmoss	
1/8-9/10	WSF Cheerleading	
1/29-30/10	The Gamblers Classic Indoor Midget Auto Racing	
1/31/2010	Miss'd America	*
2/14/2010	Group Wedding	*
2/27/2010	Philadelphia Mummers String	

(2 shows)	Band Show of Shows	
3/5-7/09 (4 sessions)	NJSIAA High School Wrestling Championships	
3/12-14/10 (4 sessions)	Atlantic 10 Men's Basketball Championships	
3/19/2010	Carrie Underwood	
3/21-4/2/10	Nickleback Rehearsals	
4/3/2010	Nickelback w/ Shinedown & Sick Puppies	
4/10/2010	Caesars Tennis Classic	
4/17/2010	Pavlik vs Martinez Boxing	
5/8/2010	Mothers Day Mmusic Festival featuring Robert Isley & the Isley Brothers, Teena Marie & The Whispers	
5/12/2010	Host Awards	*
5/26/2010	Clean Community Council	*
6/12/2010	AR Rahman	
6/19/2010	Andre Rieu & the Johann Strauss Orchestra	
6/23/2010	AC High School Graduation	
7/4/2010	Lady GaGa with Semi Precious Weapons	
7/9/2010	Boxing; Jones vs. Garcia	*
7/11-16/10	Starbound Dance	*
7/25/2010	Arnel Pineda	*

8/7/2010	Black Eyed Peas w/ T-Pain	
8/14/2010	Barry Manilow w/ NY Pops	
8/15/2010	Wedding of the Sea	*
8/28/2010	Aerosmith w/ Sammy Hagar and the Wabos	
9/3&4/10	Atlantic City Comedy Festival Mike Epps/DL Hughley/ Sommore/Earthquake/ Bruce Bruce\George Wilburn	
10/16/2010	So You Think You Can Dance	
10/29-31/10 3 shows	Phish	
11/3-5/10	NJEA Choir	*
11/12/2010	Toby Keith w/ Rodney Atkins	
11/19/2010	Justin Bieber w/Sean Kingston,	
11/20/2010	Boxing Martinez vs Williams II	
11/26-27/10	Legends Classic College Basketball - Syracuse/UTEP/ Michigan/Georgia Tech	
12/5/2010	Devils vs. Phantoms	
12/11/2010	The Caesars Tribute; A Salute to the Golden Age of American Skating	
1/7-8/11	WSF Cheerleading	
1/16/2011	Miss'd America Pageant	*

1/23/2011	Trenton Devils vs. Wheeling Nailers	
1/28&29/11	Gambler's Classic Midget Auto Racing	
2/4/2011	Albany Devils vs. Hershey Bears	
2/7/2011	Albany Devils vs Wilkes Barre/Scranton Penhuins	
2/14/2011	Group Wedding	*
2/14-18/11	Lady GaGa Rehearsal	
2/19/2011	Lady GaGa w/ Semi Precious Weapons & Scissor Sisters	
2/26/2011 (2 shows)	Philadelphia Mummers Stringband Show of Shows	
2/27/2011	Albany Devils vs. Norfolk Admirals	
3/4-6/11 (4 sessions)	NJSIAA High School Wrestling Championship	
3/11-13-11 (4 sessions)	Atlantic 10 Men's Basketball Championship	
3/18-19/11 (2 sessions)	ECAC Hockey Men's Championship	
3/26/2011	HBO Boxing After Dark	*
4/1-3/11 (3 show)	Atlantic City Boardwalk Rodeo	
4/7-10/11 (7 shows)	Cirque Du Soleil Alegria	
4/16/2011	Bob Seger & The Silver Bullet Band w/ The Hooters	

4/30/2011	Rahat Fateh Ali Kahn	
5/6/2011	Usher with Akon	
5/7/2011	Charlie Wilson, Keith Sweat & The Whispers	
5/11/2011	Host Awards	*
6/4/2011	Showtime Boxing Froch vs. Johnson	*
6/11/2011	Michael Buble	
6/22/2011	AC High School Graduation	
7/9/2011	HBO Boxing After Dark Williams vs. Lara	*
7/29/2011	New Kids on the Block/ Backstreet Boys	
8/6/2011	Britney Spears / Nick Ninaji	
8/13/2011	American Idol	
9/3&4/11	Atlantic City Comedy Festival	
9/10/2011	HBO Boxing After Dark Gamboa vs. Ponce De Leon	*
9/11/2011	AC Triathlon	
10/1/2011	Boxing Martinez vs Barker	*
10/15/2011	Bellator 54 Fighting Championsh	*
11/9-11/11	NJEA Choir	*
11/12/2011	Furthur	

11/19/2011	Jay Z/Kanye West	
12/3/2011	Caesars Tribute Figure Skating	
12/17/2011	Boxing Froch v Ward	
1/14/2012	WSF Cheerleading	
1/15/2012	All Stars of Hip Hop	
1/21/2012	Miss'd America	*
1/28/2012	Rascal Flatts	
1/29-30/12	AHL All Star Classic	
2/3-4/12	Midget Car Racing	
2/14/2012	Group Wedding	*
2/25/2012	Mummers	
3/2-4/12	NJSIAA High School Wrestling	
3/5-11/12	Atlantic 10 Basketball	
3/12-17/12	ECAC Hockey	
3/24/2012	Van Halen	
3/30-4/1/12	Rodeo	
4/13/2012	Bellator MMA	*
3/18-22/12	Ringling Brothers Circus	*
4/28/2012	Boxing Hopkins v Dawson	
5/2/2012	Ustad Rahat Fateh Ali Khan	
6/23/2012	AC High School Graduation	

7/29/2012	Jennifer Lopez	
8/4/2012	Jimmy Buffett	
8/15/2012	Wedding of the Sea	*
8/17/2012	3 Gigantes	
8/29-9/2/12	Cirque du Soleil	

* Ballroom



Individual Seat License

Ten of the thirteen Atlantic City casinos participate in a seat license program designed to fund the renovation of the facility. Each casino dedicated tax credits to the project in return for the ability to purchase tickets prior to public sale.

How the ISL program works?

Each casino is permitted to purchase, at face value, a set percentage of tickets in each price category prior to public sale. The casinos are notified a minimum of 3 days in advance of public sale. They have a specified time period to return their orders. All sales are final, no returns will be accepted. The casinos are not permitted to resell these tickets at their box office. Because the percentages are fixed and in each price category, the general public is guaranteed access to each price level.

What seats are subject to the ISL program?

61% of each price category must be made available for the ISL. Seat holds for artist, promoter, record label, fan club, promotional and building use are put in place prior to the ISL offering and are not available for purchase by the casinos. Collectively these holds cannot exceed 39% of each price category.

What are the percentages?

Each casino has participated at a different level, but collectively they are entitled to purchase up to 61% of each price category.

Who decides which casino selects first and where their seats are located?

The casinos are listed alphabetically, the first casino picks first and we work down the list, each event the casino that has selected first moves to the bottom of the list and the next casino moves up to pick first for the next event. As for the seat, the casinos have their choice of seats that are made available.

Atlantic City Convention & Visitors Authority

As the national economy began to stabilize in 2011, Atlantic City refocused its marketing efforts to account for economic realities. At the same time, organizational changes in the governmental agencies charged with developing and marketing the city created new opportunities for collaboration. It was also the year that past and present collided, thanks to the “Boardwalk Empire” phenomenon.

While the nation and region gradually reached a degree of economic stability, spending habits changed – particularly spending for non-essentials like travel and gaming. Smart Atlantic City hotels, restaurants and attractions nonetheless found ways to attract guests, with cooperative packaging, mid-week specials, increased promotion of their participation in Atlantic City Restaurant Week, and added value convention offers, among other strategies. The ACCVA promoted free and low-cost activities and increased marketing efforts to families. The result was a continued high room occupancy rate, which reached 80.5% through the first half of 2011 – while the national rate remained at about 64%.

Packaging included special promotions that leveraged the “Boardwalk Empire” premiere on HBO. Hotels, restaurants and bars offered rooms for \$19.20, \$19.20 meal packages, special beverages and menu items based on what was popular in the 1920s. There were viewing parties and celebrity appearances, as well. Two significant additions to the attractions landscape included regularly-scheduled 1920s-themed tours of Atlantic City by two separate transportation companies, and the installation of a Boardwalk façade from that era for visitors to pose in front of for photos. Topping the list of “Boardwalk Empire”-inspired events, Resorts Casino Hotel, under new ownership, re-branded itself with a 1920s theme. As the show remains popular into its second and third seasons, we anticipate continued interest in the era through 2012 and additional promotions from our partners.

Major changes in the casino landscape included sale of Trump Marina to Landry’s, Inc., which immediately began to re-brand the property into a Golden Nugget, complete with \$150 million in renovations throughout. New restaurants from the Landry’s labels of top names including Chart House, completely renovated rooms and a refurbished showroom are part of the ongoing renovations and will provide new marketing opportunities well into 2012.

Revel Entertainment also provided substantial news and marketing value for Atlantic City with the resumption of construction in 2011. The mid-May 2012 target date for opening will offer multiple opportunities for Atlantic City to present a “what’s new” marketing message and attract new visitors in 2012. As other properties continue to upgrade and renovate rooms and public areas, they will add synergy to that message.

Atlantic City’s restaurant landscape also continued to evolve and grow throughout 2011, aided in large part by the Golden Nugget’s announcement of new Landry-brand restaurants, as well as Caesars Entertainment’s new alliance with the B.R. Guest brands, bringing several new dining concepts to all four of their Atlantic City properties (Harrah’s, Showboat, Bally’s and Caesars). Local eateries also expanded, offering a diverse selection of new restaurants throughout the city.

The restaurant trend promises to continue throughout 2012, and will undoubtedly contribute to another successful year for Atlantic City Restaurant Week, March 4-10, 2012. Response from the 80 restaurants that participated in 2011’s Restaurant Week was highly positive, as several restaurants reported generating new records during Restaurant Week for the number of covers sold, and response cards from patrons indicated they would become repeat customers.

Atlantic City also continues to grow as a center for entertainment and special events, as seen in the success of the first annual Atlantic City Boardwalk Rodeo and the continued success of Boardwalk Hall as the top-grossing venue of its size in the hemisphere. The 2011 Atlantic City Airshow beat all previous attendance estimates, and the 2011 Atlantic City Marathon rebounded from near-obscurity to more than 3,000 runners under new management and expansion to a full weekend of special Marathon-related events. In 2012, with the addition of the Atlantic City Alliance as part of the Atlantic City Tourism District’s public/private partnership, we can look forward to coordination of new events and an enhanced ability to market them.

The convention aspect of Atlantic City also continues to contribute to the city’s future success, contributing solidly to the high room occupancy rates. In 2010, bookings at the Atlantic City Convention Center generated 105,000 room nights, and by the third quarter of 2011, that number jumped to 120,000. Advance bookings for future years are on pace for equally impressive increases. With the establishment of the Tourism District and increased marketing and image-building opportunities, we anticipate even greater increases in Convention Center and citywide convention and meeting sales.

In mid-2011, those coordinated marketing and image-building efforts began with efforts such as enhancing the long-established ACCVA Tourism Barometer by coordinating efforts with the CRDA, Casino Control Commission, Division of Gaming Enforcement and South Jersey Transportation Authority, and more aggressively providing media and the investment community with timely information about the positive non-gaming business aspects of Atlantic City to balance their viewpoint. These efforts will continue throughout 2012. We anticipate seeing more positive business stories as the media become accustomed to the monthly communication and begin to trust and rely on the information we provide.

As the use of social media becomes more commonplace, we continue to upgrade our technology to reach current and potential visitors. The addition of a mobile app for the ACCVA Web site and use of media such as Foodspotting.com for Restaurant Week are two examples of new technology that have been successful. We also initiated innovations such as a “Boardwalk Empire”-themed home page heralding the season premier of the show. An active program of daily Tweets and Facebook status updates has built a loyal and interactive fan base, as well. Moving into 2012, a redesign of the ACCVA site as well as assisting the CRDA with site design and updates will present a cohesive message to the public about Atlantic City.

In 2012, every department of the ACCVA has added a focus on CRDA/Tourism District goals. Our intent is to facilitate communications for all departments within the Tourism District to provide a full, positive picture of a vibrant, exciting destination resort and a positive business climate for investors.

Convention Development Department

Convention Sales 2012 Objectives

- Objective One:** Book and confirm 270 conventions, trade shows, and meetings in 2012 for Atlantic City for both hotel and Convention Center related groups. The total number of estimated room nights including conventions, meetings, trade shows, and public shows will total 155,000, representing flat production due to current economic environment.
- Objective Two:** Confirm bookings of 135 meetings and conventions for Atlantic City hotels totaling 40,000 room nights. This represents approximately \$25 million in delegate spending.
- Objective Three:** Confirm 135 Convention Center bookings generating approximately 115,000 room nights. These events will attract 385,000 attendees, produce \$210 million in delegate spending and utilize 11 million gross square feet of Convention Center space.
- Objective Four:** Generate 75 leads with 75,000 estimated room nights through the Washington, D.C. office for 2012 and beyond.
- Objective Five:** Generate 25 leads with 20,000 estimated room nights through the New York metropolitan area for 2012 and beyond.
- Objective Six:** Convention Development will increase our focus in solicitation of third party companies with a focus on the following companies: Helms Briscoe, Experient, and Conference Direct.
- Objective Seven:** The convention sales staff will continue to expand its involvement in committees and boards of key industry organizations. This will heighten Atlantic City's exposure to clients, as well as create an equal professional plane, which will help build relationships that will develop into business partnerships. Goal will be to focus on smaller membership organizations to maximize impact.

Objective Eight: Work with organizations that specialize in producing new trade show contacts and help to generate leads for trade shows at the Convention Center. These organizations include but are not limited to SISO (Society of Independent Show Organizers), ABM (American Business Media), and IAEE (International Association of Exhibitions and Events).

Objective One: Increase long term bookings (book and confirm 270 conventions, meetings, trade shows, and public shows for 2012-beyond) for the Convention Center and Citywide hotel business, generating 155,000 room nights and 11 million square feet of Convention Center space for the Atlantic City Convention Center and the hotel community. This will be accomplished through aggressive solicitation of market segments and prospects in our database and through research.

Strategy 1-1:

Generate 150 Convention Center leads totaling an estimated 300,000 room nights and 20 million square feet of Convention Center space by targeting the Northeast and Mid-Atlantic states. These cities include Boston, Massachusetts; Hartford, Connecticut; New York City; Philadelphia, Pennsylvania; Baltimore, Maryland; Washington, DC; Alexandria, Virginia; Pittsburgh, Pennsylvania; Cincinnati, Ohio and all of New Jersey. While our attention is to focus on business in both the Northeast and Mid-Atlantic states, we will also target other cities that are a future and current source of new business, these cities are Dallas, Chicago, and Atlanta. Trade show companies, associations, and corporations are a prime source of new business in these lucrative markets. Targeting meeting, convention and trade show business that will use 500 to 8,000 peak room nights midweek and a minimum of 60,000 gross square feet to fill the Convention Center and support Atlantic City's growing room inventory. These leads will net 115,000 convention center generated room nights and actualize 40,000 hotel program based room nights.

Strategy 1-2:

Continue to generate excitement about all the new development in Atlantic City by our participation as a destination at major trade shows and meetings. By continuing our aggressive convention destination review program, sponsorships at industry functions and creating a new level of customer entertainment that will help Atlantic City be competitive with all major convention destinations in the United States.

Strategy 1-3:

Continue to target major multi-management and trade show companies which represent a significant number of organizations that can generate new business for the Atlantic City Convention Center and individual hotel properties in order to support the increasing hotel inventory. The programs will be customized to target specific industries such as the growing interest in green initiatives.

Objective Two: Continue to develop short-term business opportunities in 2012 and beyond, targeting corporate and association meeting planners with short and long-term meeting needs, by confirming 135 hotel convention bookings for Atlantic City totaling 40,000 room nights, generating \$25 million in delegate spending.

Strategy 2-1:

Positioning Atlantic City as an alternative midweek meeting destination, highlighting exciting retail, dining, entertainment, four- and five-star casino resorts, first-class hotels, recreation, and amenities that fulfill an average longer length of stay customary with the convention attendee.

Strategy 2-2:

Explore new electronic print and advertising opportunities in key trade publications using new branding and positioning to impress upon corporate, regional, and association planners new development promoting short and long-term hotel business.

Strategy 2-3:

Develop partner programs with hotels, casinos and attractions that create value added destination to combat the declining small meetings market.

Objective Three: Maintain and confirm 135 Convention Center bookings that use 11 million square feet of exhibit space at the Convention Center, generating approximately 115,000 room nights and attract more than 385,000 attendees and produce an estimated \$210 million in delegate spending.

Strategy 3-1:

Maintain and strengthen relationships with annual citywide conventions and trade shows that have made the Atlantic City Convention Center their home. Solicit their input to identify industry wide trends and suggestions for making Atlantic City an attractive convention destination. Atlantic City Convention & Visitors Authority will also confirm the room nights produced for public shows to generate an estimated 15,000 room nights and 175,000 in attendees.

Strategy 3-2:

Develop strategy to directly compete with Philadelphia Convention Center, The Greater Philadelphia Expo Center at Oaks, and the Baltimore Convention Center, which have become major competition for the Atlantic City Convention Center. These strategies will include aggressive direct sales for those shows currently utilizing both facilities.

Objective Four: In 2012, the Atlantic City Convention & Visitors Authority's Washington, DC sales office will generate 75 leads for 2012 and beyond, representing 75,000 room nights while converting Convention Center bookings utilizing 6,000 room nights and hotel bookings utilizing 3,000 room nights to definite in 2012.

Strategy 4-1:

The Washington, DC sales office will accomplish these sales objectives through personal and telephone sales, existing accounts, and prospecting for new business sources. The DC office will do extensive networking at Washington, DC industry events. The sales staff in DC will participate with clients on Atlantic City familiarization trips and send clients to Atlantic City for individual site inspections.

Strategy 4-2:

Develop and expand programs to heighten value and visibility of Washington, DC office to both customers and Atlantic City marketing partners. These programs will aid in achieving the stated office goals by increasing the likelihood for clients to contact and interact with the DC office.

Strategy 4-3:

Increase our solicitation efforts in the labor industry, federal, and other government related departments and continue to expand the Convene Green initiatives by targeting groups that are solar, wind related and all environmental related industries.

Objective Five: In 2012, the Atlantic City Convention & Visitors Authority's New York sales effort will generate 25 leads for 2012 and beyond, representing 20,000 room nights while converting Convention Center bookings utilizing 5,000 room nights and hotel bookings utilizing 1,500 room nights to definite in 2012.

Strategy 5-1:

The New York sales effort will accomplish sales objectives through personal and telephone sales, existing accounts, and prospecting for new business sources. Convention Development will do extensive networking at New York City area industry events and will participate with clients on Atlantic City familiarization trips and send clients to Atlantic City for individual site inspections.

Strategy 5-2:

Develop and expand programs to heighten value and visibility in the New York market to both customers and Atlantic City marketing partners. These programs will aid in achieving the stated goals by increasing the likelihood for clients to contact and interact with the New York sales effort.

Strategy 5-3:

Create a competitive alternative to The Javits Center by focusing on the for-profit trade show industry based in New York City, utilizing new infrastructure changes such as expanding rail and air service and through research on those shows that have the ability to move to Atlantic City.

Objective Six: Convention Development will increase our focus in solicitation of third party companies with a focus on the following: Helms Briscoe, Experient, and Conference Direct

Strategy 6-1:

Convention Development will attend third party annual meetings and conferences in 2012.

Strategy 6-2:

Create a familiarization trip to Atlantic City with a focus on third party attendees.

Strategy 6-3:

Focus on third party companies and formulate sales strategies that are third party based. The strategies will include but not be limited to social marketing such as Facebook, Twitter, and other multi-media electronic distribution methods.

Strategy 6-4:

Host regional and national third party sales meetings to introduce Atlantic City to those individual third party representatives.

Objective Seven: The convention sales staff will continue to expand its involvement in boards of key industry organizations. This will heighten Atlantic City's exposure to clients, as well as create an equal professional plane, which will help build relationships that will develop into long-term business partnerships.

Strategy 7-1:

Convention Development sales staff to attend monthly industry organization meetings and participate on organization committees and boards.

Strategy 7-2:

Industry boards primarily consist of meeting, trade show, and event planners from a variety of business segments. Sales staff will target specific individuals for Atlantic City to host board meetings and committee retreats, continuing to broaden Atlantic City's exposure.

Objective Eight: Work with organizations that specialize in producing new trade show contacts and help to generate leads for trade shows at the Convention Center. These organizations include but are not limited to SISO (Society of Independent Show Organizers), ABM (American Business Media), and IAEE (International Association of Exhibitions and Events).

Strategy 8-1:

Focusing on trade show companies, which are media companies and formulate sales strategies that are media based. The strategies will include but not be limited to social marketing such as Facebook, Twitter, and other multi-media electronic distribution methods.

Strategy 8-2:

Convention Development will target Hanley Wood, DMG, Advanstar, Reed Exhibitions, Nielsen Business Media, Naylor, Penton Media, and other media based trade show companies to explore new opportunities for Atlantic City.

Convention Services

2012 Objectives

- Objective One:** Through the Client Direct Programs, Convention Services will provide support to 110 conventions, meetings and tradeshow.
- Objective Two:** Provide registration personnel to 75 Convention Center and hotel shows for a total of 10,500 hours. Provide proctors for two nationally accredited professional exams.
- Objective Three** Implement Authority-wide Action Calendar through coordination of 20 trade shows, 23 conferences, two attendance building, eight FAMS, 125 site visits and monthly meetings, and 50 special events and sponsorships.
- Objective Four:** Further involvement on committees and boards of ACOM and ISES thus broadening Atlantic City's exposure, fostering industry-wide relationships and promoting professional growth.
- Objective Five:** The complimentary restaurant reservations program will provide 8,000 reservations, while continuing to place over 99% of these reservations with partner businesses.

Objective One: Convention Services will provide support to 110 conventions, meetings, and tradeshow via, transportation and partner leads, travel information, event planning, spouse programs, Show Me Your Badge program, banner and signage program, attendance building, and provision of promotional materials.

Strategy 1-1:

Continue to utilize the Client Direct Program to promote early awareness of key services programs through active participation with the client site visits and maintenance of a pro-active relationship with annual and first time planners and show managers. This will assure clients a successful event and position the city as a viable convention destination.

Strategy 1-2:

Continue Client Direct Program providing support to citywide, short-term conventions and meetings in the Convention Center and greater Atlantic City hotel community thus reaching a broader base of potential repeat business.

Strategy 1-3:

Implement direct show management contact to a Show Me Your Badge PDF, to allow them to be able to market the program prior to attendee and exhibitor arrival on their show website.

Objective Two: Provide planners with professional, experienced on-site registration staffing support inclusive of computer operators, lead retrieval, show office support, and booth personnel for all Convention Center and hotel shows to facilitate show experience for planner and attendees.

Strategy 2-1:

Recruit and train qualified registrars to provide effective show support.

Strategy: 2-2:

Works directly with show management to design a viable show support schedule.

Objective Three: Effectively coordinate Authority-wide client events, FAMS, sponsorships, and special events as directed.

Strategy 3-1:

Meet with relevant staff to brainstorm and design events specific to their defined goals.

Strategy 3-2:

Implement Authority-wide Action Calendar and tradeshow activities to enable consistent, productive marketing of Atlantic City to the convention and meeting industry.

Objective Four: Further involvement on committees and boards of ACOM and ISES thus broadening Atlantic City's exposure, fostering industry-wide relationships and promoting professional growth.

Strategy 4-1:

Participation by Convention Services staff in industry meetings and events.

Objective Five: In 2012, provide restaurant reservations placed through our Restaurant Cart program at 8,000 while maintaining 99% placement with partner businesses.

Strategy 5-1:

Coordinate complimentary restaurant reservations program to increase support to partner businesses, thus providing additional revenue opportunities.

Marketing

Domestic Group Marketing 2012 Objectives

- Objective One:** Promote Atlantic City as a complete year round destination to Tour Operators, Receptive Operators, and Group Leaders.
- Objective Two:** Create a step on guide program for Atlantic City.
- Objective Three:** Partner with the Philadelphia Convention and Visitors Bureau on multi-city itineraries featuring both destinations.
- Objective Four:** Continue involvement in Motorcoach organizations to keep Atlantic City visible to Tour Operators, Receptive Operators, and Group Leaders.
- Objective Five:** Focus on encouraging participation in familiarization tours and site inspections with ACCVA's marketing partners.
- Objective Six:** Enhance and promote new online tour operator experiences at [www. atlanticcitynj.com](http://www.atlanticcitynj.com).
- Objective Seven:** Promote the Atlantic City Tourism District to the Group Market.

Objective One: Promote Atlantic City as a complete year round destination to Tour Operators, Receptive Operators, and Group Leaders.

Strategy 1-1:

Participate in group travel trade shows and bus company travel trade shows a targeting tour operators, group leaders, and receptive operators.

Strategy 1-2:

Explore new advertising opportunities and maintain existing ads in the leading travel trade publications with a cooperative component for partners when feasible.

Strategy 1-3:

Attend United Motorcoach Associations annual meeting and trade show and consider membership in TAP (Travel Alliance Partners) to increase Atlantic City's market share in the group market.

Strategy 1-4:

Increase partner participation in specified group travel shows by offering reduced booth participation. This will enhance the visibility of Atlantic City and offer our partners a chance to exhibit at shows they normally would not have a budget to do.

Strategy 1-5:

Cooperatively host several familiarization tours and site inspections to targeted tour operators or group leaders with marketing partners interested in the group travel market.

Strategy 1-6:

Host a breakfast event at American Bus Associations annual meeting in January 2012 in Grape Vine, Texas with partners to promote Atlantic City.

Strategy 1-7:

Create experiential itineraries and explore including other NJ DMO itineraries as part of the package.

Strategy 1-8:

Host the ABA/OMCA Tour Operator Summit on March 27-30, 2012.

Objective Two: Create a step on guide program for Atlantic City.

Strategy 2-1:

Explore comparable destinations guide programs.

Strategy 2-2:

Evaluate interest with surveys to marketing partners and selected tour operators.

Strategy 2-3:

Create plan for service based on feedback.

Objective Three: Partner with the Philadelphia Convention and Visitors Bureau on multi-city itineraries featuring both destinations.

Strategy 3-1:

Create and promote a multi-city itinerary featuring Atlantic City, Philadelphia, and other NJ DMO's if feasible.

Strategy 3-2:

Explore cooperative marketing and media opportunities that would advertise the new itineraries including internet and social marketing.

Strategy 3-3:

Host one familiarization tour in cooperation with the Philadelphia Convention and Visitors Bureau.

Objective Four: Continue involvement in motorcoach organizations to keep Atlantic City visible to Tour Operators, Receptive Operators, and Group Leaders.

Strategy 4-1:

Continue a presence in selected motorcoach directories, both print and online.

Strategy 4-2:

Exhibit at targeted motorcoach trade shows cooperatively with partners.

Strategy 4-3:

Stay up to date with selected motorcoach organizations by sitting on boards, attending membership meetings and chairing committees.

Strategy 4-4:

Expand marketing to these groups on large events and shows in Atlantic City like the AC Airshow, which will increase overnight group bookings.

Objective Five: Focus on encouraging participation in familiarization tours and site inspections with ACCVA's marketing partners.

Strategy 5-1:

During Marketing Partner orientation educate partners on the value of participation with the ACCVA for FAM tours and site inspections.

Strategy 5-2:

Post updates on the Destination Marketing Update on opportunities for FAM and site participation. Explain what a FAM and a site is and the value of participation.

Strategy 5-3:

Send out leads and requests to all partners for the opportunity to participate in upcoming FAM's and sites.

Strategy 5-4:

Educate tour and travel marketing partners on the extranet and how to follow-up on leads produced from the FAM's and sites.

Objective Six: Enhance and promote new online tour operator experiences at [www. atlanticcitynj.com](http://www.atlanticcitynj.com).

Strategy 6-1:

Increase visitation to the Atlantic City Convention & Visitors Authority's website by Tour Operators, Receptive Tour Operators, and Group Travel Leaders.

Strategy 6-2:

Update Tour Operator page on the ACCVA's website with fresh new itineraries and featured packages.

Strategy 6-3:

Drive tour operators to the ACCVA group web page via the Tour Operator eNewsletter and spotlight new and exciting happenings in Atlantic City.

Strategy 6-4:

Explore similar destinations best group web practices to determine if a similar practice will benefit Atlantic City CVA and our partners.

Objective Seven: Promote the Atlantic City Tourism District to the Group Market.

Strategy 7-1:

Explore opportunities to promote the Atlantic City Tourism District to the overnight and day trip group segment which will include, advertising in print/web, social media, and at trade shows where feasible.

International Marketing 2012 Objectives

- Objective One:** Continue a strategic alliance with Philadelphia Convention and Visitors Bureau and other Bureaus that will enhance and grow Atlantic City's international marketing.
- Objective Two:** Utilize USTA's Discover America and Visit USA programs to efficiently market Atlantic City.
- Objective Three:** Expand visibility in the Canadian Market.
- Objective Four:** Maximize exposure for Atlantic City through international travel trade shows, media, site inspections and familiarization trips.
- Objective Five:** Expand visibility in key growth international markets.
- Objective Six:** Promote the Atlantic City Tourism District to the international traveler.

Objective One: Continue a strategic alliance with Philadelphia Convention and Visitors Bureau and other Bureaus that will enhance and grow Atlantic City's international marketing.

Strategy 1-1:

Explore US based companies who sell to international destinations for a cooperative sales mission, advertising, and FAM's with the Philadelphia Convention and Visitors Bureau.

Strategy 1-2:

Work with the Philadelphia Convention and Visitors Bureau to create International itineraries that encompass both cities.

Strategy 1-3:

Explore cooperative trade show and media opportunities.

Strategy 1-4:

Explore possible sales missions for both domestic and international tour operators.

Strategy 1-5:

Work with the Philadelphia Convention and Visitors Bureau to create FAM's and sites for key international markets that will showcase both cities.

Strategy 1-6:

Work with UK/Ireland Representative Greg Evans to leverage both cities marketing dollars in joint and cooperative efforts.

Objective Two: Utilize USTA's Discover America and Visit USA programs to efficiently market Atlantic City.

Strategy 2-1:

Maintain membership in Visit USA and Discover America committees for the following countries:

- United Kingdom
- Ireland
- France
- Canada
- Germany
- Brazil

Strategy 2-2:

Expand Atlantic City's visibility through updates in committee newsletters, sending literature to their Media Days and trade shows.

Strategy 2-3:

Explore advertising in international trade publications with an added web component.

Strategy 2-4:

Explore new key international market trade shows.

Objective Three: Expand visibility in the Canadian Market.

Strategy 3-1:

Maintain communication and sales calls with the Canadian Automobile Association.

Strategy 3-2:

Continue membership in Ontario Motorcoach Association and attend annual convention.

Strategy 3-3:

Advertise in strategic Canadian publications and explore cooperative initiatives with our marketing partners.

Strategy 3-4:

Incorporate a sales strategy with Canadian based tour representatives for media and trade representation.

Strategy 3-5:

Continue to grow visibility in the travel agent and group travel trade industry with the assistance of our Canadian representative.

Strategy 3-6:

Conduct industry training for CAA travel agents to equip them with the right selling points to sell Atlantic City as a vacation destination.

Strategy 3-7:

Enhance ACCVA's Canadian web page.

Strategy 3-8:

Conduct several FAM's in 2012 for Canadian travel agents and tour operators.

Objective Four: Maximize exposure for Atlantic City through international travel trade shows, media, site inspections and Familiarization trips.

Strategy 4-1:

Maintain a large presence at Pow Wow with partner participation, media room visibility, and press box information on our destination. Continue to grow Atlantic City's presence at this show through one on one appointments with tour operators.

Strategy 4-2:

Maintain existing advertising in international membership books and explore additional cost effective advertising initiatives.

Strategy 4-3:

Continue membership in RSAA (Receptive Service Association of America) and participate in their networking opportunities, meetings, and seminars.

Strategy 4-4:

Target New York based international receptive operators for sales missions and presentations.

Strategy 4-5:

Continue to attend World Travel Market and grow marketing partner participation.

Strategy 4-6:

Focus media relations on US-based international media as well as outside US international media.

Strategy 4-7:

Partner with the ACCVA Media Department for journalist FAM's and site inspections.

Strategy 4-8:

Leverage UK/Ireland representative Greg Evans expertise, knowledge, and contacts in the UK and Ireland Markets.

Strategy 4-9:

Convert ACCVA's web based Official Visitor Guide to key international languages.

Strategy 4-10:

Explore an International Visitor Tab on the ACCVA's website dedicated to the international leisure and group visitor.

Objective Five: Expand visibility in key growth international markets

Strategy 5-1:

Explore trade show and sales mission opportunities in key markets such as Brazil, Germany, Israel, and Switzerland.

Strategy 5-2:

Partner with Philadelphia CVB key growth markets when feasible.

Strategy 5-3:

Leverage memberships in USTIA and RSAA to enhance visibility in key markets by participating in sales missions and trade shows under the USA umbrella.

Objective Six: Promote the Atlantic City Tourism District to the international traveler.

Strategy 6-1:

Explore ways to creatively promote the Atlantic City Tourism District to the international traveler through print, web, trade shows, and presentations.

Film Marketing 2012 Objectives

- Objective One:** Position Atlantic City as an ideal location for television, motion picture, commercial, still photos, reality TV, and music video production.
- Objective Two:** Expand Atlantic City's viability as a film and music location through participation in local, regional, and national film and music festivals, trade shows, and strategic advertising.
- Objective Three:** Work with the local officials to develop and implement an efficient film permit process.
- Objective Four:** Work with the New Jersey State Film and Television Commission to enhance Atlantic City's position in the film industry.
- Objective Five:** Promote the Atlantic City Tourism District to the film market.

Objective One: Position Atlantic City as an ideal location for television, motion picture, commercial, still photos, reality TV, and music video production.

Strategy 1-1:

Maintain a close relationship with the New Jersey Film Commission and participate in joint marketing efforts to leverage Atlantic City's place in the film industry.

Strategy 1-2:

Maintain visibility in film-related industry trade organizations.

Strategy 1-3

Enhance established relationships with film industry notables through networking and participation in tradeshow and festivals related to the film industry.

Strategy 1-4

Work closely with eMarketing to enhance Atlantic City's visibility within the film market keeping the city in forefront of producers and location manager's minds by generating excitement about the diversity of our city on the film webpage.

Strategy 1-5:

Continue to develop professional skills and knowledge related to the film industry.

Strategy 1-6:

Conduct several film related FAM's or sites in 2012 to introduce filmmakers and location scouts to the ease of filming in Atlantic City.

Strategy 1-7:

Partner with the New Jersey Film Commission at Locations, the largest domestic based trade show to showcase Atlantic City to producers, directors, location managers, and others.

Objective Two: Expand Atlantic City’s viability as a film and music location through participation in local, regional and national film and music festivals.

Strategy 2-1:

Continue to maintain an active role with the Downbeach Film Festival and the AC Film and Music Festival and other appropriate events.

- Continue to offer creative in-kind services where applicable.
- Promote the festival through the ACCVA’s media sources.
- Act as a liaison with Atlantic City officials for permits and venue contacts.

Strategy 2-2:

Explore other local, regional, and national film festivals and what creative role the ACCVA can take to promote filming in Atlantic City.

Strategy 2-3:

Explore partnerships with nearby New Jersey destinations looking to attract filming. Through these partnerships leverage joint marketing dollars to attract filming in out cities.

Objective Three: Work with local officials to develop and implement an efficient film permit process.

Strategy 3-1:

Create a new film permit application that is user friendly for the film industry.

Strategy 3-2:

Work with local government to implement an efficient permit process and follow-up.

Objective Four: Work with the New Jersey Motion Picture and Television Commission to enhance Atlantic City’s position in the film industry.

Strategy 4-1:

Funnel calls and requests through the State Film Commission to determine validity of projects.

Strategy 4-2:

Work with the New Jersey Film Commission through trade shows, advertising and social media to enhance Atlantic City’s image as a film friendly destination.

Objective Five: Promote the Atlantic City Tourism District to the film market.

Strategy 5-1:

Explore opportunities to promote the Atlantic City Tourism District to the film market segment.

Strategy 5-2:

Work with the City of Atlantic City Special Events Department to include the Atlantic City Tourism District on film permits and requests.

Leisure Tourism 2012 Objectives

- Objective One:** Explore new ideas and opportunities to promote Atlantic City to travel agents through travel trade channels.
- Objective Two:** Develop programs in partnership with SJTA for new and existing air service that will highlight the ease of flying into Atlantic City International Airport.
- Objective Three:** Maintain positive, cooperative relationship with New Jersey Office of Travel and Tourism and other travel related organizations.
- Objective Four:** Utilize Boardwalk Hall's History for tours and its' events as branding opportunities to promote Atlantic City.
- Objective Five:** Explore ways to brand Atlantic City as a gateway destination to Philadelphia, Washington DC, and New York City.
- Objective Six:** Explore new trade show opportunities to promote Atlantic City to the leisure traveler.
- Objective Seven:** Continue to develop and enhance Atlantic City's visibility in the gay and lesbian market.
- Objective Eight:** Create a more efficient lead generating system for the leisure and travel agent client.
- Objective Nine:** Promote the Atlantic City Tourism District to the leisure travel trade.

Objective One: Explore new ideas and opportunities to promote Atlantic City to travel agents through travel trade channels

Strategy 1-1:

Promote Atlantic City as a full service destination to targeted AAA, home based travel agents and CAA agents.

Strategy 1-2:

Continue to evolve niche markets that appeal to AAA and home based travel agents such as Girls Getaways, Red & Pink Hat Societies, Adventure, Winery and Culinary, Soft Adventure and cooperatively create itineraries with our partners that will appeal to these groups.

Strategy 1-3:

Explore geographic area's that will enhance leisure visits and target travel agents for site inspections.

Strategy 1-4:

Educate AAA and home based travel agents by attending trade shows in target markets.

Strategy 1-5:

Conduct three travel agent destination overview presentations to raise awareness of all that Atlantic City has to offer leisure travelers.

Strategy 1-6:

Explore cooperative marketing with marketing partners to better leverage budgets for print online and social media outlets.

Strategy 1-7:

Create a manual of facts/answers and frequently asked questions.

Strategy 1-8:

Directly target AAA travel managers who sell Atlantic City, Philadelphia, DC, New England and NYC, Niagara, Quebec and Ontario for FAM's and presentations.

Objective Two: Develop programs in partnership with SJTA for new and existing air service that will highlight the ease of flying into Atlantic City International Airport.

Strategy 2-1:

Partner with SJTA at leisure trade shows that promote inbound air service into Atlantic City.

Strategy 2-2:

Create a web based promotional give-away to enhance Atlantic City's visibility in targeted air service markets.

Strategy 2-3:

Target niche travel agents and host a familiarization trip with SJTA and airlines that have service to ACY to help promote Atlantic City and our partners.

Strategy 2-4:

Educate regional and other air service call centers in conjunction with SJTA with quarterly office presentations for any new or existing air service carriers that will keep them up to date with what is happening in Atlantic City.

Objective Three: Maintain positive, cooperative relationship with New Jersey Office of Travel and Tourism and other travel related organizations.

Strategy 3-1:

Participate in the 2012 Governor's Conference on Tourism by sitting on the planning committee and any other committee that will enhance the conference while in Atlantic City.

Strategy 3-2:

Cooperatively participate with the New Jersey Office of Travel and Tourism and other travel related organizations at events, through trade shows, advertising, and marketing when feasible.

Objective Four: Utilize Boardwalk Hall’s History for tours and events as branding opportunities to promote Atlantic City.

Strategy 4-1:

Continue to develop and enhance the leisure ePostcard to travel agents and leisure travelers with emphasis on citywide events and entertainment at Boardwalk Hall.

Strategy 4-2:

Promote events at trade shows by handing our supporting literature. Include event literature in all tourism trade mailings.

Strategy 4-3:

Leverage Boardwalk Hall’s unique history by creating a tour and online itinerary using the largest pipe organ in the US located in Boardwalk Hall.

Objective Five: Explore ways to brand Atlantic City as a gateway destination to Philadelphia, Washington DC, and New York City.

Strategy 5-1:

Target train and motorcoach transportation companies that have service to Atlantic City and capture the ridership through online, print, social media, and contest promotion.

Strategy 5-2:

Target rail and bus terminals for potential advertising.

Strategy 5-3:

Partner with SJTA for airport advertising, contests, and promotions.

Objective Six: Explore new trade show opportunities to promote Atlantic City to the leisure traveler.

Strategy 6-1:

Work with marketing partners to create an effective action campaign for leisure shows in the gateway destinations and key markets that we can cooperatively market as a whole.

Objective Seven: Continue to develop and enhance Atlantic City's visibility in the gay and lesbian market.

Strategy 7-1:

Actively promoting Atlantic City to the GLBT market by hosting a large booth at the GLBT Expo in March 2012 and providing partners with the opportunity to participate.

Strategy 7-2:

Work in cooperation with the Greater Atlantic City GLBT Alliance to educate local communities and partners on the GLBT market and promoting Atlantic City as a viable destination to the GLBT visitor.

Strategy 7-3:

Provide in-kind support for the Miss'd America Pageant held at Boardwalk Hall.

Objective Eight: Create a more efficient lead generating system for the leisure and travel agent client.

Strategy 8-1:

Work with eMarketing to update the online request form for travel agents to include lead generation.

Strategy 8-2:

Cooperatively work with marketing partners to create a more user friendly way of capturing and distributing leads from leisure trade shows and sales calls.

Objective Nine: Promote the Atlantic City Tourism District to the leisure travel trade.

Strategy 9-1:

Explore ways to promote the Atlantic City Tourism District to travel agents and leisure travelers through print, web, social media, presentations, and trade shows.

Marketing Partnership 2012 Objectives

- Objective One:** Retain current marketing partner memberships at 75% and sign up 5% new members for 2012.
- Objective Two:** Create and promote revenue generating and trade partnership opportunities that will enhance marketing partner visibility.
- Objective Three:** Host a variety of educational meetings for marketing partners to attend and learn how to work together to advertise Atlantic City as a vacation destination for visitors and meeting planners.
- Objective Four:** Educate existing partners on the importance of participation in marketing partner programs.
- Objective Five:** Maintain and build strategic alliances while building marketing partnership program visibility and awareness in the community.
- Objective Six:** Manage and showcase Atlantic City Restaurant Week initiative.
- Objective Seven:** Maintain open communication with marketing partners by providing current tourism and convention information.

Objective One: Retain current marketing partner memberships at 75% and sign up 5% new members for 2012.

Strategy 1-1:

Evaluate current benefit and services package offered to partners, implement upgrades to current programs and implement new programs where feasible. Maintain open communication with marketing partners at all times to encourage their active participation in partnership programs and marketing opportunities.

Strategy 1-2:

Use annual survey directed at marketing partners to help determine what benefits and services are useful and ask for ideas for new programs.

Strategy 1-3:

Utilize sales blitz tactics throughout the year to reach out to prospective partners.

Strategy 1-4:

Maintain a list of potential partners and contact them several times throughout the year including an invitation to a marketing partner reception to show the value of marketing partnership.

Strategy 1-5:

Schedule two outreach days per month to personally visit businesses throughout the county to educate them on membership and marketing partnership opportunities.

Strategy 1-6:

Develop a new member retention plan, which will include a follow-up email within one month of joining ACCVA.

Objective Two: Create and promote revenue generating and trade partnership opportunities that will enhance marketing partner visibility.

Strategy 2-1:

Restructure the website tier listing and banner ad advertising program and rates. Promote the opportunity to all partners by hosting sales through out the year. Give discounts for multiple listings.

Strategy 2-2:

Explore trade partnership programs with regional businesses that can enhance our Tourism Mission.

Strategy 2-3:

Trade marketing partner benefits for sponsorship/branding opportunities for the ACCVA.

Strategy 2-4:

Host one educational seminar based on “Hot Topics” in the market.

Objective Three: Host a variety of educational meetings for marketing partners to attend and learn how to work together to advertise Atlantic City as a vacation destination for visitors and meeting planners.

Strategy 3-1:

Host two orientations a year where partners can meet ACCVA staff and review benefits and strategies of each ACCVA department.

Strategy 3-2:

Utilizing marketing partner venues, host four networking mixers throughout the year.

Strategy 3-3:

Host one seminar a year targeted to smaller business owners on relevant tourism and convention marketing topics.

Strategy 3-4:

Host one National Tourism Week event and invite marketing partners and key leaders to participate.

Strategy 3-5:

Develop marketing partner business networking opportunities.

Objective Four: Educate existing partners on importance of participation in marketing partner programs.

Strategy 4-1:

Partner with eMarketing to create a user-friendly educational demonstration on how to use the marketing partner extranet.

Strategy 4-2:

Continue to encourage partners' use of partnership programs such as: web special offers, featured partner, attendance at ACCVA mixers, pick up of convention & tourism leads, to increase the value of membership.

Objective Five: Maintain and build strategic alliances while building marketing partnership program visibility and awareness in the community.

Strategy 5-1:

Be an ambassador in the community and maintain positive relationships in various community forums.

Strategy 5-2:

Attend events hosted by local organizations, i.e.: MBCA mixers, Hotel Lodging luncheons, AC Chamber meetings, AC Concierge Association, and other relevant mixers. Seek to secure at least two leads from each event.

Strategy 5-3:

Schedule a minimum of 20 one-on-one meetings with potential partners throughout the year.

Strategy 5-4:

Work with the CRDA to create awareness of projects they are working on within the community. i.e.: The Tourism District.

Objective Six: Manage and showcase Atlantic City Restaurant Week initiative.

Strategy 6-1:

Market Restaurant Week through public speaking engagements, brochures, radio, advertising, website, gift certificate availability, and visitor centers.

Strategy 6-2:

Maintain database strictly for Restaurant Week.

Strategy 6-3:

Work closely with eMarketing senior manager to ensure all Restaurant Week website information is correct and up to date.

Strategy 6-4:

Conduct Restaurant Week meetings with the Restaurant Week Committee as needed.

Strategy 6-5:

Continue to grow restaurant week participation by encouraging all Atlantic County restaurants to participate.

Strategy 6-6:

Prospect new restaurants to participate in Restaurant Week and ultimately join the ACCVA as a member.

Objective Seven: Maintain open communication with marketing partners by providing current tourism and convention information.

Strategy 7-1:

Continue to work with media to send out Hot Tips from writers who want stories on Atlantic City and the Tourism District.

Strategy 7-2:

Email marketing partner updates at least monthly. Send out additional notices as appropriate for special member activities and/or opportunities.

Strategy 7-3:

Redesign the Destination Management Update and send monthly to all marketing partners and key leaders.

Strategy 7-4:

Work with eMarketing department to examine ways to use social media to encourage marketing partner connections.

Media Relations

2012 Preliminary Objectives

- Objective One:** Continue to redefine and expand our target media audience through traditional and emerging new media channels.
- Objective Two:** Promote to consumer media markets the positive change occurring in the Atlantic City Tourism District regarding transportation, cleanliness, and safety issues.
- Objective Three:** Promote and foster an understanding of the missions of the CRDA, Atlantic City Tourism District and Atlantic City Convention & Visitors Authority's and resulting positive economic impact.
- Objective Four:** Promote Atlantic City non-gaming and family attractions to drive measurable positive perceptions as a diverse and comprehensive destination among consumer media outlets.
- Objective Five:** Promote Atlantic City with an emphasis on year-round full destination resort as opposed to a summer-only resort.
- Objective Six:** Continue to promote awareness of Atlantic City as a vacation destination to international visitors in coordination with our representatives in Canada and the UK/Ireland.
- Objective Seven:** Focus on growth drive-in markets including New York metropolitan area, Southern New England, Baltimore,, and Washington, D.C. to promote Atlantic City as a full destination resort.
- Objective Eight:** Promote Atlantic City to emerging niche markets including African-American, GLBT, and various ethnic communities.
- Objective Nine:** Promote Atlantic City's premier and/or signature events.
- Objective Ten:** Assist convention, meeting and public show planners with media relations services to promote their event.
- Objective Eleven:** Promote Atlantic City and the Atlantic City Convention Center as the preferred destination for conventions, meetings, and public shows.

Objective Twelve: Promote Atlantic City as a value destination.

Objective Thirteen: Promote Atlantic City through the use of Boardwalk Empire and other possible broadcast and film opportunities.

Objective Fourteen: Continue to collaborate with public and private partners to ensure awareness of all upcoming events and activities.

Objective Fifteen: Enhance the press kit, media room of the Web site, B-roll, and other media relations tools.

Objective One: Continue to redefine and expand our target media audience through traditional and emerging new media channels.

Strategy 1-1:

Continue to expand reach on social media outlets such as Facebook, Twitter, YouTube and Flickr, for ACCVA, incorporating SID, ACTD, and CRDA social media outreach.

Strategy 1-2:

Continue blog exposure on nj.com and pursue other areas that will increase our blog and enewsletter opportunities.

Strategy 1-3:

Explore new and emerging social media outlets to maximize exposure.

Strategy 1-4:

Monitor new sources for media.

Strategy 1-5:

Utilize new methods to communicate with members of the media by monitoring traditional and online news organizations, outlets, or sources.

Strategy 1-6:

Attend industry seminars and conferences focusing on evolving methods of communication.

Objective Two: Promote to consumer media markets the positive change occurring in the Atlantic City Tourism District regarding transportation, cleanliness, and safety issues.

Strategy 2-1:

Publicize and promote new developments and upgrades in Atlantic City as they are announced.

Strategy 2-2:

Use social media to promote positive changes to local and regional audiences.

Strategy 2-3:

Use familiarization tours and Visiting Journalist Program to showcase changes.

Strategy 2-4:

Use key meet-the-media type events to convey the addition of new developments in Atlantic City and its ever-changing landscape.

Strategy 2-5:

Issue monthly Tourism Barometer press release and post-holiday “success” releases to consumer media, key leaders, and the investment community.

Strategy 2-6:

Promote the increased police presence within the Atlantic City Tourism District.

Objective Three: Promote and foster an understanding of the missions of the CRDA, Atlantic City Tourism District, and Atlantic City Convention & Visitors Authority, and resulting positive economic impact.

Strategy 3-1:

Educate the community as well as internal CRDA divisions, of the expanded missions and goals of the “new” CRDA.

Strategy 3-2:

Raise awareness in the community of the ACCVA’s successful promotion of Atlantic City through local media outlets.

Strategy 3-3:

Inform future hospitality workers about the ACCVA, CRDA, and Atlantic City’s hospitality industry through school presentations.

Strategy 3-4:

Use editorial and advertorial opportunities to highlight the CRDA and its divisions.

Strategy 3-5:

Monitor opportunities for guest columns and letters to the editors in order to provide commentary and perspective regarding topics affecting the Atlantic City Tourism District.

Strategy 3-6:

Promote the ACCVA team as the premier destination marketing organization for the Atlantic City Tourism District.

Strategy 3-7:

Position the ACCVA/CRDA team as the primary media source for information about Atlantic City.

Strategy 3-8:

Communicate the Tourism District's successes with industry analysts and the investment community.

Objective Four: Promote Atlantic City non-gaming and family attractions to drive measurable positive perceptions as a diverse and comprehensive destination among consumer media outlets.

Strategy 4-1:

Communicate with media for major print and online publications in key consumer markets.

Strategy 4-2:

Continue to pitch and host production crews from major broadcast and cable networks.

Strategy 4-3:

Use key meet-the-media type events to convey the addition of new developments in Atlantic City and its ever-changing landscape.

Strategy 4-4:

Continue to attract and host key media using Visiting Journalist Program and familiarization events showcasing the city's non-gaming amenities.

Strategy 4-5:

Use editorial and advertorial opportunities in key markets to highlight non-gaming amenities.

Strategy 4-6:

Utilize New York public relations agency to organize deskside meetings with editors and publishers in emerging markets.

Strategy 4-7:

Target blogs focusing on non-gaming attractions with pitches or media visits.

Strategy 4-8:

Target family publications and mommy-blogs.

Strategy 4-9:

Use editorial and advertorial opportunities to educate the public regarding Atlantic City's attractions.

Strategy 4-10:

Partner with third party entities to develop promotional partnerships highlighting Atlantic City's diversity.

Strategy 4-11:

Utilize social media including YouTube videos as well as Internet video segments and interviews to illustrate Atlantic City's non-gaming attractions.

Objective Five: Promote Atlantic City with an emphasis on year-round full destination resort as opposed to a summer-only resort.

Strategy 5-1:

Direct an informative, targeted press release and online campaign.

Strategy 5-2:

Use New York public relations agency to reach out to writers and editors who represent major publications in key consumer markets.

Strategy 5-3:

Continue to host/attract production crews from major broadcast and cable networks during non-summer events.

Strategy 5-4:

Host key media using familiarization-type events showcasing the city's non-summer and non-gaming amenities.

Strategy 5-5:

Utilize Visiting Journalist Program to highlight Atlantic City year-round through tours and area events.

Strategy 5-6:

Utilize seasonal events to promote Atlantic City's eclectic mix of restaurants, spas, entertainment and outdoor activities to media as a year-round destination.

Strategy 5-7:

Continue to promote Atlantic City packages and special rates in a targeted press release campaign.

Strategy 5-8:

Use key meet-the-media type events to convey the addition of new developments in Atlantic City and its ever-changing landscape.

Objective Six: Continue to promote awareness of Atlantic City as a vacation destination to international visitors in coordination with our representatives in Canada and the UK/Ireland.

Strategy 6-1:

Participate in staff development by attending seminars and conferences with a focus on international marketing and identifying emerging markets.

Strategy 6-2:

Reach out to established and new contacts that represent the international market but are located in the recognized domestic market area.

Strategy 6-3:

Develop cooperative publicity opportunities with airlines at gateway destinations such as Philadelphia, Newark, and New York.

Strategy 6-4:

Coordinate media familiarization tour trips for international media and individual visiting journalists with other destination marketing organizations, including the Philadelphia Convention and Visitors Bureau.

Strategy 6-5:

Focus on International market by orchestrating off-site special events highlighting Atlantic City and its convenience as a destination.

Strategy 6-6:

Promote the geographic location and ease of transportation to Atlantic City for international visitors.

Strategy 6-7:

Work with ACCVA Tourism Department to identify and develop international markets.

Strategy 6-8:

Seek partnerships with third party entities and destination marketing organizations to develop international marketing opportunities.

Strategy 6-9:

Utilize social marketing opportunities to market to international visitors and travel trade media.

Strategy 6-10:

Conduct media deskside interviews and participate in “Meet the Media” events in Canada.

Strategy 6-11:

Establish a media relations presence at World Travel Market and Pow Wow via deskside interviews and ACCVA-hosted media receptions at those events.

Objective Seven: Focus on growth drive-in markets including the New York metropolitan area, Southern New England, Baltimore, and Washington, D.C. to promote Atlantic City as a full destination resort.

Strategy 7-1:

Use Visiting Journalist Program and invite media to Atlantic City special events and familiarization tours to experience the city firsthand.

Strategy 7-2:

Use New York public relations agency to pitch stories to the target area about the proximity of Atlantic City for visitors from that area.

Strategy 7-3:

Develop story sidebars for media based on upcoming public shows held in the Atlantic City Convention Center.

Strategy 7-4:

Partner with third party entities to develop promotional partnerships within those markets.

Strategy 7-5:

Establish a media relations presence at World Travel Market and Pow Wow via deskside interviews and ACCVA-hosted media receptions at those events.

Objective Eight: Promote Atlantic City to emerging niche markets including African-American, GLBT, and various ethnic communities.

Strategy 8-1:

Invite key media to Atlantic City special events and familiarization tours to experience the city firsthand.

Strategy 8-2:

Pitch stories to the target market about gay-friendly attractions and events taking place within the city, including ACCVA group wedding, Miss'd America Pageant, GLBT nightlife options, and area civil union ceremony options.

Strategy 8-3:

Rely on New York public relations agency to reach out to established and new media contacts that represent the target market.

Strategy 8-4:

Pitch stories to the target market about African-American attractions and events taking place within the city, including Chicken Bone Beach concerts, Civil Rights garden, and Black History Month events.

Strategy 8-5:

Develop social media opportunities to market to those communities.

Objective Nine: Promote Atlantic City's premier and/or signature events.

Strategy 9-1:

Highlight Atlantic City's premier city-wide events including Atlantic City Airshow, Atlantic City Marathon, Group Wedding, Atlantic City Restaurant Week, Miss'd America Pageant, Atlantic City Boardwalk Rodeo, and Atlantic City Food and Wine Festival with an informative, targeted press release campaign.

Strategy 9-2:

Use the A-10 Men's Basketball Championships, ECAC Hockey, Legends Basketball, and other collegiate and professional events to highlight Atlantic City as a viable destination for sporting events.

Strategy 9-3:

Utilize New York City public relations agency to pitch national broadcasts opportunities to participate and cover the Atlantic City Airshow, such as media rides with military and civilian pilots and tandem skydiving opportunities.

Strategy 9-4:

Attract regional and national media to cover Atlantic City's signature events, including real-time online coverage.

Strategy 9-5:

Organize radio drops in local and regional markets focusing on each individual event.

Strategy 9-6:

Pitch national entertainment publications regarding specific special events and concerts in Atlantic City Boardwalk Hall.

Strategy 9-7:

Utilize social media opportunities to promote events.

Strategy 9-8:

Use Visiting Journalist Program and invite media to familiarization tours to showcase events and highlight the city's gaming and non-gaming amenities.

Strategy 9-9:

Partner with third party entities to develop promotional partnerships to market events, such as the annual Unlocking of the Ocean.

Objective Ten: Assist convention, meeting and public show planners with media relations services to promote their event.

Strategy 10-1:

Provide meeting planners and planners of prospective bookings with materials positioning Atlantic City as the perfect destination for their event, and provide trade publications articles about the destination in advance of their Atlantic City tradeshow.

Strategy 10-2:

Assist in promoting conventions, meetings or public shows to the media, community, and key leaders through a targeted press release and social media campaign.

Strategy 10-3:

Work with meeting planners to develop opportunities with third party entities to develop marketing opportunities.

Strategy 10-4:

Assist with producing and publicizing press conferences, ribbon cuttings, and special events.

Objective Eleven: Promote Atlantic City and the Atlantic City Convention Center as the preferred destination for conventions, meetings, and public shows.

Strategy 11-1:

Direct an informative, targeted media campaign publicizing conventions, meetings, and public shows at the convention center as well as the desirability of the destination.

Strategy 11-2:

Direct an informative media campaign regarding environmentally friendly practices in use at the convention center.

Strategy 11-3:

Create case studies on particularly challenging events that were turned into successes for meeting trade publications.

Strategy 11-4:

Position ACCVA as the experts in the industry.

Objective Twelve: Promote Atlantic City as a value destination.

Strategy 12-1:

Continue to highlight Atlantic City's free aspects including beach and Boardwalk through press releases and social media.

Strategy 12-2:

Highlight budget-friendly events and attractions with editorials, advertorials, and online.

Strategy 12-3:

Continue to focus on Atlantic City's proximity to a third of the population of the United States.

Strategy 12-4:

Focus on staycations by targeting local and regional residents who wouldn't normally vacation in Atlantic City.

Strategy 12-5:

Direct an informative, targeted press release and social media campaign to increase awareness of Atlantic City as a mid-week getaway destination.

Strategy 12-6:

Publicize and promote mid-week value options in hotels, restaurants, entertainment, and retail segments in Atlantic City.

Strategy 12-7:

Publicize and promote mid-week golf specials and packages to target market in conjunction with our golf partners.

Strategy 12-8:

Publicize mid-week entertainment and attractions in Atlantic City to conventions and trade shows at the convention center as well as to the local and regional market.

Objective Thirteen: Promote Atlantic City through the use of Boardwalk Empire and other possible broadcast and film opportunities

Strategy 13-1:

Direct an informative, targeted press release and social media campaign to increase awareness of Atlantic City's Boardwalk Empire-themed attractions and events.

Strategy 13-2:

Promote Boardwalk Empire-themed hotel pricing, packages, and tours.

Strategy 13-3:

Use Visiting Journalist Program and invite media in emerging markets to group familiarization tours.

Strategy 13-4:

Continue to use social media to promote Boardwalk Empire ties to Atlantic City.

Strategy 13-5:

Arrange Boardwalk Empire-themed media events with Convention Development in New York City around Boardwalk Empire set.

Objective Fourteen: Continue to collaborate with public and private partners to ensure awareness of all upcoming events and activities.

Strategy 14-1:

Initiate regular communication with key public relations and marketing professionals.

Strategy 14-2:

Share information within ACCVA Marketing team and CRDA divisions to ensure awareness.

Strategy 14-3:

Ensure productive professional relationships with other government agencies to maintain flow of information and coordination of events and activities.

Strategy 14-4:

Develop monthly conference call with local entities to guarantee transfer of information.

Strategy 14-5:

Continue to solicit information from marketing partners regarding their special events, promotions, and hotel packages in order to gain media exposure.

Objective Fifteen: Enhance the press kit, media room of the Website, B-roll and other media relations tools.

Strategy 15-1:

Create a more efficient and effective online press room and press kit by adding a form for prospective visiting journalists to request press trip assistance.

Strategy 15-2:

Re-shoot B-roll footage to include new attractions, restaurants, clubs and casinos, in HD and a downloadable, digital format.

Strategy 15-3:

Add video news clips to the ACCVA YouTube channel and link to them from the Web site pressroom.

Strategy 15-4:

Enhance technology for presenting ideas, itineraries and information to media, through use of iPads or other new technology.

Strategy 15-5:

Enhance press release distribution with the use of newswire and online media distribution services.

Marketing Services

Graphic Communications

2012 Objectives

- Objective One:** Direct the design and production of all ACCVA, CRDA, and Special Improvement District materials producing a consistent message and positive image within a pre-determined timeline and budget.
- Objective Two:** Expand the current photo resources to include high-quality print, digital photos, and video images both internally and externally. Continue to update and manage the network for reviewing and accessing photo library.
- Objective Three:** Manage the purchasing and distribution of all ACCVA merchandise for promotional and resale purpose.
- Objective Four:** Create a positive image with consumers, meeting planners, and travel trade organizers.
- Objective Five:** Continue to refresh the design of the collateral material to reflect brand maturity.
- Objective Six:** Continue to develop staff professional skills and additional technology training.
- Objective Seven:** Establish the ACCVA as a leader in educating other CVBs and CVAs on the advantages of having an in-house Marketing Services Department.
- Objective Eight:** Produce high quality multi-media products that are reflective of the Atlantic City brand and demographics.
- Objective Nine:** Continue to discover departmental cost-saving measures and opportunities.
- Objective Ten:** Support ACCVA marketing partner programs and initiatives.

Objective One: Direct the design and production of all ACCVA, CRDA, and Special Improvement District materials producing a consistent message and positive image within a pre-determined timeline and budget.

Strategy 1-1:

Clearly define all aspects of requested publications.

Strategy 1-2:

Ensure cultural diversity in all ACCVA, CRDA, and Special Improvement District publications and collateral.

Strategy 1-3:

Work closely to monitor the use of newly defined brand values. Maintain messaging consistent with the newly formed Atlantic City Tourism District.

Strategy 1-4:

All ACCVA publications will continue to promote Atlantic City's brand image.

Objective Two: Expand the current photo resources to include high-quality print, digital photos, and video both internally and externally.

Strategy 2-1:

Oversee a photo shoot for new photography to be used in ACCVA collateral, advertising, tradeshow exhibits and share with marketing partners to highlight Atlantic City as a diverse destination.

Strategy 2-2:

Continue to create a comprehensive digital photo library of images by utilizing in-house staff and outsource to a professional photographer when applicable.

Strategy 2-3:

Create a shared network for all photography files for easy downloading.

Strategy 2-4:

Work closely with the Media Relations Department to develop new b-roll in HD format.

Objective Three: Manage the purchasing and distribution of all ACCVA merchandise for promotional and resale purpose.

Strategy 3-1:

Implement the most cost-effective purchasing policies and procedures.

Strategy 3-2:

Uphold the Atlantic City brand image and graphic integrity.

Objective Four: Create a positive image with consumers, meeting planners, and travel trade organizers.

Strategy 4-1:

Work with Convention and Tourism Development in the placement and execution of advertising in consumer and trade publications.

Objective Five: Continue to refresh the design of the collateral material to reflect brand maturity.

Strategy 5-1:

Provide new visual design options that emphasize the diversity of the destination and reflect a consistent brand identity in the marketplace.

Strategy 5-2:

Incorporate new brand if applicable for the Atlantic City Tourism District and its entities.

Objective Six: Continue to develop staff professional skills and additional technology training.

Strategy 6-1:

Maintain a presence at various conferences and trade shows that promotes new developments in technology and educational opportunities within the graphic design and print industries.

Objective Seven: Establish the ACCVA as a leader in educating other CVBs and CVAs on the advantages of having an in-house Marketing Services Department

Strategy 7-1:

Offer speaker services for seminars at conferences and trade shows.

Strategy 7-2:

Offer to sit on relevant industry organizations committees and boards of directors.

Objective Eight: Produce high quality multi-media products that are reflective of the Atlantic City brand and demographics.

Strategy 8-1:

Work with departments internally to establish goals and objectives for television and radio commercials.

Strategy 8-2:

Hire professional agency to assist with the production, including new video footage if necessary and quality voice over talent.

Objective Nine: Continue to discover departmental cost-saving measures and opportunities.

Strategy 9-1:

Work with departments internally to establish projects that can be done by in-house agency instead of outsourcing.

Strategy 9-2:

Purchase additional equipment within budgetary means to produce products and services in-house.

Objective Ten: Support ACCVA Marketing Partner programs and initiatives.

Strategy10-1:

Meet with marketing partners to review and offer suggestions for design and layout of collateral materials.

Strategy 10-2:

Produce logos, collateral, signage and offer print support to enhance partner products within budgetary means.

Visitor Services 2012 Objectives

Objective One: Directly fulfill visitor inquiries by providing directions, brochures, accommodations, attractions/event information, and lottery tickets to generate a positive economic impact on the region, as well as, encourage repeat visitation and length of stay.

Objective Two: Expand the ACCVA Foundation Host Awards.

Objective One: Directly fulfill visitor inquiries by providing directions, brochures, accommodations, attractions/event information, and lottery tickets to generate a positive economic impact on the region, as well as, encourage repeat visitation and length of stay.

Strategy 1-1:

Develop new concepts and continue existing programs to encourage visitation to the Expressway Visitor Welcome Center.

Strategy 1-2:

Drive more visitors to the Boardwalk Information Center by displaying attractive visuals and increased services.

Strategy 1-3:

Provide support, collateral and enhanced visuals at the information Center currently operated by the Special Improvement District.

Strategy 1-4:

Increase number of visitors served at the Concierge Desk in the Convention Center by identifying new shows.

Strategy 1-5:

Fulfill information requests in a timely and accurate manner.

Strategy 1-6:

Increase revenue generated through visitor outlets.

Strategy 1-7:

Continue staff familiarization outreach to new tourism attractions.

Strategy 1-8:

Purchase and staff two custom build-out Segway mobile information vehicles that would answer questions and distribute literature on the Boardwalk with the Tourism District.

Objective Two: Expand the ACCVA Foundation Host Awards.

Strategy 2-1:

Assist the ACCVA Foundation in promoting additional hospitality partners participation.

Strategy 2-2:

Organize a diverse selection committee comprised of local hospitality and business professionals.

Strategy 2-3:

Continue to increase awareness of the program that presents a coveted award and exciting program to honor nominees by inserting a photo of the winners in the *Atlantic City Press*.

Strategy 2-4:

Have the event professionally video taped and placed on the Foundation website and provide each winner a copy.

Strategy 2-5:

Work with the ACCVA Foundation to hold an annual golf tournament to raise additional funds to increase scholarships to be awarded at the event.

eMarketing

2012 Preliminary Objectives

- Objective One:** Improve on and maintain a strong e-community through Atlantic City's social media outlets.
- Objective Two:** Continue to grow the Atlantic City's mobile website as a primary source for information on the go.
- Objective Three:** Work with Marketing Partnership to update and restructure advertising opportunities for partners and non-partners on Atlantic City web platforms.
- Objective Four:** Increase email open, click thru and delivery rates to fall within the Tourism industries expected averages.
- Objective Five:** Research web statistics and increase Referring Sites and Direct Traffic statistics to www.atlanticcitynj.com.
- Objective Six:** Heighten the ACCVA's Internet marketing practices and knowledge.
- Objective Seven:** Implement a more aesthetically looking web design using the current framework.
- Objective Eight:** Keep the media and community informed about CRDA development projects in Atlantic City.

Objective One: Improve on and maintain a strong e-community through Atlantic City’s social media outlets.

Strategy 1-1:

Monitor reports and resources of the ACCVA online marketing consultant to watch the status of Atlantic City across all online media channels.

Strategy 1-2:

Encourage repeating and updating important posts after 5 pm to catch people who don’t have access to social media channels during the day.

Strategy 1-3:

Offer promotions and giveaways via Facebook to encourage engagement and activeness amongst our social media followers.

Strategy 1-4:

Be sure an ACCVA member is following up and responding to posts referencing questions about Atlantic City.

Strategy 1-5:

Explore a promotion using Facebook Places to encourage Facebook fans to “Check In” at various Atlantic City locations.

Objective Two: Continue to grow the Atlantic City’s mobile website as a primary source for information on the go.

Strategy 2-1:

Survey users on how they use our mobile site so we can emphasize and continue to improve those areas.

Strategy 2-2:

Develop an Atlantic City smart phone application to provide users with a variety of social tools to find their friends, venues, directions, and other information while visiting Atlantic City.

Strategy 2-3:

Encourage mobile Facebook users to check-in at various locations throughout Atlantic City by posting pictures to our wall.

Strategy 2-4:

Improve the ACRW mobile website to include location and point-to-point maps to restaurants near your present location.

Objective Three: Work with Marketing Partnership to update and restructure advertising opportunities for partners and non-partners on Atlantic City web platforms.

Strategy 3-1:

Update the advertising media kit to be consistent with what Atlantic City offers for advertising on www.atlanticcitynj.com.

Strategy 3-2:

Open the Atlantic City mobile site to banner advertising opportunities for partners.

Strategy 3-3:

Restructure the pricing and advertising rates to encourage partners to renew or join.

Strategy 3-4:

Sell advertising space on Atlantic City's monthly newsletter for partners.

Strategy 3-5:

Establish and execute a marketing plan to educate and inform partners on the benefits of advertising with Atlantic City.

Objective Four: Increase email open, click thru and delivery rates to fall within the Tourism industries expected averages.

Strategy 4-1:

Create and follow an email campaign schedule to deliver properly focused Atlantic City information to an according list.

Strategy 4-2:

Publish an email campaign asking database members to reevaluate their designated email list assignments.

Strategy 4-3:

Clean up email database by eliminating repeat hard bounces.

Strategy 4-4:

Publish an email to Atlantic City's full database asking users to unsubscribe if not interested in receiving information about Atlantic City events, promotions and partners.

Strategy 4-5:

Redesign company wide email marketing templates to be up to date with standard usability guidelines.

Objective Five: Research web statistics and increase Referring Sites and Direct Traffic statistics to www.atlanticcitynj.com.

Strategy 5-1:

Work with ACCVA's interactive marketing consultant about web banner advertising opportunities with other companies.

Strategy 5-2:

Establish a budget and construct a social media campaign for Facebook ads promoting Atlantic City as a vacation destination.

Strategy 5-3:

Work with the Graphic Department to create a billboard campaign promoting ww.atlanticcitynj.com as a source for visitor information.

Strategy 5-4:

Explore any Guerilla marketing strategies to bring www.atlanticcitynj.com in front of people while visiting Atlantic City.

Objective Six: Heighten the ACCVA staffs Internet marketing practices and knowledge.

Strategy 6-1:

Plan an Informz user seminar for ACCVA staff.

Strategy 6-2:

Encourage attending seminars and taking advantage of association related training related to Internet marketing and Internet marketing related subjects.

Strategy 6-3:

Partner with Marketing Partnership to create hands on educational demonstration on how to use the marketing partner extranet.

Strategy 6-4:

Work closely with Marketing Partnership to ensure all Restaurant Week website information is correct and up to date.

Strategy 6-5:

Work with Marketing Partnership to examine ways to use social media to encourage marketing partner connections.

Objective Seven: Implement a more aesthetically looking web design using the current framework.

Strategy 7-1:

Restructure the main drop-down navigation to include featured advertisements.

Strategy 7-2:

Implement new and fresh colors through out the site to promote Atlantic City as a lively and vibrant place to visit.

Strategy 7-3:

Eliminate any unnecessary information or icons that clutter up the site.

Objective Eight: Keep the media and community informed about CRDA development projects in Atlantic City.

Strategy 8-1:

Create a new website for the CRDA containing pertinent information regarding the organization and what they do.

Strategy 8-2:

Add a webpage to the Atlantic City website with current development projects to keep the public informed.

Atlantic City Boardwalk Hall

Event Marketing Customer Service Marketing 2012 Objectives

Objective One: Uphold Boardwalk Hall's stature as one of the world's top grossing venues, attracting quality entertainment and sporting events, resulting in increased attendance by local and regional consumers.

Objective Two: Maintain a proactive work environment that is customer service driven. Emphasize a commitment to employee training and skill development to ensure guests are provided with an exceptional entertainment experience while visiting the facility.

Objective One: Uphold Boardwalk Hall’s stature as one of the world’s top grossing venues, attracting quality entertainment and sporting events, resulting in increased attendance by local and regional consumers.

Strategy 1-1:

Utilize new grid and curtaining system to reduce current event-related expenses and attract new business not available under present conditions.

Strategy 1-2:

Focus on website redesign with emphasis on administrative features that will reduce our dependence upon an outside vendor, reduce costs and better capture databases.

Strategy 1-3:

Expand group sales and services via increased direct staff solicitation, new direct mail flyer and acquisition of new databases

Strategy 1-4:

Maintain revenue streams and reach new category segments by collaborating with new community, retail, utility, and pouring partners.

Strategy 1-5:

Incorporate TixTrack, a new box office-driven software. This technology will provide us with virtual real time sales resulting in more efficient and improved deployment of staff during events.

Strategy 1-6:

Actively participate in monthly SMG regional operational and marketing conference calls. The goal is to learn, share, and implement a variety of procedures ranging from group sales initiatives, new trends/policies in social networking to client rapport development with the other facilities.

Strategy 1-7:

Continue assisting the Atlantic City Convention & Visitors Authority and tourism district with incorporating Boardwalk Hall as an entertainment option for convention center clients while highlighting the perimeter and façade improvements.

Objective Two: Maintain a proactive work environment that is customer service driven. Emphasize a commitment to employee training and skill development to ensure guests are provided with an exceptional entertainment experience while visiting the facility.

Strategy 2-1:

Embrace new Ticketmaster initiatives and resources that include interactive online seat maps, upgraded Mail Manager as a database management tool, new Walmart relationship, CEN blasts, and special offers to incentivize the market.

Strategy 2-2:

Introduce new POS (Point of Sales) System, a software program that is expected to enhance customer service, track inventory and purchases, increase revenue, and introduce new loaded ticket opportunities.

Strategy 2-3:

Continue supporting our employee training and recognition programs (Most Valuable Player, Customer Service Representative, and Coach of the Quarter). By communicating the importance of information sharing between clients, staff and sub-contractors, service expectations are met, if not exceeded, and event budgets will become more manageable.

Strategy 2-4:

Evaluate service levels and measures by soliciting patron feedback and maintaining the Mystery Shopper program. Promote a service-oriented attitude as part of our daily business conduct and require all employees to integrate SMG's "best practices" in employee training models and customer service. Utilize K'nekt, an extensive and ongoing program dedicated to training, developing, and observing our employees, to ensure that our customers and their patrons will enjoy the best experience possible.

Strategy 2-5:

Continue community support for boardwalk and beach activities in addition to sharing resources and providing assistance during citywide emergencies.

Atlantic City Convention Center

Customer Service Marketing Event & Facility Management Marketing 2012 Objectives

Objective One: To maintain a proactive workplace that consistently provides superior customer service to clients and guests throughout the Center, with measured results of satisfaction.

Objective Two: To reinforce the Convention Center's position as one of the top Convention and Tradeshow facilities in the Northeast through efficient operation, exceptional customer service and effective brand messaging.

Objective One: To maintain a proactive workplace that consistently provides superior customer service to clients and guests throughout the Center, with measured results of satisfaction.

Strategy 1-1:

Support destination initiatives as identified by the Atlantic City Convention & Visitors Authority, as well as the evolving relationship with the tourism district.

Strategy 1-2:

Continue supporting our employee training and recognition programs (Most Valuable Player, Customer Service Representative, and Coach of the Quarter). By communicating the importance of information sharing between clients, staff and sub-contractors, service expectations are met, if not exceeded, and event budgets will become more manageable.

Strategy 1-3:

Promote the ESP3 online client utility service and introduce paid wireless service to clients that features increased bandwidth, thus reducing labor overhead, and maintaining market competitiveness.

Strategy 1-4:

Acquisition of upgraded building technology and amenities that include the installation of a new atrium video wall. Train in-house staff to manage this technology.

Strategy 1-5:

Introduction of POS (Point of Sales) System, a software program that accepts credit cards and will enable us to track purchases, inventory, and increase revenue.

Objective Two: To reinforce the Convention Center’s position as one of the top Convention and Tradeshow facilities in the Northeast through efficient operation, exceptional customer service and effective brand messaging.

Strategy 2-1:

Emphasize “Two Buildings, One Team, One Goal” objectives, with the understanding that we can achieve our goals through shared resources and the exchange of ideas.

Strategy 2-2:

Evaluate service levels and measures by soliciting patron feedback and maintaining the Mystery Shopper program. Promote a service-oriented attitude as part of our daily business conduct and require all employees to integrate SMG’s “best practices” in employee training models and customer service. Utilize K’nekt, an extensive and ongoing program dedicated to training, developing, and observing our employees, to ensure that our customers and their patrons will enjoy the best experience possible.

Strategy 2-3:

Continue managing resources to better reflect and adapt to the changing economy, including flexible scheduling, cross training and reallocation of staffing.

Strategy 2-4:

Improve the existing “employee engagement” cycle through best hiring practices, performance management and a “lead by example” approach by senior staff.

Strategy 2-5:

Reinforce our commitment to crisis communications and community support during emergencies or citywide events that may require our resources such as equipment, temporary staging space, staffing, or shared services.

2011 ACCVA ACTION CALENDAR

JANUARY

Trade Shows, Sales Forums, Missions & Promotions – Convention Development

7-9	ACOM Annual Conference , Las Vegas, NV	Contact: Felicia Davis 449-7134
		Attendees: Felicia Davis 449-7134
		Gary Musich 449-7110
9-12	PCMA Annual Convention , Las Vegas, NV	Contact: Mary Moliver 449-7135
		Attendees: Jeff Vasser 449-2031
		Gary Musich 449-7110
		Sandi Harvey 449-7148
		Bernie Sefcik 449-7115
		Mike Reynolds 449-7136
		Carrie Harris 202-872-8030
18	AMPS Monthly Meeting	Attendee: Carrie Harris 202-872-8030
25-28	Religious Conference Management Association , Tampa, FL	Attendee: Flo Kelly 449-7144
		Sandi Harvey 449-7148
TBD	SGMP Monthly Meeting , Washington, DC	Attendee: Carrie Harris 202-872-8030
TBD	PMPI Monthly Meeting	Attendee: Carrie Harris 202-872-8030
TBD	New Jersey MPI Monthly Meeting	Attendee: Flo Kelly 449-7144
TBD	E-Women Network	Attendee: Tanya Wolfe 449-7152
TBD	PAMPI Monthly Meeting	Attendee: Tanya Wolfe 449-7152

Trade Shows, Sales Forums, Missions & Promotions – Convention Development

TBD **Reston / Herndon Meeting Planners**
Attendee: Carrie Harris 202-872-8030

TBD **CVB Reps Meeting**
Attendee: Carrie Harris 202-872-8030

Trade Shows, Sales Forums, Missions & Promotions – Marketing

8-13 **American Bus Association Marketplace**, Philadelphia, PA
(Partners can attend for a fee)
Contact: Heather Colache 449-7151
 Linda Polmonari 449-7147

16 **Miss'd America Pageant Fam**, Atlantic City, NJ
Contact: Karen Martin 449-7126

28-31 **North Carolina Motorcoach Association**
(Partners can attend for a fee)
Contact: Linda Polmonari 449-7147

Media Relations

4 Philadelphia National Candy Gift & Gourmet Show alert
5 Black History Month release
5 Pulse on tour alert
6 Atlantic City Pool & Spa Show release
9 ACCVA Valentine's Day Group Wedding, Civil Union, Vow Renewal PR
 Newswire release
10 EWSRA alert
12 Spring Hotel Packages release
13 Atlantic City Air Show Date Announcement release
14 Starbound Gymnastics alert
19 Restaurant Week release
21 Atlantic City International Power Boat Show release
24 Atlantic City Pool & Spa Show alert
31 Atlantic City International Power Boat Show alert

Marketing Services

15th Calendar of Events
TBD Expressway Signs
TBD Citywide signs

EMarketing

4 th	Home Page Affinity – Jan/Feb
4 th	Leisure eNewsletter – Jan/Feb Issue
11 th	Leisure Market – Niche ePC
13 th	ACRW & Group Wedding ePostcard
18 th	ACRW Mobile/Social Campaign
20 th	Special Room Offers ePostcard
25 th	Recent News web page updates
27 th	Tour Operators ePostcard
Ongoing	SEM Co-op Campaign (Jan – Mar)

Marketing Partnership

- 4 Monthly mailing
Post on partner extra-net: monthly convention calendar, tourism leads, and information.

- 11 Publication Updates
E-mail to marketing partners to check Partner Extra-net for verification of their publication information contained in the ACCVA database.

- 19 **Networking Reception**
Marketing partner mixer designed for partners and their guests.

- 26 Marketing Partner Orientation
Orientation designed to introduce partners to the ACCVA and teach them how best to use the information provided and to showcase new programs.

- TBD Directory of Destination Services

FEBRUARY

Trade Shows, Sales Forums, Missions & Promotions – Convention Development

8	AMPS Monthly Meeting		
	Attendee:	Carrie Harris	202-872-8030
16-18	AMC Institute Annual Convention, Mohegan Sun, CT		
	Contact:	Angie Robinson	449-7118
	Attendees:	Flo Kelly	449-7144
		Bernie Sefcik	449-7115
22	PCMA Mix n' Bowl Event		
	Contact:	Mary Moliver	449-7135
	Attendees:	Carrie Harris	202-872-8030
		Sandi Harvey	609-449-7148
		Gary Musich	609-449-7110
22-23	ACME, Washington, DC		
	Contact:	Angie Robinson	449-7118
	Attendees:	Gary Musich	449-7110
		Sandi Harvey	449-7148
		Carrie Harris	202-872-8030
23	DMAI Foundation Dinner, Washington, DC		
	Contact:	Mary Moliver	449-7135
	Attendees:	Gary Musich	449-7110
		Sandi Harvey	449-7148
		Carrie Harris	202-872-8030
		Jeff Vasser	449-2031
24	DMAI Destination Showcase, Washington, DC		
	Contact:	Nicole Zacchi	449-7159
	Attendees:	Gary Musich	449-7110
		Sandi Harvey	449-7148
		Carrie Harris	202-872-8030
		Jeff Vasser	449-2031
TBD	SGMP Winter Meeting & Tradeshow, Arlington, VA		
	Contact:	Mary Moliver	449-7135
	Attendees:	Sandi Harvey	449-7148
		Carrie Harris	202-872-8030

Trade Shows, Sales Forums, Missions & Promotions – Convention Development

TBD	New Jersey MPI Monthly Meeting Attendee: Flo Kelly 449-7144
TBD	PAMPI Monthly Meeting Attendee: Tanya Wolfe 449-7152
TBD	PASAE Annual Tradeshow , Lancaster, PA Contact: Angie Robinson 449-7118 Attendee: Bernie Sefcik 449-7115
TBD	Convene Green Alliance Meeting Attendee: Carrie Harris 202-872-8030

Trade Shows, Sales Forums, Missions & Promotions – Marketing

14	Atlantic City Group Wedding/Civil Union Ceremony , Atlantic City, NJ Contact: Karen Martin 449-7126
25-27	New York Times Travel Show , New York, NY (Partners can attend for a fee) Attendees: Heather Colache 449-7151 Larry Sieg 449-7129
Potential Date	AAA Destination Office Presentation , Central Pennsylvania (Partners can attend) Contact: Linda Polmonari 449-7147
TBD	AAA Mid-Atlantic Philadelphia Travel & Savings Expo , Philadelphia, PA (Partners can attend for a fee) Contact: Linda Polmonari 449-7147

Media Relations

1	Restaurant Week kick off release
3	Spirit Unlimited alert
3	Atlantic City Classic Car Show release
10	Home & Garden show release
11	RV & Camping Show release
11	Host Awards Call for Nominations release

Media Relations

- 11 ACCVA Valentine's Day Group Wedding, Civil Union, Vow Renewal Media Alert
- 14 ACCVA Valentine's Day Group Wedding, Civil Union, Vow Renewal Post Release with photos
- 15 Restaurant Week Newspaper Supplement
- 15 Atlantic City Classic Car Show alert
- 18 NJ Prevention Network release
- 22 Imprinted Sportswear Show release
- 22 Tri-State Camp Conference release
- 23 Alliance Mid-Atlantic Government Procurement Fair release
- 23 April/May - What's Happening release
- 23 RV & Camping Show alert
- 25 Restaurant Week final release
- 24 Antique Show release

Marketing Services

- 15th Calendar of Events

EMarketing

- 1st New Developments web page updates
- 8th Boardwalk Hall Sports Event ePostcard
- 3rd Meeting Planner ePostcard
- 17th Travel Agent ePostcard
- 22nd Recent News web page updates
- 25th Web site updates: Poker, Free in AC, GLBT
- Ongoing SEM Co-op Campaign (Jan – Mar)

Marketing Partnership

- 1 Monthly mailing
Post on partner extra-net: monthly convention calendar, tourism leads, and information.
- 15 Monthly "Destination Marketing Update"
Information e-newsletter designed to keep marketing partners and community leaders informed of current ACCVA initiatives.

MARCH

Trade Shows, Sales Forums, Missions & Promotions – Convention Development

2	MEET NY , New York, NY	Contact: Nicole Zacchi	449-7159
		Attendee: Anne Bergen	449-7153
8	AMPS Monthly Meeting	Attendee: Carrie Harris	202-872-8030
TBD	Spirit Air Chicago Client Event	Attendees: Gary Musich	449-7110
		Tanya Wolfe	449-7152
TBD	New York IAEE Client Event , New York, NY	Big East Tournament	
		Attendees: Gary Musich	449-7110
		Mike Reynolds	449-7136
		Bernie Sefcik	449-7115
TBD	MASAE Annual Conference Meeting	Attendee: Bernie Sefcik	449-7115
Potential Date	Fam , Atlantic City, NJ	Contact: Mary Moliver	449-7135
		Attendees: TBD	
TBD	Sales Mission , Houston, TX	Attendee: Tanya Wolfe	449-7152
TBD	American Business Media Trade Show Summit	Contact: Angie Robinson	449-7118
		Attendee: Anne Bergen	449-7153
TBD	American Business Media Regional Meeting	Attendee: Anne Bergen	449-7153
TBD	Philadelphia Event (Philadelphia Flyers Game) , Philadelphia, PA	Contact: Felicia Davis	449-7134
		Attendees: Gary Musich	449-7110
		Mike Reynolds	449-7136
		Bernie Sefcik	449-7115
		Tanya Wolfe	449-7152

Trade Shows, Sales Forums, Missions & Promotions – Convention Development

TBD	YHIP Meeting Attendee: Carrie Harris	202-872-8030
TBD	New Jersey MPI Monthly Meeting Attendee: Flo Kelly	449-7144
TBD	PCMA Diversity Event Attendee: Carrie Harris	202-872-8030
TBD	PCMA Networking Attendee: Carrie Harris	202-872-8030
TBD	Convene Green Alliance Attendee: Carrie Harris	202-872-8030

Trade Shows, Sales Forums, Missions & Promotions – Marketing

3	Greater NJ Motorcoach Association's Membership Meeting Contact: Heather Colache	449-7151
11-13	Atlantic 10 Men's Basketball Championship , Atlantic City, NJ (Partners can volunteer) Contact: Heather Colache	449-7151
12-13	GLBT Expo , New York, NY (Partners can attend for a fee) Attendees: Heather Colache Larry Sieg	449-7147 449-7129
21-22	PBA Marketplace , Harrisburg, PA (Partners can attend for a fee) Contact: Heather Colache	449-7151
23-24	Maryland Motorcoach Association Show (Partners can attend for a fee) Contact: Linda Polmonari	449-7147
3/30-4/1	Annual Client Conference- Software Management, Inc. D-3000 , Orange Beach, AL	
30-4/2	Photoshop World , Orlando, FL Contact: Jill Barlow	449-7146

Trade Shows, Sales Forums, Missions & Promotions – Marketing

TBD	AAA Destination Office Presentation , New York, NY Contact: Linda Polmonari 449-7147
TBD	New York Media Event , New York, NY Contact: Karen Martin 449-7126 Elaine Zamansky 449-7166
TBD	GLBT Travel Expo Contact: Larry Sieg 449-7129
Potential Date	Tour Operator FAM Contact: Heather Colache 449-7151

Media Relations

2	Home & Garden Show alert
2	NJ Prevention Network alert
2	St. Patrick's Day release
3	Beer Fest release
8	Alliance Mid-Atlantic Government Procurement Fair alert
9	Imprinted Sportswear Show alert
10	Jersey Shore Showcase Open Championship release
11	Restaurant Week Success Post Release and announcement of 2011 dates
14	Spirit of Hospitality Award release
14	Tri-State Camp Conference alert
14	AACN Spring Trends Conference release
16	Jamfest release
17	Antique Show alert
21	Strictly Corvette release
22	Atlantic Builders release
23	Beer Fest alert
23	Jersey Shore Open Showcase Championship alert
23	Easter Activities release
28	AACN Spring Trends Conference alert
30	Jamfest alert
30	Pet Industry Trade Show release

Marketing Services

TBD	Annual Report
15th	Calendar of Events
TBD	Expressway Signs

EMarketing

1 st	Leisure eNewsletter – March/April Issue
1 st	Home Page Affinity – March/April
24 th	Special Room Offers ePostcard
29 th	Recent News web page updates
30 th – 1 st	SMI Annual Client Conference, Gulf Shores Alabama
Ongoing	SEM Co-op Campaign (Jan – Mar)

Marketing Partnership

- 1 Monthly mailing
Post on partner extra-net: monthly convention calendar, tourism leads, and information.
- 15 Monthly “Destination Marketing Update”
Informational e-newsletter designed to keep marketing partners and community leaders informed of current ACCVA initiatives.

APRIL

Trade Shows, Sales Forums, Missions & Promotions – Convention Development

10-13	SISO CEO Summit , Bonita Springs, FL	Contact: Angie Robinson	449-7118
		Attendees: Gary Musich	449-7110
		Mike Reynolds	449-7136
12	AMPS Monthly Meeting	Attendee: Carrie Harris	202-872-8030
27	PCMA Foundation Dinner , Washington, DC	Contact: Mary Moliver	449-7135
		Attendees: Sandi Harvey	449-7148
		Carrie Harris	202-872-8030
28	ASAE Springtime Expo/Client Dinner , Washington, DC	Contact: Mary Moliver	449-7135
		Attendees: Sandi Harvey	449-7148
		Jeff Vasser	449-2031
		Gary Musich	449-7110
		Carrie Harris	202-872-8030
TBD	PMPI Monthly Meeting	Attendee: Carrie Harris	202-872-8030
TBD	MASAE Board Meeting , Princeton, NJ	Attendee: Bernie Sefcik	449-7115
TBD	NJSLM Affiliates Meeting	Attendees: Bernie Sefcik	449-7115
		Gary Musich	449-7110
TBD	PCMA Networking	Attendee: Carrie Harris	202-872-8030
TBD	SGMP Monthly Meeting , Washington, DC	Attendee: Carrie Harris	202-872-8030
TBD	PAMPI Monthly Meeting	Attendee: Tanya Wolfe	449-7152

Trade Shows, Sales Forums, Missions & Promotions – Marketing

1-3	Governor's Conference on Tourism Contact: Heather Colache 449-7151
12-14	African American Travel Conference (Partners can attend for a fee) Contact: Linda Polmonari 449-7147
14-22	AFCI Locations Contact: Heather Colache 449-7151
TBD	AAA Destination Office Presentation , New York, NY (Partners can attend) Contact: Linda Polmonari 449-7147
Potential Date	Tour Operator FAM FAM will highlight the new venues as well as the host property. Contact: Heather Colache 449-7151

Media Relations

4	Atlantic Builders Convention alert
9	Trolley Tours release
11	Strictly Corvette release
11	Pet Industry Trade Show alert
13	2011 Eastern Area Conference release
14	NJ Governor's Conference for Women release
15	Summer Hotel Packages release
20	Atlantic Region Energy Expo 2010 release
20	New Jersey Speech & Hearing Association Conference release
21	International All Levels Championship release
26	AREE alert
26	Fastlanebiker release
26	2011 Eastern Area Conference alert
27	June/July - What's Happening release
27	Value Merchandise Expo release
28	5LINX National Event release

Marketing Services

15 th	Calendar of Events
15 th	Online Annual Report

EMarketing

2 nd	Recent News web page updates
12 th	Leisure Market – Niche ePostcard
19 th	Partner Co-op Banner Ad/Media Campaign
21 st	Tour Operator ePostcard
26 th	Recent News web page updates
26 th	Monthly Special Offers ePostcard
30 th	Summer Fun web updates (COE/Packages/Specials)

Marketing Partnership

- 1 Monthly mailing
Post on partner extra-net: monthly convention calendar, tourism leads, and information.
- 14 Monthly “Destination Marketing Update”
Informational e-newsletter designed to keep marketing partners and community leaders informed of current ACCVA initiatives.

MAY

Trade Shows, Sales Forums, Missions & Promotions – Convention Development

3-6	Collaborate , Houston, TX		
	Attendee:	Tanya Wolfe	449-7152
8-12	IIMC Attendance Building , Nashville, TN		
	Attendees:	Felicia Davis	449-7134
		Flo Kelly	449-7144
10	AMPS Meeting		
	Attendee:	Carrie Harris	202-872-8030
11	AMPS Golf Tournament , Waldorf, MD		
	Contact:	Angie Robinson	449-7118
	Attendees:	Gary Musich	449-7110
		Sandi Harvey	449-7148
		Carrie Harris	202-872-8030
TBD	Washington, DC Client Event , Washington DC		
	Contact:	Mary Moliver	449-7135
	Attendees:	Sandi Harvey	449-7148
		Mike Reynolds	449-7136
		Gary Musich	449-7110
		Carrie Harris	202-872-8030
		Elaine Zamansky	449-7166
		Karen Martin	449-7126
TBD	Meeting Industry Ladies Organization (MILO) , Orlando, FL		
	Contact:	Nicole Zacchi	449-7159
	Attendees:	Tanya Wolfe	449-7152
		Carrie Harris	202-872-8030
TBD	American Business Media Annual Meeting		
	Contact:	Angie Robinson	449-7118
	Attendee:	Anne Bergen	449-7153
TBD	MPI Connecticut River Valley Chapter Meeting		
	Attendee:	Anne Bergen	449-7153
TBD	PMPI Texas Hold Em Charity Event		
	Attendee:	Carrie Harris	202-872-8030

Trade Shows, Sales Forums, Missions & Promotions – Convention Development

TBD	NYIAEE Spring Event , New York, NY NY Yankees Game Contact: Nicole Zacchi 449-7159 Attendees: Gary Musich 449-7110 Anne Bergen 449-7153 Mike Reynolds 449-7136
TBD	NYSAE Institute , New York, NY Attendee: Flo Kelly 449-7144
TBD	Shamrock Shootout Golf Tournament , Queenstown, MD Contact: Mary Moliver 449-7135 Attendees: Gary Musich 449-7110 Mike Reynolds 449-7136 Carrie Harris 202-872-8030
TBD	Reston / Herndon Meeting Planners Attendee: Carrie Harris 202-872-8030
TBD	New Jersey MPI Monthly Meeting Attendee: Flo Kelly 449-7144
TBD	PMPI Monthly Meeting Attendee: Carrie Harris 202-872-8030
TBD	MASAE Education Day Attendee: Bernie Sefcik 449-7115
TBD	E-Women Network Attendee: Tanya Wolfe 449-7152

Trade Shows, Sales Forums, Missions & Promotions – Marketing

21-25	International Pow-Wow , San Francisco, CA (Partners can attend for a fee) Attendees: Heather Colache 449-7151 Linda Polmonari 449-7147 Elaine Zamansky 559-7166
28-29	McCoy Bus Trade Show , Kingston, Ontario, Canada (Partners can attend for a fee) Contact: Heather Colache 449-7151

Trade Shows, Sales Forums, Missions & Promotions – Marketing

TBD	Airline Initiative	Contact: Heather Colache	449-7151
TBD	PRSA Travel & Tourism/SATW	Contact: Karen Martin	449-1726
TBD	AAA Destination Office Presentation (Partners can attend)	Contact: Linda Polmonari	449-7147
TBD	Graphic Arts Seminar	Contact: Larry Sieg	449-7129
Potential Date	Film FAM Tour	Contact: Heather Colache	449-7151

Media Relations

2	AREE alert
4	Summer Preview/Memorial Day release
4	New Jersey Speech & Hearing Association Conference alert
5	NJ Apartment Assoc. release
10	5LINX National Event alert
12	Value Merchandise Expo alert
12	Host Awards alert
14	Host Awards Winners release
16	FASTLANEBIKER alert
18	Furniture Show release
19	Promotions East 2011 release
19	NJ Apartment Assoc. alert
19	AAAI (aerobics) release
21	Summer Solstice Parade press release
24	What's New for Summer release
31	2011 Eastern Regional Conference Delta Sigma Theta release

Marketing Services

1 st	Visitor Guide
15 th	Calendar of Events
TBD	Atlantic City Host Awards
TBD	Pocket Folders
TBD	Citywide Signs

EMarketing

- 3rd Leisure eNewsletter – May/June Issue
- 3rd Home Page Affinity – May/June
- 12th Travel Agent ePostcard
- 17th Meeting Planner ePostcard
- 24th Special Room Offers ePostcard
- 31st Recent News web page updates

Marketing Partnership

- 2 Monthly mailing
Post on partner extra-net: monthly convention calendar, tourism leads, and information.
- 12 **National Tourism Week 7-15, 2011**
Host Jitney/Taxi Luncheons and spend the day distributing AC information and discussing hospitality.
- 16 Monthly “Destination Marketing Update”
Informational e-newsletter designed to keep marketing partners and community leaders informed of current ACCVA initiatives.
- 18 **Marketing Partnership Networking Reception “Summer Kick Off”.**

JUNE

Trade Shows, Sales Forums, Missions & Promotions – Convention Development

7-9	TS2 Tradeshow , Philadelphia, PA		
	Contact:	Felicia Davis	449-7134
	Attendees:	Anne Bergen	449-7153
15-17	National Association of Consumer Shows , Denver, CO		
	Attendee:	Flo Kelly	449-7144
20-23	AIBTM , Baltimore, MD		
	Attendees:	Carrie Harris	202-872-8030
		Sandi Harvey	449-7148
		Bernie Sefcik	449-7115
		Anne Bergen	449-7153
21	Union Meeting Planners Luncheon		
	Attendee:	Carrie Harris	202-872-8030
21	AMPS BBQ Summer Event		
	Attendees:	Carrie Harris	202-872-8030
		Sandi Harvey	449-7148
		Gary Musich	449-7110
22	CIC Hall of Leaders Dinner		
	Attendees:	Carrie Harris	202-872-8030
		Sandi Harvey	449-7148
		Bernie Sefcik	449-7115
TBD	PCMA Green Task Force Educ Conference , Baltimore, MD		
	Attendees:	Bernie Sefcik	449-7115
TBD	Empire State Society of Assn Executives Annual Conference		
	Attendee:	Anne Bergen	449-7153
TBD	American Business Media Regional Meeting		
	Attendee:	Anne Bergen	449-7153
TBD	DSA Annual Convention		
	Contact:	Mary Moliver	449-7135
	Attendee:	Tanya Wolfe	449-7152

Trade Shows, Sales Forums, Missions & Promotions – Convention Development

TBD	PMPI Annual Meeting		
	Attendee:	Carrie Harris	202-872-8030
TBD	SGMP Natcap Awards Dinner , Washington, DC		
	Attendees:	Sandi Harvey	449-7148
		Carrie Harris	202-872-8030
TBD	MASAE Board Meeting , Princeton, NJ		
	Attendee:	Bernie Sefcik	449-7115
TBD	NYSAE Monthly Meeting , New York City		
	Attendee:	Flo Kelly	449-7144
TBD	PCMA Education		
	Attendee:	Carrie Harris	202-872-8030
TBD	PMPI Monthly Meeting		
	Attendee:	Carrie Harris	202-872-8030
TBD	AFCEA Monthly Meeting , Ft. Monmouth, NJ		
	Attendee:	Flo Kelly	449-7144
TBD	New England Society of Assn Executives Annual		
	Attendee:	Anne Bergen	449-7153
TBD	AC Hotel Lodging Golf		
	Contact:	Angie Robinson	449-7118
	Attendees:	Mike Reynolds	449-7136
		Tanya Wolfe	449-7152
		Gary Musich	449-7110
		Bernie Sefcik	449-7115
		Anne Bergen	449-7153
TBD	PAMPI Monthly Meeting		
	Attendee:	Tanya Wolfe	449-7152

Trade Shows, Sales Forums, Missions & Promotions – Marketing

15-18	Pennsylvania Bus Association Spring Retreat Contact: Heather Colache 449-7151
24-27	How Design , Chicago, IL Contact: Jill Barlow 449-7146
TBD	AAA/CAA Travel Agent FAM Attendees: Linda Polmonari 449-7147 Heather Colache 449-7151
TBD	North American Journeys – Eastern Summit Contact: Heather Colache 449-7151
TBD	MacDesign Conference Contact: Jill Barlow 449-7146

Media Relations

1	Furniture Show alert
2	Promotions East alert
2	Tattoo Show release
2	AAAI (Aerobics) alert
7	Chicken Bone Beach Concerts release
7	Police Security Expo release
8	July 4 th Activities release
14	Summer Solstice Parade media alert
14	2011 Eastern Regional Conference Delta Sigma Theta alert
16	Police Security Expo alert
19	IRS Tax Forum release
22	Tattoo Show alert
22	August/Sept - What's Happening release
28	USTD Dance Seminars release

Marketing Services

15 th	Calendar of Events
TBD	Graphics Standards

EMarketing

- 7th Holiday (4th of July) / New Development updates
- 7th Web Updates (Poker, Free in AC, GLBT)
- 15th Annual Report Posted to Website
- 21st Monthly Special Offers ePostcard
- 28th Recent News web page updates

Marketing Partnership

- 1 Monthly mailing
Post on partner extra-net: monthly convention calendar, tourism leads, and information.
- 15 Monthly "Destination Marketing Update"
Informational e-newsletter designed to keep marketing partners and community leaders informed of current ACCVA initiatives.
- 28 Directory of Destination Services
Oversee printing of updated Directory of Destination Services

JULY

Trade Shows, Sales Forums, Missions & Promotions – Convention Development

9-11	CMP Conclave Annual , Cancun, Mexico	Contact: Angie Robinson	449-7118
		Attendees: Anne Bergen	449-7153
		Tanya Wolfe	449-7152
		Carrie Harris	202-872-8030
19-22	CEESE , Vancouver, Canada	Attendee: Anne Bergen	449-7153
20-22	DMAI Annual Convention , New Orleans, LA	Contact: Mary Moliver	449-7135
		Attendees: Jeff Vasser	449-2031
		Sandi Harvey	449-7148
23-26	MPI World Education Conference , Orlando, FL	Contact: Angie Robinson	449-7118
		Attendees: Flo Kelly	449-7144
		Tanya Wolfe	449-7152
TBD	HSMIA Networking Event , Philadelphia, PA	Attendee: Tanya Wolfe	449-7152
Potential Date	Fam , Atlantic City, NJ	Contact: Felicia Davis	449-7134
		Attendees: TBD	
TBD	Greater New York MPI Golf Outing	Contact: Mary Moliver	449-7135
		Attendee: Mike Reynolds	449-7136
		Flo Kelly	449-7144
TBD	Sales Mission , DC, Baltimore & VA	Attendees: Sandi Harvey	449-7148
		Carrie Harris	202-872-8030
TBD	AFCEA Monthly Meeting , Ft. Monmouth, NJ	Attendee: Flo Kelly	449-7144
TBD	New Jersey MPI Monthly Meeting	Attendee: Flo Kelly	449-7144

Trade Shows, Sales Forums, Missions & Promotions - Marketing

26-29	Mac World , San Francisco, CA Contact: Jill Barlow 449-7146
TBD	Media Relations Entertainment Fam Contact: Elaine Zamansky 449-7166 Karen Martin 447-7126
TBD	AAA Destination Office Presentation , PA (Partners can attend) Contact: Linda Polmonari 449-7147

Media Relations

11	USTD Dance Seminars alert
15	Fall Hotel Packages release
17	Atlantic City Marathon announcement release
28	IRS Tax Forum alert
29	Atlantic City Air Show release

Marketing Services

15 th	Calendar of Events
TBD	Map Pads
TBD	A10 Collateral

EMarketing

5 th	Leisure eNewsletter – July/August Issue
5 th	Home Page Affinity – July/August
12 th	Leisure Market – Niche ePostcard
28 th	Tour Operator ePostcard
26 th	Monthly Special Offers ePostcard
26 th	Recent News web page updates

Marketing Partnership

5	Monthly mailing Post on partner extra-net: monthly convention calendar, tourism leads, and information.
15	Monthly “Destination Marketing Update” Informational e-newsletter designed to keep marketing partners and community leaders informed of current ACCVA initiatives.

AUGUST

Trade Shows, Sales Forums, Missions & Promotions – Convention Development

6-9	ASAE Annual Convention , St Louis, MO	Contact: Nicole Zacchi	449-7159
		Attendees: Jeff Vasser	449-2031
		Sandi Harvey	449-7148
		Bernie Sefcik	449-7115
		Gary Musich	449-7110
		Carrie Harris	202-872-8030
		Tanya Wolfe	449-7152
25-28	Connect Marketplace , Chicago, IL	Attendees: Flo Kelly	449-7144
		Tanya Wolfe	449-7152
29-31	M & C Interact 2011 , Denver, CO	Attendee: Tanya Wolfe	449-7152
TBD	PASAE Golf Tournament , Hershey, PA	Contact: Mary Moliver	449-7135
		Attendee: Bernie Sefcik	449-7115
TBD	SISO Executive Conference	Contact: Angie Robinson	449-7118
		Attendee: Mike Reynolds	449-7136
		Anne Bergen	449-7153
TBD	Boston Client Event , Boston, MA	Attendee: Anne Bergen	449-7153
TBD	MASAE Board Meeting , Princeton, NJ	Attendee: Bernie Sefcik	449-7115
TBD	MASAE Golf Event , Little Egg Harbor, NJ	Contact: Cathie Gansert	449-7124
		Attendees: Bernie Sefcik	449-7115
		Mike Reynolds	449-7136
		Gary Musich	449-7110
		Anne Bergen	449-7153
		Tanya Wolfe	449-7152

Trade Shows, Sales Forums, Missions & Promotions – Convention Development

TBD	New York Client Event / Dinner Attendee: Anne Bergen	449-7153
TBD	NJ Client Event / Air Show Contact: Felicia Davis Attendees: TBD	449-7134
TBD	Kellen Tradeshow , Atlanta, GA Contact: Mary Moliver Attendee: Sandi Harvey	449-7135 449-7148
TBD	Incentive Works , Canada Attendee: Tanya Wolfe	449-7152
Potential Date	Fam , Atlantic City, NJ Contact: Felicia Davis Attendees: TBD	449-7134
TBD	New Jersey MPI Monthly Meeting Attendee: Flo Kelly	449-7144
TBD	AFCEA Monthly Meeting , Ft. Monmouth, NJ Attendee: Flo Kelly	449-7144
TBD	AUSA Monthly Meeting , Ft Monmouth, NJ Attendee: Flo Kelly	449-7144
TBD	E-Women Network Attendee: Tanya Wolfe	449-7152
TBD	PMPI Monthly Meeting Attendee: Carrie Harris	202-872-8030
TBD	CVB Reps Meeting Attendee: Carrie Harris	202-872-8030
TBD	PCMA Monthly Meeting Attendee: Carrie Harris	202-872-8030

Trade Shows, Sales Forums, Missions & Promotions – Marketing

22	Curran Travel Contact: Heather Colache 449-7151
28-30	US Travel Association's ESTO , Salt Lake City, Utah Attendees: Larry Sieg 449-7129 Karen Martin 449-7126
TBD	New York Travel Expo (Partners can attend for a fee) Contact: Linda Polmonari 449-7147
Potential Date	Media Relations Entertainment Fam Contact: Elaine Zamansky 449-7166
Potential Date	NYC International Receptive FAM Contact: Heather Colache 449-7151

Media Relations

5	Atlantic City Air Show Performers release
24	Guitar Heads release
24	Oct/Nov - What's Happening release
24	Atlantic City Marathon Destination release
25	Philadelphia Candy Show release

Marketing Services

15th	Calendar of Events
TBD	AC Restaurant Week Collateral

EMarketing

2 nd	New Developments web page updates
11 th	Travel Agent ePostcard
16 th	Monthly Special Offers ePostcard
23 rd	Meeting Planner ePostcard
30 th	Recent News web page updates

Marketing Partnership

- 2 Monthly mailing
Post on partner extra-net: monthly convention calendar, tourism leads, and information.

- 15 Monthly “Destination Marketing Update”
Informational e-newsletter designed to keep marketing partners and community leaders informed of current ACCVA initiatives.

SEPTEMBER

Trade Shows, Sales Forums, Missions & Promotions – Convention Development

11-15	NAEC Attendance Building , New Orleans, LA		
	Attendees:	Felicia Davis	449-7134
		Sandi Harvey	449-7148
TBD	HSMAI Affordable Meetings , Washington, DC		
	Contact:	Angie Robinson	449-7118
	Attendees:	Sandi Harvey	449-7148
		Carrie Harris	202-872-8030
TBD	SGMP Monthly Meeting , Washington, DC		
	Attendee:	Carrie Harris	202-872-8030
TBD	Redskins Football Customer Event , Washington, DC		
	Contact:	Mary Moliver	449-7135
		Gary Musich	449-7110
		Sandi Harvey	449-7148
		Carrie Harris	202-872-8030
TBD	New York IAEE Golf Outing		
	Contact:	Felicia Davis	449-7134
	Attendees:	Gary Musich	449-7110
		Mike Reynolds	449-7136
		Anne Bergen	449-7153
TBD	Fuel Merchants Golf Tournament		
	Contact:	Cathie Gansert	449-7124
	Attendee:	Bernie Sefcik	449-7115
TBD	Reston / Herndon Meeting Planners		
	Attendee:	Carrie Harris	202-872-8030
TBD	Trade Show Executive Gold 100 Awards		
	Contact:	Angie Robinson	449-7118
	Attendees:	Gary Musich	449-7110
		Mike Reynolds	449-7136

Trade Shows, Sales Forums, Missions & Promotions – Convention Development

TBD	New York Showcase , New York, NY	Contact: Nicole Zacchi	449-7159
		Attendees: Gary Musich	449-7110
		Anne Bergen	449-7153
		Mike Reynolds	449-7136
		Flo Kelly	449-7144
		Bernie Sefcik	449-7115
TBD	PAMPI Monthly Meeting	Attendee: Tanya Wolfe	449-7152
TBD	ASAE Summit Awards Dinner , Washington DC area	Attendees: Sandi Harvey	449-7148
		Carrie Harris	202-872-8030
TBD	AtlantiCare Golf Tournament	Contact: Mary Moliver	449-7135
		Attendees: Gary Musich	449-7110
		Mike Reynolds	449-7136
TBD	New England Client Event , Boston, MA	Attendees: Anne Bergen	449-7153
		Mike Reynolds	449-7136
TBD	New England MPI Meeting , Boston, MA	Contact: Felicia Davis	449-7134
		Attendee: Anne Bergen	449-7153
TBD	MPI Northeast New York Chapter Event	Attendee: Anne Bergen	449-7153
TBD	GPPCMA Meeting	Attendee: Bernie Sefcik	449-7115
TBD	MASAE Education Day	Attendee: Bernie Sefcik	449-7115
TBD	New Jersey MPI Monthly Meeting	Attendee: Flo Kelly	449-7144
TBD	AFCEA Monthly Meeting , Ft. Monmouth, NJ	Attendee: Flo Kelly	449-7144

Trade Shows, Sales Forums, Missions & Promotions – Convention Development

TBD	AUSA Monthly Meeting , Ft. Monmouth, NJ Attendee: Flo Kelly 449-7144
TBD	AMPS Monthly Meeting Attendee: Carrie Harris 202-872-8030
TBD	Capital Chapter PCMA Attendee: Carrie Harris 202-872-8030
TBD	PMPI Monthly Meeting Attendee: Carrie Harris 202-872-8030
TBD	Convene Green Meeting Attendee: Carrie Harris 202-872-8030

Trade Shows, Sales Forums, Missions & Promotions – Marketing

TBD	AAA Destination Office Presentation (Partners can attend) Contact: Linda Polmonari 449-7147
TBD	Travel Media Showcase , Oklahoma City, OK Contact: Karen Martin 449-7126
TBD	Photoshop World , Las Vegas, NV Contact: Larry Sieg 449-7129

Media Relations

- 1 Downbeach Film Festival release
- 6 Bike Week release
- 7 Guitar Heads alert
- 8 Philadelphia Candy Show alert
- 11 India's Independence Day celebrations press release
- 12 Governor's Housing Conference release
- 15 Restaurant Week preview release
- 16 Atlantic City Marathon press release
- 16 Miss'd America Pageant announcement release
- 22 Autism NJ Release
- 23 Governor's Housing Conference alert
- 26 Bike Week alert
- 27 NJAEYC release

Marketing Services

15 th	Calendar of Events
TBD	Creative Suite Conference

EMarketing

1 st	Web Updates (Poker, Free in AC, GLBT)
6 th	Leisure eNewsletter – Sept/Oct Issue
6 th	Home Page Affinity – Sept/Oct
7 th	Tour Operator ePostcard
14 th	Meeting Planner ePostcard
15 th	Annual Report Posted to Website
27 th	Monthly Special Offers ePostcard
27 th	Recent News web page updates

Marketing Partnership

- 1 Monthly mailing
Post on partner extra-net: monthly convention calendar, tourism leads, and information.
- 15 Monthly “Destination Marketing Update”
Informational e-newsletter designed to keep marketing partners and community leaders informed of current ACCVA initiatives.
Informational e-newsletter designed to keep marketing partners and community leaders informed of current ACCVA initiatives.
- 20 **Partner Orientation**
Orientation designed to introduce partners to the ACCVA and teach them how best to use the information provided and to showcase new programs.
- 22 **Endless Summer Partner Reception/Mixer**

OCTOBER

Trade Shows, Sales Forums, Missions & Promotions – Convention Development

11-13	IMEX, Las Vegas, NV Attendee: Tanya Wolfe 449-7152
TBD	Meetings Quest, Atlanta, GA Contact: Mary Moliver 449-7135 Attendee: Sandi Harvey 449-7148
TBD	Sales Mission / Client Dinner, Atlanta, GA Attendees: Sandi Harvey 449-7148
TBD	Maine / New Hampshire Client Event Attendees: Anne Bergen 449-7153
TBD	Meeting Industry Ladies Invitational Contact: Mary Moliver 449-7135 Attendees: Anne Bergen 449-7153 Tanya Wolfe 449-7152
TBD	Dallas Client Event, Dallas, TX Contact: Nicole Zacchi 449-7159 Gary Musich 449-7110 Michael Reynolds 449-7136 Tanya Wolfe 449-7152
TBD	Meetings Quest, Chicago, IL Attendee: Tanya Wolfe 449-7152
TBD	Hardscape North America Attendance Building Attendee: Bernie Sefcik 449-7115
TBD	MASAE Board Meeting Attendee: Bernie Sefcik 449-7115
TBD	New Jersey MPI Monthly Meeting Attendee: Flo Kelly 449-7144
TBD	Sales Mission, Atlanta, GA Attendees: Sandi Harvey 449-7148

Trade Shows, Sales Forums, Missions & Promotions – Convention Development

Potential Date	Fam , Atlantic City, NJ Contact: Nicole Zacchi 449-7159 Attendees: TBD
TBD	PASAE Education Day Attendee: Bernie Sefcik 449-7115
TBD	AFCEA Monthly Meeting , Ft. Monmouth, NJ Attendee: Flo Kelly 449-7144
TBD	AUSA Monthly Meeting , Aberdeen, MD Attendee: Flo Kelly 449-7144
TBD	PAMPI Monthly Meeting Attendee: Tanya Wolfe 449-7152
TBD	E-Women Network Attendee: Tanya Wolfe 449-7152
TBD	PMPI Monthly Meeting Attendee: Carrie Harris 202-872-8030
TBD	PCMA Networking Attendee: Carrie Harris 202-872-8030
TBD	Convene Green Meeting Attendee: Carrie Harris 202-872-8030
TBD	CVB Reps Meeting Attendee: Carrie Harris 202-872-8030
TBD	AMPS Meeting Attendee: Carrie Harris 202-872-8030
TBD	SGMP Monthly Meeting , Washington, DC Attendee: Carrie Harris 202-872-8030

Trade Shows, Sales Forums, Missions & Promotions – Marketing

15-18	PRSA International Conference , Orlando, FL Contact: Elaine Zamansky 449-7166
24-25	Conway Tours, Lincoln, RI (Partners can attend for a fee) Contact: Heather Colache 449-7151
TBD	Home Based Travel Agent Show, Atlantic City Attendees: Linda Polmonari 449-7147 Heather Colache 449-7151
TBD	Graph Expo , Chicago, IL Contact: Larry Sieg 449-7129
TBD	E-Tourism Summit Attendees: Larry Sieg 449-7129 Dave Roesch 449-7154
TBD	DMAI 2011 Shirtsleeves Convention Contact: Doreen Prinzo 449-7156

Media Relations

1	Lights for the Cure release
4	NCTM Regional Conference & Expo release
5	Autism NJ alert
12	NJAEYC alert
13	NJ Pediatric Council release
14	Winter Hotel Packages release
16	Miss'd America Pageant contestant release
18	Restaurant Week release
19	End of Summer release
19	NCTM Regional Conference & Expo alert
19	ASAH release
20	RV & Camping Show release
24	NJEA Annual Meeting release
26	Dec '11/Jan '12 - What's Happening
27	NJ Pediatric Council alert
28	RV & Camping show release
28	League of Municipalities release
30	Holiday Shopping release

Marketing Services

TBD	Destination Planning Guide
15 th	Calendar of Events
TBD	e-Tourism Summit

EMarketing

7 th	New Developments web page updates
11 th	Shopping Niche ePostcard
15 th	Fall Social Networking/Online Campaign
20 th	Monthly Special Offers ePostcard
25 th	Recent News web page updates
25 th	Tour Operator ePostcard

I. Marketing Partnership

- 3 Monthly mailing
Post on partner extra-net: monthly convention calendar, tourism leads, and information.
- 14 Monthly “Destination Marketing Update”
Informational e-newsletter designed to keep marketing partners and community leaders informed of current ACCVA initiatives.
Informational e-newsletter designed to keep marketing partners and community leaders informed of current ACCVA initiatives.
- 14 Print updated Directory of Destination Services

NOVEMBER

Trade Shows, Sales Forums, Missions & Promotions – Convention Development

8-10	Rejuvenate , San Jose, CA Attendee: Flo Kelly 449-7144
23	Pennsylvania Convention Center Luncheon Attendees: Bernie Sefcik 449-7115 Tanya Wolfe 449-7152
TBD	American Business Media Executive Forum Contact: Angie Robinson 449-7118 Attendee: Anne Bergen 449-7153
TBD	Boston Client Event , Boston, MA Attendees: Anne Bergen 449-7153 Mike Reynolds 449-7136
TBD	MPI NENY Chapter Meeting , Albany, NY Attendees: Anne Bergen 449-7153
TBD	MILO Meeting Masters Contact: Nicole Zacchi 449-7159 Attendees: Tanya Wolfe 449-7152 Anne Bergen 449-7153
TBD	Meetings Quest , Washington, DC Contact: Mary Moliver 449-7135 Attendee: Sandi Harvey 449-7148 Carrie Harris 202-872-8030
TBD	NY Giants Client Event Contact: Mary Moliver 449-7135 Attendees: Gary Musich 449-7110 Bernie Sefcik 449-7115
TBD	New Jersey MPI Monthly Meeting Attendee: Flo Kelly 449-7144
Potential Date	Fam , Atlantic City, NJ Contact: Mary Moliver 449-7135 Attendees: TBD

Trade Shows, Sales Forums, Missions & Promotions – Convention Development

TBD	MASAE Education Day Attendee: Bernie Sefcik 449-7115
TBD	PCMA Capital Chapter Annual Meeting , Washington DC Attendee: Carrie Harris 202-872-8030
TBD	AFCEA Monthly Meeting , Ft. Monmouth, NJ Attendee: Flo Kelly 449-7144
TBD	AUSA Monthly Meeting , Ft. Monmouth, NJ Attendee: Flo Kelly 449-7144
TBD	PAMPI Monthly Meeting Attendee: Tanya Wolfe 449-7152
TBD	AMPS Monthly Meeting Attendee: Carrie Harris 202-872-8030
TBD	PCMA Service in Sync Attendee: Carrie Harris 202-872-8030
TBD	SGMP Monthly Meeting , Washington, DC Attendee: Carrie Harris 202-872-8030
TBD	Convene Green Meeting Attendee: Carrie Harris 202-872-8030
TBD	Reston / Herndon Meeting Planners Attendee: Carrie Harris 202-872-8030

Trade Shows, Sales Forums, Missions & Promotions – Marketing

2-4	InDesign Conference , Chicago, IL Contact: Maria Bianco 449-7142
8	David Tours & Travel Group Leader Open House , Philadelphia, PA Contact: Heather Colache 449-7151

Trade Shows, Sales Forums, Missions & Promotions – Marketing

TBD	Ontario Motorcoach Association , Ontario Canada (Partners can attend for a fee) Contact: Heather Colache 449-7151
Potential Date	International Tour Operator FAM Contact: Heather Colache 449-7151
TBD	AAA Travel Agent FAM Contact: Linda Polmonari 449-7147
TBD	Greater NJ Motorcoach Association Marketplace , Atlantic City, NJ (Partners can attend for a fee) Contact: Heather Colache 449-7151
TBD	World Travel Market , London, England (Partners can attend for a fee) Contact: Heather Colache 449-7151
Potential Date	Event FAM , Atlantic City, NJ Contact: Heather Colache 449-7151

Media Relations

- 1 League of Municipalities release
- 2 ASAH alert
- 2 RV & Camping Show alert
- 7 NJEA Annual Meeting alert
- 9 National College Fair release
- 10 Restaurant Week Gift Certificates release
- 10 League of Municipalities alert
- 11 Holiday Activities release
- 21 National College Fair alert
- 22 Realtors release

Marketing Services

15th Calendar of Events

EMarketing

1 st	Leisure eNewsletter – Nov/Dec Issue
1 st	Home Page Affinity – Nov/Dec
7 th	Holiday updates (COE/Packages/New Year's /Thanksgiving)
10 th	Travel Agent ePostcard
15 th	Meeting Planner ePostcard
22 nd	Monthly Special Offers ePostcard
29 th	Recent News web page updates

Marketing Partnership

- 1 Monthly mailing
Post on partner extra-net: monthly convention calendar, tourism leads, and information.
- 14 Monthly “Destination Marketing Update”
Informational e-newsletter designed to keep marketing partners and community leaders informed of current ACCVA initiatives.
Informational e-newsletter designed to keep marketing partners and community leaders informed of current ACCVA initiatives.

DECEMBER

Trade Shows, Sales Forums, Missions & Promotions – Convention Development

6-8	IAEE Expo Expo / Client Dinner , Las Vegas, NV	Contact: Felicia Davis	449-7134
		Attendees: Jeff Vasser	449-2031
		Mike Reynolds	449-7136
		Anne Bergen	449-7153
		Gary Musich	449-7110
		Tanya Wolfe	449-7152
TBD	MASAE Annual , Atlantic City, NJ	Contact: Nicole Zacchi	449-7159
		Attendees: Flo Kelly	449-7144
		Bernie Sefcik	449-7115
TBD	Meetings Quest , Boston, MA	Attendees: Anne Bergen	449-7153
		Gary Musich	449-7110
TBD	PAMPI Holiday Event , Philadelphia, PA	Attendee: Tanya Wolfe	449-7152
		Gary Musich	449-7110
TBD	CVB Reps Holiday Event , Washington, DC	Attendees: Sandi Harvey	449-7148
		Gary Musich	449-7110
		Carrie Harris	202-872-8030
TBD	Chicago Holiday Showcase , Chicago, IL	Attendees: TBD	
TBD	NYSAE Holiday Event , New York, NY	Attendees: Flo Kelly	449-7144
		Anne Bergen	449-7153
TBD	NY IAEE Holiday Event/Sales Mission , New York, NY	Attendees: Anne Bergen	449-7153
TBD	PAMPI Monthly Meeting	Attendee: Tanya Wolfe	449-7152

Trade Shows, Sales Forums, Missions & Promotions – Convention Development

TBD	New Jersey MPI Monthly Meeting Attendee: Flo Kelly 449-7144
TBD	MACE , Washington, DC Attendees: Carrie Harris 202-872-8030 Sandi Harvey 449-7148
TBD	AFCEA Monthly Meeting , Ft. Monmouth, NJ Attendee: Flo Kelly 449-7144
TBD	AUSA Monthly Meeting , Ft. Monmouth, NJ Attendee: Flo Kelly 449-7144
TBD	CVB Reps Meeting Attendee: Carrie Harris 202-872-8030
TBD	YHIP Meeting Attendee: Carrie Harris 202-872-8030
TBD	PCMA Networking Attendee: Carrie Harris 202-872-8030
TBD	PMPI Monthly Meeting Attendee: Carrie Harris 202-872-8030
TBD	SGMP Holiday Celebration & Silent Auction , Washington, DC Attendee: Carrie Harris 202-872-8030

Trade Shows, Sales Forums, Missions & Promotions – Marketing

TBD	AAA Mid-Atlantic Annual Travel Trade Show , Atlantic City, NJ (Partners can attend for a fee) Contact: Linda Polmonari 449-7147
Potential	AAA Destination Office Presentation (Partners can attend) Contact: Linda Polmonari 449-7147

Media Relations

- 5 Realtors alert
- 15 Restaurant Week release
- 16 Miss'd America Pageant judges/sponsors release
- 20 Feb/March '12 - What's Happening

Marketing Services

- 15th Calendar of Events
- TBD Marketing Plan
- TBD Holiday Card

EMarketing

- 7th Tour Operator ePostcard
- 8th Holiday ePostcard – All Groups
- 27th Recent News web page updates

Marketing Partnership

- 1 Monthly mailing
Post on partner extra-net: monthly convention calendar, tourism leads, and information.
- 7 **Marketing Partner Holiday Network Reception**
Networking reception for marketing partners and their guests.
- 15 Monthly "Destination Marketing Update"
Informational e-newsletter designed to keep marketing partners and community leaders informed of current ACCVA initiatives.

APPENDIX C.

Organizational Charts

Atlantic City Operation Organizational Chart
Convention Center – Boardwalk Hall

