

**MYRTLE BEACH AREA CHAMBER OF COMMERCE - Q4 2016 1% TDF REPORT**

<u>MARKETING INVESTMENT</u>	<u>DESCRIPTION</u>	<u>TDF ALLOCATION</u>
TV advertising	CORINTHIAN MEDIA, INC.	209.25
TV advertising	CORINTHIAN MEDIA, INC.	1,883.25
TV advertising	BROADCAST BUYING SERVICES, INC.	8,797.80
Group Sales midwest	SPINNAKER DME	1,980.00
Groups- meetings	CONNECT	1,800.00
Group Tour promo	COASTAL NETWORK COOPERTIVE SALES BLITZ	23.40
Group Tour promo	ELLISON FAM TOUR	18.00
Sports Tourism	SOUTH CAROLINA SPORTS ALLIANCE- AAU CONF	618.75
Sports Tourism	TRAVEL, EVENTS AND MANAGEMENT IN SPORTS	1,800.00
Website	VISUAL DESTINATIONS LLC	6,759.38
Email Marketing	SALESFORCE.COM INC	12,239.95
Sports Tourism	MDA CONSULTING	15,671.27
Canadian Promotion	TRAVEL SOLUTIONS BY DESIGN CORP	9,000.00
General Consumer Promotion	COM-CONNECT LLC	23,058.00
General Consumer Promotion	MANN TRAVELS	1,386.90
International promotion	SYNTRANS CHINESE COMMUNICATION CONSULTING	3,657.60
International promotion	SYNTRANS CHINESE COMMUNICATION CONSULTING	932.76
Groups- meetings	GROUP SALES PROMO ITEMS	193.05
Destination Publicity	PROMO ITEMS	45.54
Print ads- groups	MEETING PROFESSIONAL INT'L	6,390.00
Internet ads - groups	MEETING PROFESSIONAL INT'L	4,650.00
Internet ads - groups	MEETING PROFESSIONAL INT'L	3,720.00
Website	ADOBE SYSTEMS INC	2,007.67
Internet ads - groups	GOOGLE INC.	15,786.12
Internet ads - groups	GOOGLE INC.	3,389.52
Canadian Promotion	CANADIAN PROMOTION	1,350.00
Video Production	STAGES VIDEO	97.20
Print ads- groups	GROUP TRAVEL LEADER	2,700.00
Print ads- groups	SPORTS TRAVEL MAGAZINE	3,019.50
SMERF Promotion	CONNECT FAITH	7,650.00
Photography	PR PHOTOGRAPHY	315.00
Photography	PR PHOTOGRAPHY	292.82
Photography	PR PHOTOGRAPHY	450.00
Groups- meetings	AMERICAN SOCIETY OF ASSOCIATION EXECUTIVES	7.61
Groups- meetings	FORTY & EIGHT SITE VISIT	102.76
Groups- meetings	CONNECT DC	28.80
Canadian Promotion	TRAVEL SOLUTIONS BY DESIGN CORP	224.80
Canadian Promotion	TRAVEL SOLUTIONS BY DESIGN CORP	606.83
Sports Tourism	MHD SERVICES	2,808.00
Groups- meetings	FORTY & EIGHT SITE VISIT	776.70
Groups- meetings	FORTY & EIGHT SITE VISIT	347.58
Groups- meetings	FORTY & EIGHT SITE VISIT	323.28
General Consumer Promotion	MANN TRAVELS	577.40
General Consumer Promotion	MANN TRAVELS	527.63
General Consumer Promotion	MANN TRAVELS	1,053.17
Destination Publicity	FAHLGREN MORTINE	15,249.00

Destination Publicity	FAHLGREN MORTINE	3,349.76
Destination Publicity	FAHLGREN MORTINE	103.50
Destination Publicity	FAHLGREN MORTINE	7,624.50
Destination Publicity	FAHLGREN MORTINE	1,414.50
Destination Publicity	FAHLGREN MORTINE	241.50
Destination Publicity	FAHLGREN MORTINE	586.50
Destination Publicity	FAHLGREN MORTINE	690.00
Print ads- groups	SPORTS EVENTS MAGAZINE	2,245.66
Sports Marketing	KENTUCKY MOTORSPEEDWAY PROMOTION	283.19
Sports Marketing	KENTUCKY MOTORSPEEDWAY PROMOTION	627.54
General Consumer Promotion	MANN TRAVELS	757.04
Internet Advertising	CVENT, INC	35,064.00
TV advertising	CORINTHIAN MEDIA, INC.	180,879.47
Canadian Promotion	TRAVEL SOLUTIONS BY DESIGN CORP	684.17
Canadian Promotion	TRAVEL SOLUTIONS BY DESIGN CORP	130.28
Canadian Promotion	TRAVEL SOLUTIONS BY DESIGN CORP	1,684.89
Canadian Promotion	TRAVEL SOLUTIONS BY DESIGN CORP	2,811.60
Event Promotion	MILLER DIRECT	3,600.00
Inquiry Promotion	ENVOY NETWORK INC	1,240.13
Group Tour promo	SITE VISIT	9.00
Sports Tourism	SOUTH CAROLINA SPORTS ALLIANCE- NSA CONFERENCE	940.50
General Consumer Promotion	MANN TRAVELS	1,339.86
General Consumer Promotion	MANN TRAVELS	1,339.86
Print ads- groups	DIRECTORY ADVERTISING	274.50
Canadian Promotion	TRAVEL SOLUTIONS BY DESIGN CORP	478.00
Canadian Promotion	TRAVEL SOLUTIONS BY DESIGN CORP	472.02
Canadian Promotion	TRAVEL SOLUTIONS BY DESIGN CORP	1,024.24
Canadian Promotion	TRAVEL SOLUTIONS BY DESIGN CORP	790.39
Canadian Promotion	TRAVEL SOLUTIONS BY DESIGN CORP	2,194.45
Canadian Promotion	TRAVEL SOLUTIONS BY DESIGN CORP	4,438.23
Canadian Promotion	TRAVEL SOLUTIONS BY DESIGN CORP	1,259.32
Canadian Promotion	TRAVEL SOLUTIONS BY DESIGN CORP	2,250.00
Canadian Promotion	TRAVEL SOLUTIONS BY DESIGN CORP	442.31
Sports Tourism	MDA CONSULTING	8,343.00
General Consumer Promotion	MANN TRAVELS	4,248.00
General Consumer Promotion	MANN TRAVELS	1,339.86
General Consumer Promotion	MANN TRAVELS	1,194.24
Billboards - co-op	THE BRANDON AGENCY	1,672.94
Website	SIMPLEVIEW LLC	8,637.30
Website	SIMPLEVIEW LLC	1,350.00
Video Production	BATTLE STRATEGIES LLC	1,287.00
Video Production	VISUAL DESTINATIONS LLC	1,237.50
Destination Publicity	FAHLGREN MORTINE	15,249.00
Destination Publicity	FAHLGREN MORTINE	16,322.36
Destination Publicity	FAHLGREN MORTINE	2,173.50
Destination Publicity	FAHLGREN MORTINE	655.50
Destination Publicity	FAHLGREN MORTINE	15,249.00
Destination Publicity	FAHLGREN MORTINE	15,268.72
Destination Publicity	FAHLGREN MORTINE	5,554.50
Destination Publicity	FAHLGREN MORTINE	2,346.00
Destination Publicity	FAHLGREN MORTINE	15,249.00

Destination Publicity	FAHLGREN MORTINE	6,710.24
Destination Publicity	FAHLGREN MORTINE	931.50
Destination Publicity	FAHLGREN MORTINE	1,656.00
Destination Publicity	FAHLGREN MORTINE	3,622.50
Destination Publicity	FAHLGREN MORTINE	2,208.00
Destination Publicity	FAHLGREN MORTINE	3,346.50
Inquiry Promotion	PITNEY BOWES	279.34
Inquiry Promotion	PITNEY BOWES	21.11
Inquiry Promotion	US POSTAL SERVICE	899.51
General Consumer Promotion	VACATION PROMOTION	382.50
Group Tour promo	COASTAL NETWORK COOPERTIVE SALES BLITZ	26.55
Destination Publicity	SPIRIT FAM TOUR	226.47
Sports Marketing	KENTUCKY MOTORSPEEDWAY PROMOTION	26.63
Sports Marketing	DARLINGTON RACEWAY PROMO	20.52
Sports Marketing	KENTUCKY MOTORSPEEDWAY PROMOTION	1,888.47
Sports Marketing	KENTUCKY MOTORSPEEDWAY PROMOTION	15.91
Sports Marketing	DARLINGTON RACEWAY PROMO	25.46
Sports Marketing	DARLINGTON RACEWAY PROMO	86.73
Sports Marketing	DARLINGTON RACEWAY PROMO	10.85
Sports Marketing	KENTUCKY MOTORSPEEDWAY PROMOTION	44.16
Groups- meetings	HOLIDAY SHOWCASE	635.58
Groups- meetings	SITE VISIT	635.95
Groups- meetings	ASSOCIATION EXECUTIVES OF NC	976.50
Groups- meetings	CONNECT DC	21.68
Groups- meetings	SITE VISIT	214.60
Groups- meetings	SITE VISIT	91.48
Groups- meetings	SITE VISIT	12.06
Groups- meetings	SITE VISIT	105.28
Groups- meetings	SITE VISIT	9.07
Groups- meetings	CONNECT DC	1,003.25
Groups- meetings	WORLDWIDE EXHIBITION FOR INCENTIVE TRAVEL,MEETINGS,& EVENTS	2,055.13
Groups- meetings	RELIGIOUS CONFERNCE MANAGEMENT ASSOCIATION- EMERGE	2,020.50
Groups- meetings	CONNECT DC	43.20
Groups- meetings	SITE VISIT	9.00
Groups- meetings	SITE VISIT	6.30
Groups- meetings	SITE VISIT	16.20
Groups- meetings	SITE VISIT	24.30
Groups- meetings	WORLDWIDE EXHIBITION FOR INCENTIVE TRAVEL,MEETINGS,& EVENTS	92.47
Groups- meetings	SITE VISIT	13.23
Groups- meetings	SITE VISIT	30.26
Groups- meetings	SITE VISIT	107.09
Groups- meetings	CONNECT DC	54.00
General Consumer Promotion	VACATION PROMOTION	8.06
General Consumer Promotion	VACATION PROMOTION	104.31
General Consumer Promotion	VACATION PROMOTION	72.53
Groups- meetings	FORTY & EIGHT SITE VISIT	98.10
Groups- meetings	FORTY & EIGHT SITE VISIT	98.10
Groups- meetings	FORTY & EIGHT SITE VISIT	444.78
Groups- meetings	FORTY & EIGHT SITE VISIT	523.94

Groups- meetings	FORTY & EIGHT SITE VISIT	2.91
Groups- meetings	FORTY & EIGHT SITE VISIT	43.83
Groups- meetings	FORTY & EIGHT SITE VISIT	18.86
Groups- meetings	FORTY & EIGHT SITE VISIT	81.57
Groups- meetings	FORTY & EIGHT SITE VISIT	14.27
Groups- meetings	FORTY & EIGHT SITE VISIT	11.15
Groups- meetings	FORTY & EIGHT SITE VISIT	169.18
Groups- meetings	TRAVEL SOUTH INTERNATIONAL	6,453.00
Groups- meetings	TORONTO SALES MISSION	13.68
Groups- meetings	TORONTO SALES MISSION	692.52
Groups- meetings	TORONTO SALES MISSION	256.82
Inquiry Fulfillment	UPS	367.50
Inquiry Fulfillment	UPS	469.75
Inquiry Fulfillment	UPS	475.31
Sports Marketing	KENTUCKY MOTORSPEEDWAY PROMOTION	555.44
Sports Marketing	KENTUCKY MOTORSPEEDWAY PROMOTION	107.78
Sports Marketing	KENTUCKY MOTORSPEEDWAY PROMOTION	5.31
Sports Marketing	KENTUCKY MOTORSPEEDWAY PROMOTION	19.66
Sports Marketing	PAWSOX PROMO	5.40
Sports Marketing	KENTUCKY MOTORSPEEDWAY PROMOTION	157.26
Destination Publicity	ALLEGIANT FAM TOUR	86.16
Sports Marketing	KENTUCKY MOTORSPEEDWAY PROMOTION	23.93
Sports Marketing	KENTUCKY MOTORSPEEDWAY PROMOTION	848.20
Sports Marketing	KENTUCKY MOTORSPEEDWAY PROMOTION	10.34
Sports Marketing	PAWSOX PROMO	32.40
Sports Marketing	KENTUCKY MOTORSPEEDWAY PROMOTION	33.12
Sports Marketing	KENTUCKY MOTORSPEEDWAY PROMOTION	12.91
Sports Marketing	KENTUCKY MOTORSPEEDWAY PROMOTION	92.00
Sports Marketing	KENTUCKY MOTORSPEEDWAY PROMOTION	33.55
Group Tour promo	ONTARIO MOTOR COACH ASSOCIATION	9.71
Group Tour promo	ELLISON FAM TOUR	18.90
Group Tour promo	COASTAL NETWORK COOPERTIVE SALES BLITZ	364.46
Group Tour promo	COASTAL NETWORK COOPERTIVE SALES BLITZ	523.94
Group Tour promo	COASTAL NETWORK COOPERTIVE SALES BLITZ	3.75
Group Tour promo	COASTAL NETWORK COOPERTIVE SALES BLITZ	18.10
Group Tour promo	COASTAL NETWORK COOPERTIVE SALES BLITZ	37.92
Group Tour promo	ELLISON FAM TOUR	189.00
Group Tour promo	ELLISON FAM TOUR	43.34
Group Tour promo	COASTAL NETWORK COOPERTIVE SALES BLITZ	29.03
Group Tour promo	COASTAL NETWORK COOPERTIVE SALES BLITZ	8.73
Group Tour promo	COASTAL NETWORK COOPERTIVE SALES BLITZ	38.61
Group Tour promo	COASTAL NETWORK COOPERTIVE SALES BLITZ	396.59
Group Tour promo	COASTAL NETWORK COOPERTIVE SALES BLITZ	10.64
Group Tour promo	COASTAL NETWORK COOPERTIVE SALES BLITZ	18.67
Group Tour promo	COASTAL NETWORK COOPERTIVE SALES BLITZ	13.30
Group Tour promo	ONTARIO MOTOR COACH ASSOCIATION	278.10
Group Tour promo	ELLISON FAM TOUR	21.60
Group Tour promo	COASTAL NETWORK COOPERTIVE SALES BLITZ	43.26
Group Tour promo	COASTAL NETWORK COOPERTIVE SALES BLITZ	25.88
Group Tour promo	COASTAL NETWORK COOPERTIVE SALES BLITZ	541.80
Group Tour promo	COASTAL NETWORK COOPERTIVE SALES BLITZ	600.16
Group Tour promo	COASTAL NETWORK COOPERTIVE SALES BLITZ	24.02

Group Tour promo	COASTAL NETWORK COOPERTIVE SALES BLITZ	13.73
Group Tour promo	COASTAL NETWORK COOPERTIVE SALES BLITZ	3.06
Group Tour promo	COASTAL NETWORK COOPERTIVE SALES BLITZ	22.06
Group Tour promo	ELLISON FAM TOUR	36.01
Group Tour promo	ONTARIO MOTOR COACH ASSOCIATION	486.23
Group Tour promo	ELLISON FAM TOUR	6.39
Group Tour promo	COASTAL NETWORK COOPERTIVE SALES BLITZ	14.75
Sports Marketing	KENTUCKY MOTORSPEEDWAY PROMOTION	211.99
Ad Design	AD DESIGN	6.28
Destination Publicity	TRAVEL WRITER	600.80
Domain Names	NETSOL	140.35
Internet Promotion	PATLIVE	358.88
Website	RAFFLECOPTER.COM	53.99
Destination Publicity	PR PROMOTION	279.98
Web hosting	TULSA CONNECT	744.30
Groups- meetings	CONNECT DC	22.50
Groups- meetings	SMALL MARKET MEETINGS	399.41
Groups- meetings	SHRINERS ASSOCIATION	45.53
Groups- meetings	CONNECT MARKETPLACE	1,030.10
Groups- meetings	AMERICAN SOCIETY OF ASSOCIATION EXECUTIVES	6,007.79
Groups- meetings	DESTINATION SOUTHEAST	6,750.00
Groups- meetings	SITE VISIT	62.01
Groups- meetings	CONNECT DC	42.44
Groups- meetings	CONNECT FAITH	547.52
Groups- meetings	TOP GUN WINTER WORLD SERIES SPONSORSHIP	4,500.00
Group Sales midwest	SPINNAKER DME	1,980.00
General Consumer Promotion	COM-CONNECT LLC	23,058.00
General Consumer Promotion	MANN TRAVELS	2,630.45
Sports Marketing	OHIO VALLEY TOURNAMENT	180.00
Email Marketing	SALESFORCE.COM	11,016.00
Groups- meetings	HELMSBRISCO PERFORMANCE GRP	675.00
TV advertising	BROADCAST BUYING SERVICES, INC.	17,344.50
TV advertising	CORINTHIAN MEDIA, INC.	209.25
Internet ads - groups	GOOGLE INC.	22,068.29
Internet ads - groups	GOOGLE INC.	2,755.12
Print ads- groups	GROUP TRAVEL LEADER	4,500.00
Website	VISUAL DESTINATIONS LLC	6,759.38
Online Promo	ADOBE SYSTEMS INC	2,007.67
Destination Publicity	VISIBILITY & CONVERSIONS, LLC	8,280.00
Destination Publicity	VISIBILITY & CONVERSIONS, LLC	6,297.56
Print ads- groups	MEETINGS AND CONVENTIONS MAGAZINE	4,680.00
Print ads- groups	ABA DESTINATIONS MAGAZINE	2,776.50
Print ads- groups	TEACH AND TRAVEL	445.50
Groups- meetings	STRATEGIC DATABASE RESEARCH INC	4,050.00
General Consumer Promotion	MANN TRAVELS	493.29
General Consumer Promotion	MANN TRAVELS	1,146.64
Group Tour promo	GROUP TRAVEL LEADER	9,000.00
Groups- meetings	CVENT, INC	7,110.00
Canadian Promotion	TRAVEL SOLUTIONS BY DESIGN CORP	9,000.00
Sports Marketing	NAISMITH MEMORIAL BASKETBALL HALL OF FAME PROMO	22,500.00
General Consumer Promotion	MANN TRAVELS	1,322.91

Sports Tourism	MHD SERVICES	2,808.00
Print ads- groups	ROAD EXPLORER- OMCA	1,601.69
Print ads- groups	SPORTS EVENTS MAGAZINE	2,245.66
Sports Marketing	CUBS CONVENTION	3,024.00
General Consumer Promotion	MANN TRAVELS	2,614.44
General Consumer Promotion	MANN TRAVELS	393.44
Inquiry Promotion	ENVOY NETWORK INC	681.34
Sports Tourism	SITE VISIT	53.10
Sports Tourism	MDA CONSULTING	8,343.00
Video Production	CAROLINA VIDEO GROUP	4,050.00
Video Production	BATTLE STRATEGIES LLC	900.00
Print ads- groups	SPORTS TRAVEL	3,019.50
Internet ads - groups	SPORTS TRAVEL	1,018.35
Internet ads - groups	SUCCESSFUL MEETINGS	3,720.00
Website	SIMPLEVIEW LLC	1,350.00
Group Tour promo	ONTARIO MOTOR COACH ASSOCIATION	30.14
Group Tour promo	BOOMERS IN GROUPS	20.60
Group Tour promo	COASTAL NETWORK COOPERTIVE SALES BLITZ	24.89
Print ads	DIRECTORY ADVERTISING	274.50
Groups- meetings	CONNECT DC	38.98
Groups- meetings	AMERICAN SOCIETY OF ASSOCIATION EXECUTIVES	99.97
Groups- meetings	CONNECT FAITH	38.23
Groups- meetings	SMALL MARKET MEETINGS	37.29
Sports Tourism	MYRTLE BEACH MARATHON LLC	22,500.00
Sports Marketing	PROMOTIONAL ITEMS	2,071.16
Sports Tourism	MDA CONSULTING	10,681.43
General Consumer Promotion	MANN TRAVELS	1,355.81
General Consumer Promotion	MANN TRAVELS	1,314.41
General Consumer Promotion	MANN TRAVELS	1,011.89
Print ads- groups	SUCCESSFUL MEETINGS	4,680.00
Print ads- groups	CONVENTIONSOUTH	2,700.00
Internet ads - groups	CONVENTIONSOUTH	1,762.82
Sports Marketing	PROMOTIONAL ITEMS	676.08
Destination Publicity	FAHLGREN MORTINE	15,249.00
Destination Publicity	FAHLGREN MORTINE	26,776.47
Destination Publicity	FAHLGREN MORTINE	966.00
Groups- meetings	ASSOCIATION EXECUTIVES OF NC	7,169.40
Inquiry Fulfillment	PITNEY BOWES	85.22
Inquiry Fulfillment	PITNEY BOWES	27.74
Inquiry Fulfillment	US POSTAL SERVICE	409.48
General Consumer Promotion	PROMOTIONAL ITEMS	496.40
Sports Tourism	SITE VISIT	82.51
Groups- meetings	FORTY & EIGHT SITE VISIT	7.61
Group Tour promo	HOLIDAY FANTASEA	93.91
Destination Publicity	ALLEGIANT FAM TOUR	593.78
Groups- meetings	WORLDWIDE EXHIBITION FOR INCENTIVE TRAVEL,MEETINGS,& EVENTS	259.20
Groups- meetings	WORLDWIDE EXHIBITION FOR INCENTIVE TRAVEL,MEETINGS,& EVENTS	31.50
Groups- meetings	HOLIDAY SHOWCASE	1,305.00
Groups- meetings	WORLDWIDE EXHIBITION FOR INCENTIVE TRAVEL,MEETINGS,& EVENTS	58.40

Groups- meetings	SITE VISIT	42.67
Groups- meetings	WORLDWIDE EXHIBITION FOR INCENTIVE TRAVEL,MEETINGS,& EVENTS	32.45
Groups- meetings	WORLDWIDE EXHIBITION FOR INCENTIVE TRAVEL,MEETINGS,& EVENTS	18.92
Groups- meetings	WORLDWIDE EXHIBITION FOR INCENTIVE TRAVEL,MEETINGS,& EVENTS	15.76
Groups- meetings	WORLDWIDE EXHIBITION FOR INCENTIVE TRAVEL,MEETINGS,& EVENTS	79.70
Groups- meetings	WORLDWIDE EXHIBITION FOR INCENTIVE TRAVEL,MEETINGS,& EVENTS	140.20
Groups- meetings	WORLDWIDE EXHIBITION FOR INCENTIVE TRAVEL,MEETINGS,& EVENTS	9.35
Groups- meetings	WORLDWIDE EXHIBITION FOR INCENTIVE TRAVEL,MEETINGS,& EVENTS	65.21
Groups- meetings	WORLDWIDE EXHIBITION FOR INCENTIVE TRAVEL,MEETINGS,& EVENTS	72.46
Groups- meetings	MEETING PLANNERS INTERNATIONAL	162.70
Groups- meetings	WORLDWIDE EXHIBITION FOR INCENTIVE TRAVEL,MEETINGS,& EVENTS	9.01
Groups- meetings	WORLDWIDE EXHIBITION FOR INCENTIVE TRAVEL,MEETINGS,& EVENTS	92.70
Groups- meetings	MEETING PLANNERS INTERNATIONAL	90.00
Groups- meetings	WORLDWIDE EXHIBITION FOR INCENTIVE TRAVEL,MEETINGS,& EVENTS	54.00
Groups- meetings	SITE VISIT	10.80
Groups- meetings	WORLDWIDE EXHIBITION FOR INCENTIVE TRAVEL,MEETINGS,& EVENTS	30.15
Groups- meetings	WORLDWIDE EXHIBITION FOR INCENTIVE TRAVEL,MEETINGS,& EVENTS	988.20
Groups- meetings	WORLDWIDE EXHIBITION FOR INCENTIVE TRAVEL,MEETINGS,& EVENTS	153.00
Groups- meetings	WORLDWIDE EXHIBITION FOR INCENTIVE TRAVEL,MEETINGS,& EVENTS	1,161.78
Destination Publicity	ALLEGIANT FAM TOUR	141.68
Destination Publicity	ALLEGIANT FAM TOUR	2,124.58
Groups- meetings	WORLDWIDE EXHIBITION FOR INCENTIVE TRAVEL,MEETINGS,& EVENTS	44.19
Groups- meetings	WORLDWIDE EXHIBITION FOR INCENTIVE TRAVEL,MEETINGS,& EVENTS	100.64
Groups- meetings	WORLDWIDE EXHIBITION FOR INCENTIVE TRAVEL,MEETINGS,& EVENTS	4.04
Destination Publicity	ALLEGIANT FAM TOUR	1,553.75
Groups- meetings	WORLDWIDE EXHIBITION FOR INCENTIVE TRAVEL,MEETINGS,& EVENTS	1,328.51
Groups- meetings	WORLDWIDE EXHIBITION FOR INCENTIVE TRAVEL,MEETINGS,& EVENTS	27.95
Inquiry Fulfillment	FEDEX	109.89
Inquiry Fulfillment	UPS	45.18
Inquiry Fulfillment	UPS	24.80
Inquiry Fulfillment	UPS	546.12
Inquiry Fulfillment	UPS	459.87

Inquiry Promotion	UPS	160.97
Inquiry Promotion	UPS	68.99
Sports Marketing	NAISMITH MEMORIAL BASKETBALL HALL OF FAME PROMO	312.93
Destination Publicity	TRAVEL WRITER	2.76
Sports Marketing	KENTUCKY MOTORSPEEDWAY PROMOTION	481.14
Event Promotion	EVENT PRESS CONFERENCE	600.52
Group Tour promo	BOOMERS IN GROUPS	22.50
Group Tour promo	BOOMERS IN GROUPS	22.50
Group Tour promo	ONTARIO MOTOR COACH ASSOCIATION	284.49
Group Tour promo	BOOMERS IN GROUPS	22.97
Group Tour promo	BOOMERS IN GROUPS	294.62
Group Tour promo	BOOMERS IN GROUPS	17.28
Group Tour promo	BOOMERS IN GROUPS	22.41
Group Tour promo	HOLIDAY FANTASEA	225.00
Group Tour promo	HOLIDAY FANTASEA	225.00
Group Tour promo	BOOMERS IN GROUPS	18.37
Group Tour promo	BOOMERS IN GROUPS	42.61
Website	GODADDY.COM	4.49
Ad Design	AD DESIGN	2.69
Website	PATLIVE	365.75
Website	RAFFLECOPTER.COM	53.99
Website	TULSA CONNECT	744.30
Group Tour promo	SHRINERS ASSOCIATION	62.96
Groups- meetings	SMALL MARKET MEETINGS	5.24
Groups- meetings	SITE VISIT	588.28
Groups- meetings	SITE VISIT	84.55
Group Tour promo	SHRINERS ASSOCIATION	9.72
Groups- meetings	SMALL MARKET MEETINGS	13.13
Groups- meetings	SMALL MARKET MEETINGS	870.20
Groups- meetings	SITE VISIT	111.38
Groups- meetings	CONNECT FAITH	31.30
Groups- meetings	SMALL MARKET MEETINGS	4.75
Group Tour promo	SHRINERS ASSOCIATION	96.31
General Consumer Promotion	MANN TRAVELS	586.85
General Consumer Promotion	MANN TRAVELS	1,377.09
Groups- meetings	STRATEGIC DATABASE RESEARCH INC	4,050.00
Canadian Promotion	TRAVEL SOLUTIONS BY DESIGN CORP	9,000.00
General Consumer Promotion	COM-CONNECT LLC	23,058.00
Sports Marketing	ACC/BIG 10 BASKETBALL PROMO	203.36
Internet Advertising	ARTHUR ELLIOTT MARKETING GROUP INC	45,000.00
Research	DESTINATION MARKETING ASSOCIATION INT'L	1,277.56
Internet ads - groups	GOOGLE INC.	2,699.75
Internet ads - groups	GOOGLE INC.	11,509.63
Website	VISUAL DESTINATIONS LLC	6,759.38
Website	ADOBE SYSTEMS INC	2,007.67
TV advertising	CORINTHIAN MEDIA, INC.	209.25
TV advertising	BROADCAST BUYING SERVICES, INC.	18,628.83
Internet Advertising	SEARCH MARKETING	90,069.33
Internet Advertising	DISPLAY ADVERTISING	78,431.10
Internet Advertising	VIDEO ADVERTISING	20,812.87
Internet Advertising	EMAIL MARKETING	11,281.51



Internet Advertising	SOCIAL MEDIA MARKEITNG	25,722.39
Internet Advertising	MOBILE MARKETING	14,000.81
Internet Advertising	OTHER DIGITAL PROMOTION	3,284.80
Group Sales midwest	SPINNAKER DME	1,980.00
Groups- meetings	HELMSBRISCO PERFORMANCE GRP	675.00
Email Marketing	SALESFORCE.COM INC	11,016.00
International promotion	SYNTRANS CHINESE COMMUNICATION CONSULTING	716.47
Regional Promotion	MILLER DIRECT	36,000.00
Regional Promotion	MILLER DIRECT	1,350.00
Sports Tourism	LEGACY GLOBAL SPORTS FOOTBALL & BASKETBALL PROMO	4,500.00
Group Tour promo	AMERICAN BUS ASSOCIATION	19,800.00
Groups- meetings	SITE VISIT	323.19
TV advertising	CORINTHIAN MEDIA, INC.	162.75
TV advertising	CORINTHIAN MEDIA, INC.	258.60
TV advertising	CORINTHIAN MEDIA, INC.	1,395.00
Research	COUNCIL FOR COMMUNITY AND ECONOMIC RESEARCH	533.00
Print ads- groups	MEETINGS TODAY	3,960.00
Research	EQUATION RESEARCH, LLC	18,163.00
Research	QUALTRICS LLC	7,380.00
Internet ads - groups	SPORTS TRAVEL	1,080.00
Sports Marketing	LEARFIELD SPORTS LLC	238,500.00
Sports Marketing	LEARFIELD SPORTS LLC	172,800.00
Sports Tourism	MHD SERVICES	2,808.00
Sports Marketing	SPORTS TV PROMOTION	1,162.70
Internet Advertising	ARTHUR ELLIOTT MARKETING GROUP INC	45,000.00
Internet Advertising	ARTHUR ELLIOTT MARKETING GROUP INC	90,000.00
Print ads- groups	SPORTS PLANNING GUIDE	3,595.50
TV advertising	CORINTHIAN MEDIA, INC.	854,924.94
Internet Advertising	VISIBILITY & CONVERSIONS, LLC	153,915.00
General Consumer Promotion	MANN TRAVELS	417.68
General Consumer Promotion	MANN TRAVELS	2,128.35
Sports Tourism	MDA CONSULTING	8,343.00
Sports Tourism	MDA CONSULTING	13,730.51
Groups- meetings	ASSOCIATION EXECUTIVES OF NC	12.60
Website	SIMPLEVIEW LLC	1,350.00
Video Production	CAROLINA VIDEO GROUP	517.50
Video Production	CAROLINA VIDEO GROUP	315.00
Sports Marketing	KENTUCKY MOTORSPEDWAY PROMOTION	150,000.00
Print ads	DIRECTORY ADVERTISING	274.50
Inquiry Fulfillment	AD DESIGN	25.06
Groups- meetings	ASSOCIATION EXECUTIVES OF NC	155.25
Groups- meetings	MEETING PROFESSIONAL INT'L	130.98
Groups- meetings	ASSOCIATION EXECUTIVES OF NC	508.65
Groups- meetings	ASSOCIATION EXECUTIVES OF NC	115.29
Groups- meetings	HOLIDAY SHOWCASE	80.99
Groups- meetings	HOLIDAY SHOWCASE	204.55
Groups- meetings	MEETING PROFESSIONAL INT'L	49.03
Groups- meetings	HOLIDAY SHOWCASE	78.69
Groups- meetings	SITE VISIT	52.70
Groups- meetings	ASSOCIATION EXECUTIVES OF NC	162.00
Groups- meetings	MEETING PLANNERS INTERNATIONAL	16.20

Groups- meetings	MEETING PLANNERS INTERNATIONAL	28.70
Groups- meetings	MEETING PLANNERS INTERNATIONAL	13.01
Groups- meetings	MEETING PLANNERS INTERNATIONAL	22.11
Groups- meetings	ASSOCIATION EXECUTIVES OF NC	192.86
Groups- meetings	HOLIDAY SHOWCASE	223.38
Groups- meetings	SITE VISIT	50.40
General Consumer Promotion	PROMO ITEMS	408.65
Inquiry Fulfillment	UPS	184.39
Inquiry Fulfillment	UPS	176.26
Inquiry Fulfillment	UPS	303.88
Inquiry Promotion	UPS	96.58
Inquiry Promotion	UPS	4.60
Sports Marketing	NAISMITH MEMORIAL BASKETBALL HALL OF FAME PROMO	28.35
Sports Marketing	ACC/BIG 10 BASKETBALL PROMO	28.04
Sports Marketing	NAISMITH MEMORIAL BASKETBALL HALL OF FAME PROMO	391.23
Sports Marketing	ACC/BIG 10 BASKETBALL PROMO	1,268.75
Sports Marketing	ACC/BIG 10 BASKETBALL PROMO	394.83
Sports Marketing	ACC/BIG 10 BASKETBALL PROMO	278.78
Sports Marketing	NAISMITH MEMORIAL BASKETBALL HALL OF FAME PROMO	80.09
Sports Marketing	NAISMITH MEMORIAL BASKETBALL HALL OF FAME PROMO	18.65
Sports Marketing	NAISMITH MEMORIAL BASKETBALL HALL OF FAME PROMO	36.43
Sports Marketing	NAISMITH MEMORIAL BASKETBALL HALL OF FAME PROMO	779.17
Sports Marketing	NAISMITH MEMORIAL BASKETBALL HALL OF FAME PROMO	8.34
Sports Marketing	NAISMITH MEMORIAL BASKETBALL HALL OF FAME PROMO	10.91
Sports Marketing	NAISMITH MEMORIAL BASKETBALL HALL OF FAME PROMO	3.65
Sports Marketing	NAISMITH MEMORIAL BASKETBALL HALL OF FAME PROMO	16.58
Group Tour promo	ONTARIO MOTOR COACH ASSOCIATION	54.00
Group Tour promo	ONTARIO MOTOR COACH ASSOCIATION	189.00
Group Tour promo	ONTARIO MOTOR COACH ASSOCIATION	11.55
Group Tour promo	ONTARIO MOTOR COACH ASSOCIATION	11.48
Group Tour promo	ONTARIO MOTOR COACH ASSOCIATION	117.00
Group Tour promo	ONTARIO MOTOR COACH ASSOCIATION	675.78
Group Tour promo	ONTARIO MOTOR COACH ASSOCIATION	6.02
Group Tour promo	ONTARIO MOTOR COACH ASSOCIATION	6.94
Group Tour promo	ONTARIO MOTOR COACH ASSOCIATION	7.19
Group Tour promo	ONTARIO MOTOR COACH ASSOCIATION	140.40
Group Tour promo	HOLIDAY FANTASEA	810.00
Website	GODADDY.COM	4.49
Website	PATLIVE	359.42
Website	RAFFLECOPTER.COM	53.99
Website	TULSA CONNECT	744.30
Groups- meetings	CONNECT DC	418.51

Groups- meetings	CONNECT FAITH	1,035.46
Groups- meetings	CONNECT FAITH	11.21
Groups- meetings	CONNECT FAITH	7.14
Inquiry Fulfillment	PITNEY BOWES	2.77
Inquiry Fulfillment	PITNEY BOWES	88.71
Inquiry Fulfillment	PITNEY BOWES	27.80
Inquiry Fulfillment	US POSTAL SERVICE	338.72
General Consumer Promotion	VACATION PROMOTION	450.00
Groups- meetings	SITE VISIT	11.39
Groups- meetings	HOLIDAY SHOWCASE	18.00
General Consumer Promotion	MANN TRAVELS	2,742.30
General Consumer Promotion	MANN TRAVELS	2,334.23
General Consumer Promotion	MANN TRAVELS	1,222.11
Groups- meetings	STRATEGIC DATABASE RESEARCH INC	4,050.00
Website	MEDIA COAST	421.88
Billboards - co-op	THE BRANDON AGENCY	1,154.12
General Consumer Promotion	MANN TRAVELS	1,821.98
General Consumer Promotion	MANN TRAVELS	837.71
Regional Promotion	MILLER DIRECT	49,050.00
Canadian Promotion	MILLER DIRECT	24,645.00
Research	COASTAL CAROLINA UNIVERSITY	14,514.00
Destination Publicity	FAHLGREN MORTINE	1,241.48
Destination Publicity	FAHLGREN MORTINE	4,636.80
Destination Publicity	FAHLGREN MORTINE	1,449.00
Internet ads - groups	GOOGLE INC.	11,146.25
Internet ads - groups	GOOGLE INC.	2,470.90
Destination Publicity	VISIBILITY & CONVERSIONS, LLC	8,280.00
Destination Publicity	VISIBILITY & CONVERSIONS, LLC	2,904.53
Internet ads - groups	NORTHSTAR TRAVEL MEDIA	9,300.00
Internet ads - groups	CONVENTIONSOUTH	1,705.95
Internet ads - groups	PIONEER PUBLISHING	675.00
Print ads- groups	MEETING PLANNERS INTERNATIONAL	6,390.00
Internet ads - groups	STAMATS MEETINGS MEDIA INC	2,371.50
Destination Publicity	FAHLGREN MORTINE	2,066.01
Destination Publicity	FAHLGREN MORTINE	9,959.00
Destination Publicity	FAHLGREN MORTINE	2,208.00
Destination Publicity	FAHLGREN MORTINE	241.50
Destination Publicity	FAHLGREN MORTINE	276.00
Destination Publicity	FAHLGREN MORTINE	138.00
Internet ads - groups	SPORTS TRAVEL	2,430.00
TV advertising	CORINTHIAN MEDIA, INC.	69.75
Print ads- groups	SPORTS EVENTS MAGAZINE	2,245.66
General Consumer Promotion	VACATION PROMOTION	72.00
General Consumer Promotion	VACATION PROMOTION	214.20
General Consumer Promotion	VACATION PROMOTION	316.67
General Consumer Promotion	VACATION PROMOTION	615.01
General Consumer Promotion	VACATION PROMOTION	106.38
Groups- meetings	ASSOCIATION EXECUTIVES OF NC	905.04
Groups- meetings	SITE VISIT	146.06
Groups- meetings	ASSOCIATION EXECUTIVES OF NC	107.07
Groups- meetings	ASSOCIATION EXECUTIVES OF NC	5.73
Groups- meetings	HOLIDAY SHOWCASE	27.00

Groups- meetings	HOLIDAY SHOWCASE	9.23
Groups- meetings	HOLIDAY SHOWCASE	582.93
Groups- meetings	SITE VISIT	52.94
Groups- meetings	HOLIDAY SHOWCASE	9.53
Groups- meetings	HOLIDAY SHOWCASE	14.74
Groups- meetings	HOLIDAY SHOWCASE	357.66
Groups- meetings	HOLIDAY SHOWCASE	4.52
Groups- meetings	ASSOCIATION EXECUTIVES OF NC	7.16
Groups- meetings	SITE VISIT	91.35
Groups- meetings	ASSOCIATION EXECUTIVES OF NC	14.53
Groups- meetings	ASSOCIATION EXECUTIVES OF NC	3.68
Groups- meetings	ASSOCIATION EXECUTIVES OF NC	33.80
Groups- meetings	HOLIDAY SHOWCASE	13.12
Groups- meetings	HOLIDAY SHOWCASE	114.46
Groups- meetings	ASSOCIATION EXECUTIVES OF NC	198.50
Groups- meetings	HOLIDAY SHOWCASE	32.40
Groups- meetings	SITE VISIT	73.85
Groups- meetings	HOLIDAY SHOWCASE	27.00
Groups- meetings	SITE VISIT	141.78
Group Tour promo	SITE VISIT	495.00
Group Tour promo	GROUP SALES PROMO ITEMS	540.00
Groups- meetings	FAM TOUR	308.39
General Consumer Promotion	PROMOTIONAL ITEMS	86.19
General Consumer Promotion	PROMOTIONAL ITEMS	47.39
Inquiry Fulfillment	UPS	166.29
Inquiry Fulfillment	UPS	148.30
Inquiry Fulfillment	UPS	111.63
Inquiry Fulfillment	UPS	341.91
Inquiry Promotion	UPS	64.39
Sports Marketing	NAISMITH MEMORIAL BASKETBALL HALL OF FAME PROMO	27.11
Sports Marketing	NAISMITH MEMORIAL BASKETBALL HALL OF FAME PROMO	1,650.65
Sports Marketing	NAISMITH MEMORIAL BASKETBALL HALL OF FAME PROMO	10.05
Sports Marketing	NAISMITH MEMORIAL BASKETBALL HALL OF FAME PROMO	10.58
Sports Marketing	NAISMITH MEMORIAL BASKETBALL HALL OF FAME PROMO	241.34
Sports Marketing	CUBS CONVENTION	159.67
Sports Marketing	NAISMITH MEMORIAL BASKETBALL HALL OF FAME PROMO	6.45
Sports Marketing	NAISMITH MEMORIAL BASKETBALL HALL OF FAME PROMO	19.68
Sports Marketing	CUBS CONVENTION	629.68
Sports Marketing	NAISMITH MEMORIAL BASKETBALL HALL OF FAME PROMO	18.86
Sports Marketing	NAISMITH MEMORIAL BASKETBALL HALL OF FAME PROMO	193.58
Sports Marketing	NAISMITH MEMORIAL BASKETBALL HALL OF FAME PROMO	21.60
Sports Marketing	ACC/BIG 10 BASKETBALL PROMO	10.80

Sports Marketing	ACC/BIG 10 BASKETBALL PROMO	13.50
Sports Marketing	NAISMITH MEMORIAL BASKETBALL HALL OF FAME PROMO	19.55
Sports Marketing	ACC/BIG 10 BASKETBALL PROMO	9.92
Sports Marketing	SPORTS TV PROMOTION	6.08
Group Tour promo	AMERICAN BUS ASSOCIATION	18,986.61
Groups- meetings	FAM TOUR	20.75
Group Tour promo	COASTAL NETWORK COOPERTIVE SALES BLITZ	89.42
Groups- meetings	FAM TOUR	14.40
Groups- meetings	FAM TOUR	200.42
Website	GODADDY	4.49
Ad Design	AD DESIGN	5.38
Destination Publicity	DESTINATION PROMOTION	843.03
Website	PATLIVE	350.21
Website	RAFFLECOPTER.COM	53.99
Website	TULSA CONNECT	744.30
Research	WATERSHED PUBLISHING	81.18
Groups- meetings	CONNECT DC	22.50
Groups- meetings	CONNECT DC	22.50
Groups- meetings	CONNECT DC	10.56
Groups- meetings	CONNECT DC	36.45
Groups- meetings	CONNECT DC	9.11
Groups- meetings	CONNECT DC	547.53
Groups- meetings	CONNECT DC	7.34
Groups- meetings	CONNECT DC	14.66
Groups- meetings	CONNECT DC	6.29
Groups- meetings	CONNECT DC	8.15
Groups- meetings	CONNECT DC	9.70
Groups- meetings	CONNECT DC	16.57
Sports Marketing	NAISMITH MEMORIAL BASKETBALL HALL OF FAME PROMO	250.16
Destination Publicity	ALLEGIANT FAM TOUR	2,345.23
International promotion	CHINA SALES MISSION	378.80
International promotion	CHINA SALES MISSION	602.63
Canadian Promotion	CANADIAN PROMOTION	579.23
Canadian Promotion	CANADIAN PROMOTION	467.68
International promotion	CHINA SALES MISSION	368.79
International promotion	CHINA SALES MISSION	378.80
Destination Publicity	DESTINATION PROMOTION	48,760.00
Groups- meetings	GROUP SALES PROMO ITEMS	1,049.20
Inquiry Promotion	ENVOY NETWORK	1,238.92
Canadian Promotion	TRAVEL SOLUTIONS BY DESIGN	697.15
Canadian Promotion	TRAVEL SOLUTIONS BY DESIGN	613.31
Canadian Promotion	TRAVEL SOLUTIONS BY DESIGN	832.50
Canadian Promotion	TRAVEL SOLUTIONS BY DESIGN	399.04
Canadian Promotion	TRAVEL SOLUTIONS BY DESIGN	309.47
Canadian Promotion	TRAVEL SOLUTIONS BY DESIGN	95.20
Canadian Promotion	TRAVEL SOLUTIONS BY DESIGN	1,404.79
Canadian Promotion	TRAVEL SOLUTIONS BY DESIGN	778.23
Canadian Promotion	TRAVEL SOLUTIONS BY DESIGN	1,020.33
Canadian Promotion	TRAVEL SOLUTIONS BY DESIGN	265.00
Canadian Promotion	TRAVEL SOLUTIONS BY DESIGN	7,756.97

Canadian Promotion	TRAVEL SOLUTIONS BY DESIGN	2,295.16
Canadian Promotion	TRAVEL SOLUTIONS BY DESIGN	482.90
Canadian Promotion	TRAVEL SOLUTIONS BY DESIGN	575.18
Canadian Promotion	TRAVEL SOLUTIONS BY DESIGN	125.31
Canadian Promotion	TRAVEL SOLUTIONS BY DESIGN	309.92
Canadian Promotion	TRAVEL SOLUTIONS BY DESIGN	392.30
Canadian Promotion	TRAVEL SOLUTIONS BY DESIGN	299.29
Destination Publicity	VISIBILITY & CONVERSIONS, LLC	10,979.44
Sports Marketing	CCU	59,850.00
Inquiry Fulfillment	ENVOY NETWORK	583.44
Email Marketing	SALESFORCE.COM INC	11,016.00
Online	GOOGLE,GO DADDY	33,297.85
TV	GOLF CHANNEL	52,351.63
Public Relations	LANDMARK MEDIA/VARIOUS	1,564.89
Interactive - email marketing	FUEL INTERACTIVE	5,145.28
Interactive - videos	FUEL INTERACTIVE	27,374.32
Interactive - email marketing	FUEL INTERACTIVE	27,412.20
Interactive - email marketing	FUEL INTERACTIVE	87,279.78
Interactive - search	FUEL INTERACTIVE	16,000.00
Interactive - display	FUEL INTERACTIVE	89,005.52
Interactive - domains	FUEL INTERACTIVE	5,924.52
Interactive - display	BRANDON AGENCY	1,912.55
Magazine Print & Online Elements	GOLF WEEK	15,950.00
TV	BRANDON AGENCY	18,548.20
Radio	TL GOLF SERVICES	284.00
Video Production	BREAK BIG ENTERTAINMENT	7,800.00
Print/Online Elements	WORLD AM	60,149.26
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		<b>3,984,071.94</b>
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**Several marketing investments are made through media buyers such as Miller Direct, Visit Media, Corinthian Media, Visibility & Conversions, and The Brandon Agency. These entities purchase media for MBACVB in various channels and with numerous providers. For example, internet advertising facilitated through Visibility & Conversions utilizes 4,000-plus web sites.**

