

MYRTLE BEACH AREA CHAMBER OF COMMERCE - Q1 2016 1% TDF REPORT

<u>MARKETING INVESTMENT</u>	<u>DESCRIPTION</u>	<u>TDF ALLOCATION</u>
General Consumer Promotion	TRIP GIVEAWAYS	8.95
Internet	VISIBILITY & CONVERSIONS, LLC	945,849.99
International Promotion- CAN	TRAVEL SOLUTIONS BY DESIGN CORP	1,342.69
International Promotion- CAN	TRAVEL SOLUTIONS BY DESIGN CORP	445.00
Public Relations	FAHLGREN MORTINE	7,222.00
Website	VISUAL DESTINATIONS LLC	6,759.38
General Consumer Promotion	COM-CONNECT LLC	25,620.00
International Promo- China	SYNTRANS CHINESE COMMUNICATION CONSULTING	4,062.00
General Consumer Promotion	MANN TRAVELS	1,128.28
Group Tour	TRAVEL ALLIANCE PARTNERS, LLC	2,500.00
Group Tour	AMERICAN BUS ASSOCIATION	2,018.80
Inquiry Fulfillment	POSTMASTER - MURRELLS INLET/GARDEN CITY BEACH	136.00
Sports Marketing	IMG COLLEGE, LLC	4,000.00
Inquiry Fulfillment	QUAD/GRAPHICS INC	461,620.85
Inquiry Fulfillment	QUAD/GRAPHICS INC	763.26
Inquiry Fulfillment	QUAD/GRAPHICS INC	1,373.87
Inquiry Fulfillment	QUAD/GRAPHICS INC	95,757.60
Inquiry Fulfillment	QUAD/GRAPHICS INC	17,113.13
Inquiry Fulfillment	QUAD/GRAPHICS PRINTING CORP	10,693.33
Online Promo	ADOBE SYSTEMS INC	2,007.67
SMERF Promotion	RELIGIOUS CONFERENCE MANAGEMENT ASSOCIATION	35.00
Public Relations- CAN	MEDIA VISIT	294.40
Inquiry Fulfillment	QUAD/GRAPHICS INC	280.20
Sports Tourism	MDA CONSULTING	9,270.00
Sports Tourism	MDA CONSULTING	2,696.20
Group Tour	AMERICAN BUS ASSOCIATION	388.71
General Consumer Promotion	MANN TRAVELS	1,048.24
Video Production	BATTLE STRATEGIES LLC	4,581.00
Website	SIMPLEVIEW LLC	8,637.30
Photography	PHOTOGRAPHY	300.00
International Promotion- CAN	CANADA PROMOTION	1,500.00
Sports Marketing	KENTUCKY MOTOR SPEEDWAY PROMO	7,820.00
Public Relations	KINGFISH COMMUNICATIONS	368.00
Email Marketing	EXACT TARGET	8,857.95
Print Ads	DIRECTORY ADVERTISING	305.00
Sports Marketing	CUBS CONVENTION PROMOTION	1,482.70
Group Tour	AMERICAN BUS ASSOCIATION	38,500.59
Group Tour	NATIONAL TOUR ASSOCIATION/FAITH TRAVEL ASSOC	1,394.00

Groups- Meetings	DIVERSITY MARKETPLACE	4,088.00
Groups- Meetings	RELIGIOUS CONFERENCE MANAGEMENT ASSOCIATION	3,351.64
Group Tour	AMERICAN BUS ASSOCIATION	3,511.32
Sports Marketing	TEAM SANDTASTIC	2,850.00
Video Production	BATTLE STRATEGIES LLC	1,597.50
Public Relations	FAHLGREN MORTINE, SCPRT	14,743.69
Inquiry Fulfillment	CTM MEDIA GROUP	7,047.18
SMERF Promotion	MHD SERVICES	3,120.00
Groups- Meetings	PROGRESSIVE NATIONAL BAPTIST CHURCH	4,015.00
General Consumer Promotion	MANN TRAVELS	635.00
Sports Marketing	CUBS CONVENTION PROMOTION	900.00
General Consumer Promotion	MANN TRAVELS	611.12
International Promotion- CAN	TRAVEL SOLUTIONS BY DESIGN CORP	10,000.00
International Promo	INTERNATIONAL TOURISM BOURSE	5,497.50
Groups- Meetings	STRATEGIC DATABASE RESEARCH INC	4,050.00
General Consumer Promotion	MADDEN MEDIA	17,361.25
General Consumer Promotion	MADDEN MEDIA	697.50
International Promotion- CAN	BAXTER TRAVEL MEDIA	2,300.00
Research- focus groups	ZEITGEIST CONSULTING	1,669.06
Public Relations	FAHLGREN MORTINE	27,420.59
Public Relations	FAHLGREN MORTINE	24,650.11
Sports Marketing	TEAM SANDTASTIC	181.00
Research	INTERVISTAS	1,890.66
General Consumer Promotion	TRIP GIVEAWAYS	5,750.00
Groups- Meetings	AD DESIGN	2,825.00
Inquiry Fulfillment	PITNEY BOWES	66.68
Group Sales Fulfillment	PITNEY BOWES	121.24
Inquiry Fulfillment	PITNEY BOWES	27.97
Inquiry Fulfillment- International	PITNEY BOWES	7.14
Group Sales Fulfillment	PITNEY BOWES	234.58
Inquiry Fulfillment	PITNEY BOWES	6.22
Inquiry Fulfillment	US POSTAL SERVICE	1,967.84
Email Marketing	EXACT TARGET	8,857.95
General Consumer Promotion	MANN TRAVELS	622.68
General Consumer Promotion	MANN TRAVELS	635.00
General Consumer Promotion	COM-CONNECT LLC	25,620.00
Research	U.S. TRAVEL ASSOCIATION	40,426.00
Ad design	NEW MEDIA DIGITAL INC	2,250.00
Website	VISUAL DESTINATIONS LLC	6,759.38
Group Tour	SELECT TRAVEL	1,795.00
SMERF Promotion	YOUR MILITARY REUNION CONNECTION	795.00
Group Tour	SELECT TRAVEL	442.20
Group Tour	SELECT TRAVEL	20.04
Groups- Meetings	DESTINATION SHOWCASE	800.00
Groups- Meetings	DESTINATION SHOWCASE	400.00
Groups- Meetings	DESTINATION SHOWCASE	3,600.00

General Consumer Promotion	MANN TRAVELS	2,964.09
General Consumer Promotion	MANN TRAVELS	514.58
TV production	VISUAL DESTINATIONS LLC	922.50
Research	ARRIVALIST	69,750.00
International Promo- China	B.W. WILSON PAPER COMPANY, INC	81.91
Sports Tourism	NATIONAL SOFTBALL ASSOCIATION	1,800.00
General Consumer Promotion	MANN TRAVELS	494.22
Internet	VISIBILITY & CONVERSIONS, LLC	561,973.48
Sports Tourism	MDA CONSULTING	2,975.07
Group Promo Items	ICE CREATIVE/TRADE SHOW EXPRESS	553.73
SMERF Promotion	MHD SERVICES	2,808.00
Print Ads	DIRECTORY ADVERTISING	274.50
Sports Marketing	OHIO VALLEY BASKETBALL CONFERENCE SPONSORSHIP	3,082.50
Sports Marketing	MID-AMERICAN BASKETBALL CONFERENCE SPONSORSHIP	3,082.50
General Consumer Promotion	MANN TRAVELS	499.50
Public Relations -Promo Items	IMPRINT MARKETING CONCEPTS	1,918.79
Internet- Groups	GOOGLE INC.	15,760.94
Internet- Groups	GOOGLE INC.	3,225.14
Groups- Meetings	DESTINATIONS DC	55.80
Groups- Meetings	DIVERSITY MARKETPLACE	96.26
Inquiry Fulfillment	ENVOY NETWORK INC	1,351.18
Inquiry Fulfillment	QUAD/GRAPHICS INC	17,209.78
Sports Tourism	MDA CONSULTING	8,343.00
Sports Marketing	OHIO VALLEY BASKETBALL CONFERENCE SPONSORSHIP	3,082.50
Sports Marketing	MID-AMERICAN BASKETBALL CONFERENCE SPONSORSHIP	3,082.50
Website	SIMPLEVIEW LLC	27,000.00
Website	SIMPLEVIEW LLC	1,350.00
Group Tour	TRAVEL SOUTH	225.95
Group Tour	TRAVEL SOUTH	635.40
Group Tour	TRAVEL SOUTH	290.75
Group Tour	NATIONAL TOUR ASSOCIATION/FAITH TRAVEL ASSOC	19.80
Group Tour	SELECT TRAVEL	9.00
Group Tour	AMERICAN BUS ASSOCIATION	73.80
General Consumer Promotion	MANN TRAVELS	1,323.76
General Consumer Promotion	MANN TRAVELS	455.29
General Consumer Promotion	MANN TRAVELS	999.06
General Consumer Promotion	MANN TRAVELS	499.50
Video Production	STAGES VIDEO	140.94
Group Promo Items	BOLO PROMOS & APPAREL	1,735.02
Sports Marketing	OHIO VALLEY BASKETBALL CONFERENCE SPONSORSHIP	375.29
Inquiry Fulfillment	PITNEY BOWES	1.67
Group Sales Fulfillment	PITNEY BOWES	267.46
Inquiry Fulfillment	PITNEY BOWES	42.37

Inquiry Fulfillment	PITNEY BOWES	2,371.79
Inquiry Fulfillment	US POSTAL SERVICE	135.00
Inquiry Fulfillment	US POSTAL SERVICE	22.05
Group Tour	TRAVEL ALLIANCE PARTNERS, LLC	1,174.50
Public Relations	MEDIA VISIT	32.33
General Consumer Promotion	TRIP GIVEAWAYS	8.06
Research	DESTINATION MARKETING ASSOCIATION INTERNATIONAL	472.32
International Promo- China	CHINESE PROMOTION	23.23
Research	DESTINATION MARKETING ASSOCIATION INTERNATIONAL	967.75
Research	DESTINATION MARKETING ASSOCIATION INTERNATIONAL	100.11
Research	DESTINATION MARKETING ASSOCIATION INTERNATIONAL	100.11
International Promo- China	CHINESE PROMOTION	229.07
Inquiry Fulfillment	UPS	0.25
Inquiry Fulfillment	UPS	99.26
Group Sales Fulfillment	UPS	134.80
Inquiry Fulfillment	UPS	287.89
Bulk Fulfillment	UPS	2,430.03
Inquiry Fulfillment- International	UPS	98.41
Inquiry Fulfillment- International	UPS	138.38
International Promo	INTERNATIONAL TOURISM BOURSE	1,598.09
Group Tour	AMERICAN BUS ASSOCIATION	21.20
Group Tour	AMERICAN BUS ASSOCIATION	5.17
International Promo	INTERNATIONAL TOURISM BOURSE	74.69
Group Tour	AMERICAN BUS ASSOCIATION	313.40
Group Tour	AMERICAN BUS ASSOCIATION	4.25
Groups- Meetings	MAM FAM	13,500.00
Group Tour	AMERICAN BUS ASSOCIATION	4.91
Group Tour	AMERICAN BUS ASSOCIATION	9.23
Group Tour	AMERICAN BUS ASSOCIATION	8.37
Groups- Meetings	INDEPENDENT PLANNERS EDUCATIONAL CONFERENCE	650.88
Groups- Meetings	MAM FAM	262.34
SMERF Promotion	RELIGIOUS CONFERENCE MANAGEMENT ASSOCIATION	7.41
Group Tour	SITE VISIT	25.10
SMERF Promotion	RELIGIOUS CONFERENCE MANAGEMENT ASSOCIATION	20.24
SMERF Promotion	RELIGIOUS CONFERENCE MANAGEMENT ASSOCIATION	100.12
SMERF Promotion	RELIGIOUS CONFERENCE MANAGEMENT ASSOCIATION	14.10
SMERF Promotion	RELIGIOUS CONFERENCE MANAGEMENT ASSOCIATION	70.23
SMERF Promotion	RELIGIOUS CONFERENCE MANAGEMENT ASSOCIATION	39.52

SMERF Promotion	RELIGIOUS CONFERENCE MANAGEMENT ASSOCIATION	16.57
SMERF Promotion	RELIGIOUS CONFERENCE MANAGEMENT ASSOCIATION	807.00
International Promo	INTERNATIONAL TOURISM BOURSE	2,267.14
SMERF Promotion	RELIGIOUS CONFERENCE MANAGEMENT ASSOCIATION	8.83
SMERF Promotion	SITE VISIT	36.34
SMERF Promotion	RELIGIOUS CONFERENCE MANAGEMENT ASSOCIATION	32.40
SMERF Promotion	RELIGIOUS CONFERENCE MANAGEMENT ASSOCIATION	7.04
SMERF Promotion	ASSOCIATION EXECUTIVES OF NC	120.38
SMERF Promotion	RELIGIOUS CONFERENCE MANAGEMENT ASSOCIATION	13.15
Group Tour	NATIONAL TOUR ASSOCIATION/FAITH TRAVEL ASSOC	609.48
International Promo- China	CHINA SALES MISSION	219.99
International Promo- China	CHINA SALES MISSION	315.00
International Promo- China	CHINA SALES MISSION	59.54
International Promotion- CAN	TASTE OF BURLINGTON	37.75
International Promo- China	CHINA SALES MISSION	41.00
Sports Marketing	MID-AMERICAN BASKETBALL CONFERENCE SPONSORSHIP	407.88
Sports Marketing	CUBS CONVENTION PROMOTION	31.50
Sports Marketing	CUBS CONVENTION PROMOTION	6.26
Sports Marketing	PUBLIC RELATIONS PROMO	7.81
Sports Marketing	CUBS CONVENTION PROMOTION	5.66
Sports Marketing	CUBS CONVENTION PROMOTION	27.59
Sports Marketing	CUBS CONVENTION PROMOTION	22.50
Sports Marketing	CUBS CONVENTION PROMOTION	392.36
Sports Marketing	PUBLIC RELATIONS PROMO	199.44
Sports Marketing	CUBS CONVENTION PROMOTION	50.47
Sports Marketing	CUBS CONVENTION PROMOTION	7.52
Public Relations -Promo Items	PR PROMO ITEMS	52.16
Sports Marketing	CUBS CONVENTION PROMOTION	3,961.92
Sports Marketing	CUBS CONVENTION PROMOTION	4,361.37
Sports Marketing	CUBS CONVENTION PROMOTION	40.50
Sports Marketing	CUBS CONVENTION PROMOTION	11.80
Sports Marketing	PUBLIC RELATIONS PROMO	5.92
Sports Marketing	CUBS CONVENTION PROMOTION	21.65
Sports Marketing	CUBS CONVENTION PROMOTION	99.55
Sports Marketing	CUBS CONVENTION PROMOTION	52.62
Sports Marketing	CUBS CONVENTION PROMOTION	17.80
Group Tour	AMERICAN BUS ASSOCIATION	54.00
Group Tour	AMERICAN BUS ASSOCIATION	54.00
Group Tour	NATIONAL TOUR ASSOCIATION/FAITH TRAVEL ASSOC	53.54
Group Tour	FAM TOUR	8.78

Group Tour	AMERICAN BUS ASSOCIATION	2,531.48
Group Tour	AMERICAN BUS ASSOCIATION	1,566.99
Group Tour	AMERICAN BUS ASSOCIATION	879.04
Group Tour	AMERICAN BUS ASSOCIATION	45.00
Group Tour	AMERICAN BUS ASSOCIATION	27.50
Group Tour	AMERICAN BUS ASSOCIATION	281.64
Group Tour	AMERICAN BUS ASSOCIATION	2.01
Group Tour	AMERICAN BUS ASSOCIATION	114.83
Group Tour	AMERICAN BUS ASSOCIATION	80.19
Group Promo Items	GROUP SALES PROMO ITEMS	1,049.76
Group Tour	AMERICAN BUS ASSOCIATION	24.80
Group Tour	AMERICAN BUS ASSOCIATION	2.66
Group Tour	NATIONAL TOUR ASSOCIATION/FAITH TRAVEL ASSOC	5.93
Group Tour	AMERICAN BUS ASSOCIATION	10.04
Ad design	AD DESIGN	89.10
Research	EXPERIAN	4,261.51
Website- domains	GODADDY	1,324.60
Research	GOOGLE	984.00
Ad design	AD DESIGN	2.69
Internet	KEY-SYSTEMS	105.93
Website- domains	NETWORK SOLUTIONS	2,952.99
Internet	PATLIVE	331.40
Internet	RAFFLECOPTER.COM	53.99
Web hosting	TULSA CONNECT	744.30
Public Relations	NYC PRESS TRIP	10.52
Public Relations	NYC PRESS TRIP	216.09
Public Relations	NYC PRESS TRIP	46.46
Public Relations	NYC PRESS TRIP	72.14
Public Relations	NYC PRESS TRIP	1,512.22
Public Relations	NYC PRESS TRIP	30.39
Public Relations	NYC PRESS TRIP	2.97
Public Relations	MEDIA VISIT	65.85
Public Relations	NYC PRESS TRIP	31.27
Public Relations	NYC PRESS TRIP	20.69
Public Relations	NYC PRESS TRIP	216.09
Public Relations	NYC PRESS TRIP	23.64
Public Relations	NYC PRESS TRIP	6.30
Public Relations	NYC PRESS TRIP	12.88
Public Relations	NYC PRESS TRIP	17.59
Public Relations	NYC PRESS TRIP	73.23
Public Relations	NYC PRESS TRIP	464.93
Public Relations	NYC PRESS TRIP	12.38
Public Relations	NYC PRESS TRIP	10.69
Groups- Meetings	DESTINATIONS DC	558.18
Groups- Meetings	DIVERSITY MARKETPLACE	22.50
Groups- Meetings	DESTINATIONS DC	8.09

Groups- Meetings	DIVERSITY MARKETPLACE	8.09
Groups- Meetings	DIVERSITY MARKETPLACE	22.50
Groups- Meetings	DIVERSITY MARKETPLACE	6.46
Groups- Meetings	CONNECT MARKETPLACE	3,015.00
Groups- Meetings	COLLABORATE MARKETPLACE	3,015.00
Groups- Meetings	CONNECT MARKETPLACE	3,015.00
Groups- Meetings	DESTINATIONS DC	398.78
Groups- Meetings	DIVERSITY MARKETPLACE	32.69
Groups- Meetings	AKA MEETING SUPPORT	497.18
Groups- Meetings	DESTINATIONS DC	5,248.02
Groups- Meetings	DIVERSITY MARKETPLACE	841.66
Groups- Meetings	DIVERSITY MARKETPLACE	15.81
Groups- Meetings	DIVERSITY MARKETPLACE	36.29
Email Marketing	EXACT TARGET	8,857.95
Sports Marketing	OHIO VALLEY BASKETBALL CONFERENCE SPONSORSHIP	135.00
Sports Marketing	OHIO VALLEY BASKETBALL CONFERENCE SPONSORSHIP	900.00
Public Relations	NYC PRESS TRIP	58.64
General Consumer Promotion	MANN TRAVELS	2,921.96
Website	VISUAL DESTINATIONS LLC	6,759.38
Sports Marketing	KENTUCKY MOTOR SPEEDWAY PROMO	135,000.00
Print Ads	SOUTHERN LIVING MAGAZINE	11,250.00
Group Tour	TRAVEL SOUTH	1,255.50
Group Tour	TRAVEL SOUTH	914.99
Sports Tourism	MYRTLE BEACH MARATHON	5,659.20
Research	DESTINATION MARKETING ASSOCIATION INTERNATIONAL	370.48
Sports Marketing	MID-AMERICAN BASKETBALL CONFERENCE SPONSORSHIP	540.00
International Promotion- CAN	TRAVEL SOLUTIONS BY DESIGN CORP	9,000.00
International Promotion- CAN	TRAVEL SOLUTIONS BY DESIGN CORP	9,000.00
General Consumer Promotion	MANN TRAVELS	543.38
General Consumer Promotion	COM-CONNECT LLC	23,058.00
Group Promo Items	B.W. WILSON PAPER COMPANY, INC	68.06
Research	AMERICAN CHAMBER OF COMMERCE EXECUTIVES	1,125.00
Group Promo Items	MROZ MARKETING	675.00
Group Promo Items	GROUP SALES PROMO ITEMS	874.95
Group Promo Items	GROUP SALES PROMO ITEMS	450.00
General Consumer Promotion	MANN TRAVELS	3,188.09
Group Promo Items	GROUP SALES PROMO ITEMS	3,059.52
Group Promo Items	GROUP SALES PROMO ITEMS	584.12
Group Promo Items	GROUP SALES PROMO ITEMS	1,362.94
Public Relations	FAHLGREN MORTINE	655.50
Public Funding Sources	FAHLGREN MORTINE	15,249.00
Public Funding Sources	FAHLGREN MORTINE	15,249.00
Public Funding Sources	FAHLGREN MORTINE	32,321.67

Internet- Groups	GOOGLE INC.	13,278.91
Internet- Groups	GOOGLE INC.	3,183.35
Sports Marketing	MILLER DIRECT	10,427.40
International Promo	BRAND USA	8,280.00
Group Promo Items	GROUP SALES PROMO ITEMS	1,632.67
Public Relations	AGRITOURISM CONFERNCE	179.86
Sports Marketing	OHIO VALLEY BASKETBALL CONFERENCE SPONSORSHIP	54.00
Sports Tourism	MDA CONSULTING	1,976.71
Internet	VISIBILITY & CONVERSIONS, LLC	1,057,231.94
General Consumer Promotion	MANN TRAVELS	1,761.26
Public Relations	MEDIA VISIT	134.39
Public Relations	NYC PRESS TRIP	167.84
General Consumer Promotion	MANN TRAVELS	538.20
International Promotion- CAN	TRAVEL SOLUTIONS BY DESIGN CORP	694.70
International Promotion- CAN	TRAVEL SOLUTIONS BY DESIGN CORP	427.72
International Promotion- CAN	TRAVEL SOLUTIONS BY DESIGN CORP	428.61
International Promotion- CAN	TRAVEL SOLUTIONS BY DESIGN CORP	6,397.56
International Promotion- CAN	TRAVEL SOLUTIONS BY DESIGN CORP	7,819.17
International Promotion- CAN	TRAVEL SOLUTIONS BY DESIGN CORP	1,110.29
Print Ads	DIRECTORY ADVERTISING	274.50
Public Relations	BATTLE STRATEGIES LLC	1,012.50
Public Relations	KINGFISH COMMUNICATIONS	368.00
General Consumer Promotion	CAROLINA LIVING MAGAZINE	5,814.00
General Consumer Promotion	CAROLINA LIVING.COM	3,436.35
Print Ad- meetings	ARCADIA AGENCY	14,649.06
Internet- Groups	ARCADIA AGENCY	7,440.00
Groups- Meetings	NORTHSTAR TRAVEL MEDIA	10,800.00
Website	SIMPLEVIEW LLC	1,350.00
Groups- Meetings	AKA MEETING SUPPORT	34,200.00
Group Promo Items	GROUP SALES PROMO ITEMS	810.90
Group Promo Items	GROUP SALES PROMO ITEMS	2,621.68
Sports Tourism	MHD SERVICES	2,808.00
Public Relations	FAHLGREN MORTINE	3,312.00
Public Relations	FAHLGREN MORTINE	1,104.00
Public Relations	FAHLGREN MORTINE	30.11
Group Tour	AMERICAN BUS ASSOCIATION	818.10
Public Relations	KINGFISH COMMUNICATIONS	92.00
Research	DESTINATION MARKETING ASSOCIATION INTERNATIONAL	6,642.00
Sports Marketing	MILLER DIRECT	49,500.00
Inquiry Fulfillment	ENVOY NETWORK INC	1,483.40
General Consumer Promotion	MANN TRAVELS	645.77
General Consumer Promotion	MANN TRAVELS	1,203.62
General Consumer Promotion	MANN TRAVELS	417.91
General Consumer Promotion	MANN TRAVELS	1,813.21
General Consumer Promotion	MANN TRAVELS	499.50
General Consumer Promotion	MANN TRAVELS	590.24

General Consumer Promotion	MANN TRAVELS	614.70
General Consumer Promotion	MANN TRAVELS	2,597.22
General Consumer Promotion	MANN TRAVELS	569.30
Sports Tourism	MDA CONSULTING	8,343.00
Groups- Meetings	STRATEGIC DATABASE RESEARCH INC	4,050.00
Group Tour	TRAVEL SOUTH	58.05
Groups- Meetings	MAM FAM	259.91
Groups- Meetings	MAM FAM	1,565.42
Research	DESTINATION & TRAVEL FOUNDATION	22,500.00
Inquiry Fulfillment	QUAD/GRAPHICS INC	4,511.90
Inquiry Fulfillment	QUAD/GRAPHICS INC	977.88
Public Relations -Promo Items	PR PROMO ITEMS	235.52
Sports Marketing	FRISCO ROUGHRIDERS LP	88,834.50
Sports Marketing	MID-AMERICAN BASKETBALL CONFERENCE SPONSORSHIP	353.52
General Consumer Promotion	MANN TRAVELS	505.66
International Promo- China	SYNTRANS CHINESE COMMUNICATION CONSULTING	4,254.12
General Consumer Promotion	WELCOME CENTER MAPS	431.42
General Consumer Promotion	TRIP GIVEAWAYS	2,250.00
Inquiry Fulfillment	PITNEY BOWES	4.13
Inquiry Fulfillment	PITNEY BOWES	9.85
Inquiry Fulfillment	PITNEY BOWES	0.43
Group Sales Fulfillment	PITNEY BOWES	108.64
Inquiry Fulfillment	PITNEY BOWES	53.04
Inquiry Fulfillment	US POSTAL SERVICE	2,265.80
Public Relations	MEDIA VISIT	349.47
Inquiry Fulfillment	UPS	39.77
Inquiry Fulfillment	UPS	247.60
Group Sales Fulfillment	UPS	477.38
Bulk Fulfillment	UPS	1,589.13
Inquiry Fulfillment- International	UPS	119.57
Inquiry Fulfillment- International	UPS	193.16
Groups- Meetings	SITE VISIT	2,065.41
International Promo- China	CHINA SALES MISSION	1,170.00
Sports Marketing	OHIO VALLEY BASKETBALL CONFERENCE SPONSORSHIP	48.51
Sports Marketing	MID-AMERICAN BASKETBALL CONFERENCE SPONSORSHIP	547.38
Sports Marketing	OHIO VALLEY BASKETBALL CONFERENCE SPONSORSHIP	407.70
Sports Marketing	MID-AMERICAN BASKETBALL CONFERENCE SPONSORSHIP	51.25
Sports Marketing	OHIO VALLEY BASKETBALL CONFERENCE SPONSORSHIP	44.36
Sports Marketing	OHIO VALLEY BASKETBALL CONFERENCE SPONSORSHIP	5.25
Sports Marketing	MID-AMERICAN BASKETBALL CONFERENCE SPONSORSHIP	590.90

Sports Marketing	OHIO VALLEY BASKETBALL CONFERENCE SPONSORSHIP	642.96
Sports Marketing	OHIO VALLEY BASKETBALL CONFERENCE SPONSORSHIP	4.05
Sports Marketing	MID-AMERICAN BASKETBALL CONFERENCE SPONSORSHIP	194.79
Sports Marketing	OHIO VALLEY BASKETBALL CONFERENCE SPONSORSHIP	5.83
Sports Marketing	OHIO VALLEY BASKETBALL CONFERENCE SPONSORSHIP	44.96
Sports Marketing	MID-AMERICAN BASKETBALL CONFERENCE SPONSORSHIP	425.30
Sports Marketing	OHIO VALLEY BASKETBALL CONFERENCE SPONSORSHIP	1,177.05
Sports Marketing	OHIO VALLEY BASKETBALL CONFERENCE SPONSORSHIP	144.77
Sports Marketing	PR PROMO ITEMS	7.45
Sports Marketing	CUBS CONVENTION PROMOTION	166.50
Sports Marketing	SPORTS PROMO ITEMS	450.00
Sports Marketing	OHIO VALLEY BASKETBALL CONFERENCE SPONSORSHIP	16.25
Group Tour	SELECT TRAVEL	22.50
Group Tour	SELECT TRAVEL	22.50
Group Tour	DENURE SITE VISIT	23.81
Group Tour	SELECT TRAVEL	135.76
Group Tour	SELECT TRAVEL	14.49
Group Tour	SELECT TRAVEL	8.65
Group Tour	SELECT TRAVEL	8.67
Group Tour	TRAVEL SOUTH	62.01
Group Tour	SELECT TRAVEL	713.06
Group Tour	TRAVEL SOUTH	364.12
Group Tour	NATIONAL TOUR ASSOCIATION/FAITH TRAVEL ASSOC	764.87
Group Tour	SELECT TRAVEL	13.42
Group Tour	SELECT TRAVEL	5.73
Groups- Meetings	MEETINGS AND CONVENTIONS	2,637.00
Group Tour	NATIONAL TOUR ASSOCIATION/FAITH TRAVEL ASSOC	38.38
Group Tour	STUDENT YOUTH TRAVEL ASSOCIATION	895.50
Group Tour	SELECT TRAVEL	69.84
Group Tour	AMERICAN BUS ASSOCIATION	1,920.29
Group Tour	TRAVEL SOUTH	900.00
Group Tour	TRAVEL SOUTH	73.17
Website- domains	GODADDY.	24.61
Ad design	AD DESIGN	2.69
Research	QUALTRICS	6,402.13
Internet	RAFFLECOPTER.COM	53.99
Web hosting	TULSA CONNECT	744.30
Public Relations	NYC PRESS TRIP	8.10
Public Relations	MEDIA VISIT	74.47

Public Relations	MEDIA VISIT	51.23
Public Relations	CHICAGO PRESS TRIP	12.88
Public Relations	CHICAGO PRESS TRIP	11.96
Public Relations	CHICAGO PRESS TRIP	28.70
Public Relations	CHICAGO PRESS TRIP	75.35
Public Relations	CHICAGO PRESS TRIP	16.10
Public Relations	CHICAGO PRESS TRIP	96.60
Public Relations	CHICAGO PRESS TRIP	543.35
Public Relations	NYC PRESS TRIP	48.02
Public Relations	NYC PRESS TRIP	48.15
Public Relations	CHICAGO PRESS TRIP	14.72
Public Relations	CHICAGO PRESS TRIP	197.80
Public Relations	CHICAGO PRESS TRIP	2.97
Public Relations	CULINARY TOURISM PROMO	22.71
Public Relations	NYC PRESS TRIP	72.98
Public Relations	CHICAGO PRESS TRIP	75.05
Public Relations	NYC PRESS TRIP	75.98
Public Relations	CHICAGO PRESS TRIP	46.90
Public Relations	CHICAGO PRESS TRIP	14.96
Public Relations	NYC PRESS TRIP	32.02
Public Relations	NYC PRESS TRIP	19.46
Public Relations	NYC PRESS TRIP	15.31
Public Relations	NYC PRESS TRIP	20.06
Public Relations	CHICAGO PRESS TRIP	711.20
Public Relations	MEDIA VISIT	96.21
Public Relations	CHICAGO PRESS TRIP	59.80
Public Relations	CHICAGO PRESS TRIP	25.76
Public Relations	NYC PRESS TRIP	41.40
Public Relations	CHICAGO PRESS TRIP	29.37
Public Relations	CHICAGO PRESS TRIP	536.31
Public Relations	CHICAGO PRESS TRIP	21.02
Public Relations	CHICAGO PRESS TRIP	101.28
Public Relations	NYC PRESS TRIP	233.76
Public Relations	CHICAGO PRESS TRIP	55.15
Public Relations	CHICAGO PRESS TRIP	5.34
Public Relations	CHICAGO PRESS TRIP	54.28
Public Relations	CHICAGO PRESS TRIP	13.80
Public Relations	CHICAGO PRESS TRIP	15.87
International Promo	INTERNATIONAL TOURISM BOURSE	520.38
International Promo	INTERNATIONAL TOURISM BOURSE	11.44
Groups- Meetings	DESTINATIONS DC	22.50
Groups- Meetings	DESTINATIONS DC	22.50
Groups- Meetings	DESTINATIONS DC	11.44
Group Tour	AMERICAN SOCIETY OF ASSOCIATION EXECUTIVES	1,845.00
Groups- Meetings	DESTINATIONS DC	47.81
Groups- Meetings	DESTINATIONS DC	1,136.03

Groups- Meetings	DESTINATIONS DC	2.98
Groups- Meetings	DESTINATIONS DC	8.36
Groups- Meetings	AKA MEETING SUPPORT	541.89
Groups- Meetings	AKA MEETING SUPPORT	1,080.00
Groups- Meetings	DESTINATIONS DC	587.63
Groups- Meetings	DESTINATIONS DC	5.65
International Promo	INTERNATIONAL TOURISM BOURSE	4,066.20
Video Production	VIDEO PRODUCTION	253.38
Video Production	VOICES.COM	630.00
Online	GOOGLE,GO DADDY	9,159.73
TV	TL GOLF SERVICES	5,310.00
TV	BRANDON AGENCY-PHILLY	5,356.53
TV	BRANDON AGENCY-NEW YORK	12,718.13
TV	BRANDON AGENCY-COLUMBUS	3,442.50
TV	BRANDON AGENCY-CLEVELAND	3,415.73
TV	BRANDON AGENCY-CINCINNATI	1,736.55
TV	BRANDON AGENCY-CHICAGO	4,995.45
TV	BRANDON AGENCY-BALTIMORE	2,650.73
Public Relations	MEDIA VISITS	5,377.76
Interactive	BRANDON AGENCY	11,295.00
Interactive	BRANDON AGENCY	4,500.00
Email marketing	BRANDON AGENCY	15,106.01
Email marketing	BRANDON AGENCY	103,550.00
Interactive	BRANDON AGENCY	84,113.37
Interactive	BRANDON AGENCY	2,299.48
Social Media	BRANDON AGENCY	1,957.46
Magazine Print & Online Elements	BRANDON AGENCY- GOLF DIGEST	27,294.44
Magazine Print & Online Elements	BRANDON AGENCY- GOLF MAGAZINE	21,600.00
Newspaper/Radio-Toronto	BRANDON AGENCY- TORONTO STAR	16,075.00
Radio	BRANDON AGENCY- TORONTO	14,274.90
Radio	BRANDON AGENCY- COLUMBUS	6,502.50
Radio	BRANDON AGENCY- CINCI	7,650.00
Radio	BRANDON AGENCY- BALTIMORE	25,818.75
Print/Online Elements	WORLD AM	28,800.00
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		4,915,379.00
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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.