

Myrtle Beach Area Chamber of Commerce- Q1 2018 TDF 1% Report

Marketing Investment	Description	Allocation
Website	SIMPLEVIEW LLC	\$23,850.00
Internet Promotion	ADOBE SYSTEMS INC	\$2,026.26
Research	RIGHT ANALYTICS LLC	\$10,135.20
Website	VISUAL DESTINATIONS LLC	\$8,010.00
Internet Adv- Search	VISIBILITY & CONVERSIONS, LLC	\$335,776.50
Internet Adv- display	VISIBILITY & CONVERSIONS, LLC	\$314,679.45
Internet Adv- Video	VISIBILITY & CONVERSIONS, LLC	\$84,936.90
Internet Adv- Email	VISIBILITY & CONVERSIONS, LLC	\$25,393.65
Internet Adv- Social media	VISIBILITY & CONVERSIONS, LLC	\$132,013.50
Internet Adv- other	VISIBILITY & CONVERSIONS, LLC	\$3,874.99
Internet Adv - Groups	SPORTS EVENTS MAGAZINE	\$2,740.28
Internet Adv - Groups	SPORTS EVENTS MAGAZINE	\$427.05
Internet Adv - Groups	SPORTS EVENTS MAGAZINE	\$427.05
Internet Adv - Groups	SPORTS EVENTS MAGAZINE	\$778.05
International Promotion- Canada	TRAVEL SOLUTIONS BY DESIGN CORP	\$260.61
Group Tour	GROUP TRAVEL LEADER	\$40,770.00
Group Tour	AMERICAN BUS ASSOCIATION	\$1,125.00
Group Tour	AMERICAN BUS ASSOCIATION	\$1,125.00
SMERF Promotion	MHD SERVICES	\$3,135.00
International Promotion- Canada	TRAVEL SOLUTIONS BY DESIGN CORP	\$9,032.45
Group Tour	ROBIN HOOD TOURS	\$450.00
Television Advertising	CORINTHIAN MEDIA, INC.	\$627.75
Destination Publicity- Int'l	TRAVMEDIA USA LLC	\$1,794.00
Group Advertising	SPORTS EVENTS MAGAZINE	\$2,245.66
Outdoor Advertising- Canada	OUTDOOR ADVERTISING	\$1,350.00
Group Advertising	GROUP TRAVEL LEADER	\$2,700.00
Group Advertising	GROUP TRAVEL LEADER	\$202.50
International Promo- china	SYNTRANS	\$3,655.80
General Consumer Promotion	MANN TRAVELS	\$481.27
General Consumer Promotion	MANN TRAVELS	\$593.46
Group - Meetings	KNOWLAND GROUP LLC	\$708.75
General Consumer Promotion	MANN TRAVELS	\$495.92
General Consumer Promotion	MANN TRAVELS	\$798.91
Group Tour	AMERICAN BUS ASSOCIATION	\$245.25
Group Tour	AMERICAN BUS ASSOCIATION	\$855.00
Group Tour	AMERICAN BUS ASSOCIATION	\$585.00
Group Tour	AMERICAN BUS ASSOCIATION	\$585.00
General Consumer Promotion	MANN TRAVELS	\$594.13
General Consumer Promotion	MANN TRAVELS	\$601.20
General Consumer Promotion	MANN TRAVELS	\$530.32
General Consumer Promotion	MANN TRAVELS	\$585.72
General Consumer Promotion	MANN TRAVELS	\$460.49
General Consumer Promotion	MANN TRAVELS	\$468.00
General Consumer Promotion	MANN TRAVELS	\$558.00
General Consumer Promotion	MANN TRAVELS	\$566.60
General Consumer Promotion	MANN TRAVELS	\$449.16

General Consumer Promotion	MANN TRAVELS	\$1,397.79
General Consumer Promotion	MANN TRAVELS	\$492.61
General Consumer Promotion	MANN TRAVELS	\$432.36
General Consumer Promotion	MANN TRAVELS	\$542.99
Inquiry Fulfillment	TIMES PRINTING CO. INC.	\$13,345.17
Internet Advertising	FLIP TO, LLC	\$8,048.22
Group Tour	AMERICAN BUS ASSOCIATION	\$270.00
Print Advertising	DIRECTORY ADVERTISING	\$274.50
General Consumer Promotion	MANN TRAVELS	\$1,325.39
General Consumer Promotion	MANN TRAVELS	\$493.20
Group - Meetings	HOLIDAY SHOWCASE	\$30.02
Group - Meetings	HOLIDAY SHOWCASE	\$52.20
Group - Meetings	CHICAGO SALES MISSION	\$110.22
Group - Meetings	SITE VISIT	\$249.90
Research	U.S. TRAVEL ASSOCIATION	\$38,109.50
Group - Meetings	MEETING PROFESSIONALS INTERNATIONAL	\$36.00
Inquiry Fulfillment	TIMES PRINTING CO. INC.	\$359.10
Inquiry Fulfillment	TIMES PRINTING CO. INC.	\$346.26
Inquiry Fulfillment	TIMES PRINTING CO. INC.	\$41,062.87
Inquiry Fulfillment	TIMES PRINTING CO. INC.	\$527.09
Inquiry Fulfillment	TIMES PRINTING CO. INC.	\$57,513.02
Inquiry Fulfillment	TIMES PRINTING CO. INC.	\$532.70
Inquiry Fulfillment	TIMES PRINTING CO. INC.	\$187,653.49
Group - Meetings	SITE VISIT	\$405.90
Research	SOUTHEAST TOURISM SOCIETY	\$729.00
General Consumer Promotion	MANN TRAVELS	\$482.27
General Consumer Promotion	MANN TRAVELS	\$468.00
Video Production - Social	BATTLE STRATEGIES LLC	\$1,113.75
Internet Advertising	FLIP TO, LLC	\$111,600.00
Group Advertising	NORTHSTAR TRAVEL MEDIA	\$1,170.00
General Consumer Promotion	MANN TRAVELS	\$560.70
General Consumer Promotion	MANN TRAVELS	\$468.00
General Consumer Promotion	MANN TRAVELS	\$599.51
General Consumer Promotion	MANN TRAVELS	\$958.59
Television Advertising	CORINTHIAN MEDIA, INC.	\$209.25
Research	SWEETSPOT INTELLIGENCE INC	\$211.56
Website	SIMPLEVIEW LLC	\$8,637.30
Website	SIMPLEVIEW LLC	\$1,350.00
Television Advertising	CORINTHIAN MEDIA, INC.	\$2,836.50
Research	VERINT AMERICAS INC	\$8,015.25
Research	RIGHT ANALYTICS LLC	\$10,135.20
Website	VISUAL DESTINATIONS LLC	\$8,010.00
Mobile Visitor Center	COM-CONNECT LLC	\$4,050.00
General Consumer Promotion	COM-CONNECT LLC	\$23,751.00
Group - Meetings	RELIGIOUS CONFERENCE MANAGEMENT ASSOCIATION	\$3,595.50
Group - Meetings	RELIGIOUS CONFERENCE MANAGEMENT ASSOCIATION	\$1,575.00
Group - Meetings	RELIGIOUS CONFERENCE MANAGEMENT ASSOCIATION	\$426.69

Group - Meetings	RELIGIOUS CONFERENCE MANAGEMENT ASSOCIATION	\$338.45
Group - Meetings	RELIGIOUS CONFERENCE MANAGEMENT ASSOCIATION	\$360.00
Group - Meetings	RELIGIOUS CONFERENCE MANAGEMENT ASSOCIATION	\$52.21
Group - Meetings	RELIGIOUS CONFERENCE MANAGEMENT ASSOCIATION	\$165.64
Group Tour	AMERICAN BUS ASSOCIATION	\$2,853.00
Group Tour	AMERICAN BUS ASSOCIATION	\$4,950.00
Group Tour	AMERICAN BUS ASSOCIATION	\$3,801.38
Group Tour	AMERICAN BUS ASSOCIATION	\$2,146.50
Group Tour	AMERICAN BUS ASSOCIATION	\$23,836.50
Group Tour	AMERICAN BUS ASSOCIATION	\$27.60
Group Tour	AMERICAN BUS ASSOCIATION	\$5,967.90
Group Tour	AMERICAN BUS ASSOCIATION	\$3,523.50
Group Tour	AMERICAN BUS ASSOCIATION	\$517.95
Group Tour	AMERICAN BUS ASSOCIATION	\$267.46
Group Tour	AMERICAN BUS ASSOCIATION	\$451.85
Group Tour	AMERICAN BUS ASSOCIATION	\$29.04
Group Tour	AMERICAN BUS ASSOCIATION	\$16.23
Group Tour	AMERICAN BUS ASSOCIATION	\$89.37
Group Tour	AMERICAN BUS ASSOCIATION	\$21.58
Group Tour	AMERICAN BUS ASSOCIATION	\$153.72
Group Tour	AMERICAN BUS ASSOCIATION	\$412.02
Group Tour	AMERICAN BUS ASSOCIATION	\$2,146.50
Group Tour	AMERICAN BUS ASSOCIATION	\$29.42
Group Tour	AMERICAN BUS ASSOCIATION	\$141.25
Group Tour	AMERICAN BUS ASSOCIATION	\$163.32
Group Tour	AMERICAN BUS ASSOCIATION	\$3,801.38
Group Tour	AMERICAN BUS ASSOCIATION	\$6.12
Email Marketing	SALESFORCE.COM	\$11,118.00
Group - Meetings	HELMSBRISCOE PERFORMANCE GROUP	\$675.00
Research	DESTINATIONS INTERNATIONAL	\$701.23
Research	SWEETSPOT INTELLIGENCE	\$1,127.50
Inquiry Fulfillment	PITNEY BOWES	\$98.32
Inquiry Fulfillment	PITNEY BOWES	\$755.68
Inquiry Fulfillment	US POSTAL SERVICE	\$1,414.66
General Consumer Promotion	TRIP GIVEAWAY	\$6,750.00
Inquiry Fulfillment- Canada	CTM MEDIA GROUP	\$6,750.00
Event Promotion	PALMETTO PARTNERS SCIENCE/TECH	\$18,000.00
Inquiry Fulfillment	AAA GREAT VACATIONS TRVL EXPO	\$604.13
Group Advertising	NATIONAL ASSOCIATION OF SPORTS COMMISSIONS	\$2,250.00
Group - Meetings	SPINNAKER DME	\$1,980.00
General Consumer Promotion	COM-CONNECT LLC	\$23,751.00
General Consumer Promotion	CUBS CONVENTION PROMOTION	\$248.94
General Consumer Promotion	CUBS CONVENTION PROMOTION	\$204.43
Group Tour	COASTAL NETWORK COOPERATIVE	\$2,430.00
Group Advertising	CVENT	\$4,001.64

Group Advertising	CVENT	\$1,035.00
Group Advertising	CVENT	\$11,102.02
Group Advertising	CVENT	\$1,369.90
Group Tour	AMERICAN BUS ASSOCIATION	\$8,955.00
Group - Meetings	HELMSBRISCOE PERFORMANCE GROUP	\$3,750.00
General Consumer Promotion	MANN TRAVELS	\$713.07
General Consumer Promotion	MANN TRAVELS	\$703.87
Research	SWEETSPOT INTELLIGENCE INC	\$1,640.00
Group Advertising	GOOGLE INC.	\$11,355.86
Internet Promotion	ADOBE SYSTEMS INC	\$2,026.26
Group Advertising	GOOGLE INC.	\$4,020.75
Group Tour	AMERICAN BUS ASSOCIATION	\$1,390.50
Group Tour	AMERICAN BUS ASSOCIATION	\$1,080.00
Group Tour	AMERICAN BUS ASSOCIATION	\$2,470.50
Group Tour	AMERICAN BUS ASSOCIATION	\$2,470.50
Group Tour	AMERICAN BUS ASSOCIATION	\$2,290.50
Group Tour	AMERICAN BUS ASSOCIATION	\$2,110.50
Group Tour	AMERICAN BUS ASSOCIATION	\$2,328.86
SMERF Promotion	RELIGIOUS CONFERENCE MANAGEMENT ASSOCIATION	\$1,805.27
Group Tour	AMERICAN BUS ASSOCIATION	\$103.50
SMERF Promotion	MHD SERVICES	\$3,135.00
Group - Meetings	STRATEGIC DATABASE RESEARCH INC	\$4,050.00
Group - Meetings	PROFORMA EXECUTIVE BUSINESS SERVICES	\$8,516.18
Group Promotional Items	PROFORMA EXECUTIVE BUSINESS SERVICES	\$299.24
General Consumer Promotion	ULTIMATE GYMNASTICS ACADEMY	\$7,650.00
Destination Publicity- Canada	TRAVEL SOLUTIONS BY DESIGN CORP	\$248.60
International Promotion- Canada	TRAVEL SOLUTIONS BY DESIGN CORP	\$575.91
International Promotion- Canada	TRAVEL SOLUTIONS BY DESIGN CORP	\$352.38
International Promotion- Canada	TRAVEL SOLUTIONS BY DESIGN CORP	\$248.60
International Promotion- Canada	TRAVEL SOLUTIONS BY DESIGN CORP	\$2,859.94
International Promotion- Canada	TRAVEL SOLUTIONS BY DESIGN CORP	\$297.83
International Promotion- Canada	TRAVEL SOLUTIONS BY DESIGN CORP	\$351.26
International Promotion- Canada	TRAVEL SOLUTIONS BY DESIGN CORP	\$1,707.01
International Promotion- Canada	TRAVEL SOLUTIONS BY DESIGN CORP	\$586.66
International Promotion- Canada	TRAVEL SOLUTIONS BY DESIGN CORP	\$2,485.94
Group Tour	AMERICAN BUS ASSOCIATION	\$1,390.50
Group Tour	COASTAL NETWORK COOPERATIVE	\$360.00

International Promotion- Canada	TRAVEL SOLUTIONS BY DESIGN CORP	\$439.82
International Promotion- Canada	TRAVEL SOLUTIONS BY DESIGN CORP	\$400.50
Group - Meetings	ENVOY NETWORK INC	\$1,038.71
Group Tour	AMERICAN BUS ASSOCIATION	\$4,791.20
Group Tour	AMERICAN BUS ASSOCIATION	\$6,781.50
Group Tour	AMERICAN BUS ASSOCIATION	\$2,155.50
General Consumer Promotion	MANN TRAVELS	\$549.95
General Consumer Promotion	MANN TRAVELS	\$559.44
General Consumer Promotion	MANN TRAVELS	\$610.96
Print Advertising	MADDEN MEDIA	\$15,625.13
Internet Advertising	MADDEN MEDIA	\$675.00
Research	UBERMEDIA	\$4,920.00
Group Advertising	SPORTS EVENTS MAGAZINE	\$517.50
Group Tour	AMERICAN BUS ASSOCIATION	\$2,155.50
International Promotion- Canada	TRAVEL SOLUTIONS BY DESIGN CORP	\$9,032.28
Internet Adv- Search	VISIBILITY & CONVERSIONS, LLC	\$226,417.81
Internet Adv- display	VISIBILITY & CONVERSIONS, LLC	\$212,702.39
Internet Adv- Video	VISIBILITY & CONVERSIONS, LLC	\$76,137.29
Internet Adv- Email	VISIBILITY & CONVERSIONS, LLC	\$22,990.45
Internet Adv- Social media	VISIBILITY & CONVERSIONS, LLC	\$174,071.70
Internet Adv- other	VISIBILITY & CONVERSIONS, LLC	\$2,890.58
Air Service Advertising	VISIBILITY & CONVERSIONS, LLC	\$157,500.00
Sports Tourism	PARIS SPORTS MANAGEMENT	\$13,035.21
General Consumer Promotion	MANN TRAVELS	\$847.44
General Consumer Promotion	MANN TRAVELS	\$1,230.57
General Consumer Promotion	MANN TRAVELS	\$556.88
General Consumer Promotion	MANN TRAVELS	\$606.11
Sports Marketing	SUN BELT CONFERENCE INC	\$31,500.00
General Consumer Promotion	MANN TRAVELS	\$453.69
Research	CORINTHIAN MEDIA, INC.	\$52,609.47
Sports Marketing	STATE COLLEGE SPIKES	\$93,073.50
Group - Meetings	SDR SPRING FAM	\$3,885.89
General Consumer Promotion	MANN TRAVELS	\$449.74
Group Tour	AMERICAN BUS ASSOCIATION	\$2,651.68
International Promotion	MIPIM	\$4,500.00
Group Tour	AMERICAN BUS ASSOCIATION	\$942.48
Website	SIMPLEVIEW LLC	\$1,350.00
Group Advertising	SPORTS EVENTS MAGAZINE	\$2,363.85
Sports Marketing	MILLER DIRECT	\$117,000.00
Television Advertising	CORINTHIAN MEDIA, INC.	\$418.50
Print Advertising	DIRECTORY ADVERTISING	\$274.50
General Consumer Promotion	MANN TRAVELS	\$983.70
Inquiry Fulfillment	TIMES PRINTING CO. INC.	\$10,371.96
General Consumer Promotion	MANN TRAVELS	\$1,186.29
General Consumer Promotion	TRIP GIVEAWAY	\$8.06
Ad Design	DROPBOX	\$89.10
Group Advertising	FACEBOOK	\$810.00
Website Domains	GODADDY.COM	\$191.71
Inquiry Fulfillment	PITNEY BOWES	\$313.72

Inquiry Fulfillment	PITNEY BOWES	\$11.44
Inquiry Fulfillment	US POSTAL SERVICE	\$1,613.56
Sports Marketing	CUBS CONVENTION PROMOTION	\$20.66
Sports Marketing	CUBS CONVENTION PROMOTION	\$36.00
Sports Marketing	CUBS CONVENTION PROMOTION	\$7.43
Sports Marketing	CUBS CONVENTION PROMOTION	\$14.55
Sports Marketing	CUBS CONVENTION PROMOTION	\$11.44
Sports Marketing	CUBS CONVENTION PROMOTION	\$24.30
Sports Marketing	CUBS CONVENTION PROMOTION	\$32.47
Sports Marketing	CUBS CONVENTION PROMOTION	\$22.33
Sports Marketing	CUBS CONVENTION PROMOTION	\$64.80
Sports Marketing	CUBS CONVENTION PROMOTION	\$10.70
Sports Marketing	CUBS CONVENTION PROMOTION	\$51.84
Sports Marketing	CUBS CONVENTION PROMOTION	\$18.21
Sports Marketing	CUBS CONVENTION PROMOTION	\$27.40
Sports Marketing	CUBS CONVENTION PROMOTION	\$19.15
Destination Publicity	MEDIA HOSTING	\$95.61
Inquiry Fulfillment	UPS	\$31.13
Inquiry Fulfillment	UPS	\$39.72
Inquiry Fulfillment	UPS	\$34.29
Inquiry Fulfillment	UPS	\$2.25
Inquiry Fulfillment	UPS	\$139.18
Inquiry Fulfillment	UPS	\$1,041.23
Inquiry Fulfillment	UPS	\$13.73
Inquiry Fulfillment	UPS	\$18.36
Inquiry Fulfillment	UPS	\$43.62
Inquiry Fulfillment	UPS	\$899.20
Inquiry Fulfillment	UPS	\$16.98
Inquiry Fulfillment	UPS	\$66.82
Inquiry Fulfillment	UPS	\$389.06
Inquiry Fulfillment	UPS	\$9.05
Inquiry Fulfillment	UPS	\$110.01
Inquiry Fulfillment- Canada	UPS	\$61.45
Inquiry Fulfillment	UPS	\$107.33
Inquiry Fulfillment	US POSTAL SERVICE	\$1.83
Inquiry Fulfillment	US POSTAL SERVICE	\$5.54
Inquiry Fulfillment- International	SHIPNEX.COM	\$334.42
International Promotion	NORTH AMERICAN JOURNEYS	\$1,755.00
	SUMMIT ORLANDO	
International Promotion	NORTH AMERICAN JOURNEYS	\$1,255.50
	SUMMIT WEST	
Group Tour	AMERICAN BUS ASSOCIATION	\$20.57
Group Tour	AMERICAN BUS ASSOCIATION	\$84.48
Group Tour	AMERICAN BUS ASSOCIATION	\$6.05
Group Tour	AMERICAN BUS ASSOCIATION	\$6.05
Group Tour	AMERICAN BUS ASSOCIATION	\$5.58
Group Tour	AMERICAN BUS ASSOCIATION	\$825.71
Group - Meetings	DESTINATION SHOWCASE	\$40.20
	WASHINGTON DC	
Group - Meetings	DESTINATION SHOWCASE	\$391.51
	WASHINGTON DC	
Group - Meetings	CONNECT DIVERSITY SHOW	\$3,105.00

Group - Meetings	CONNECT DIVERSITY SHOW	\$713.70
Group - Meetings	DESTINATION SHOWCASE WASHINGTON DC	\$4,675.50
Group - Meetings	DESTINATION SHOWCASE WASHINGTON DC	\$358.32
Group - Meetings	DESTINATION SHOWCASE WASHINGTON DC	\$26.98
Group Tour	AMERICAN BUS ASSOCIATION	\$19,800.00
Group Tour	AMERICAN BUS ASSOCIATION	\$270.00
Group Tour	AMERICAN BUS ASSOCIATION	\$162.79
Group Tour	ONTARIO MOTOR COACH ASSOCIATION	\$0.78
Group Tour	AMERICAN BUS ASSOCIATION	\$12,526.20
Group Tour	AMERICAN BUS ASSOCIATION	\$1.56
Group Tour	AMERICAN BUS ASSOCIATION	\$253.11
Group Tour	AMERICAN BUS ASSOCIATION	\$569.54
Group Tour	AMERICAN BUS ASSOCIATION	\$295.94
Group Tour	AMERICAN BUS ASSOCIATION	\$510.55
Group Tour	AMERICAN BUS ASSOCIATION	\$275.61
Group Tour	AMERICAN BUS ASSOCIATION	\$11.70
Group Tour	AMERICAN BUS ASSOCIATION	\$390.60
Group - Meetings	MEETING PROFESSIONALS INTERNATIONAL	\$51.15
Group Tour	AMERICAN BUS ASSOCIATION	\$4.64
Group Tour	AMERICAN BUS ASSOCIATION	\$62.70
Group Tour	ONTARIO MOTOR COACH ASSOCIATION	\$78.22
Group Tour	PFG PROFORMA	\$1,175.15
Group Tour	AMERICAN BUS ASSOCIATION	\$45.87
Group Tour	AMERICAN BUS ASSOCIATION	\$69.21
Group Tour	AMERICAN BUS ASSOCIATION	\$22.50
Group Tour	AMERICAN BUS ASSOCIATION	\$6.75
Sports Marketing	OHIO VALLEY CONFERENCE BASKETBALL PROMOTION	\$31.20
Destination Publicity	MEDIA HOSTING	\$154.17
Destination Publicity	MEDIA HOSTING	\$116.78
Destination Publicity	MEDIA HOSTING	\$27.61
Group - Meetings	SITE VISIT	\$118.94
Destination Publicity	MEDIA HOSTING	\$10.58
Destination Publicity	MEDIA HOSTING	\$131.43
Research	THE COUNCIL FOR COMMUNITY AND ECONOMIC RESEARCH	\$549.40
Ad Design	APPLE ITUNES	\$2.69
Video Production	VOICES.COM	\$7.56
Internet Promotion	CYREN	\$45.00
Research	GOOGLE SURVEYS	\$984.00
Internet Promotion	PATLIVE	\$386.33
Internet Promotion	TULSACONNECT	\$748.80
Video Production	VOICES.COM	\$1,512.00
Website Domains	NETWORK SOLUTIONS	\$287.92
Website Domains	NETWORK SOLUTIONS	\$26.98

Group - Meetings	RELIGIOUS CONFERENCE MANAGEMENT ASSOCIATION	\$15.70
Group - Meetings	RELIGIOUS CONFERENCE MANAGEMENT ASSOCIATION	\$59.56
Group - Meetings	RELIGIOUS CONFERENCE MANAGEMENT ASSOCIATION	\$17.10
Group - Meetings	RELIGIOUS CONFERENCE MANAGEMENT ASSOCIATION	\$17.09
Group - Meetings	RELIGIOUS CONFERENCE MANAGEMENT ASSOCIATION	\$138.60
Group - Meetings	RELIGIOUS CONFERENCE MANAGEMENT ASSOCIATION	\$720.00
Group - Meetings	RELIGIOUS CONFERENCE MANAGEMENT ASSOCIATION	\$11.93
Group - Meetings	RELIGIOUS CONFERENCE MANAGEMENT ASSOCIATION	\$6.67
Group - Meetings	RELIGIOUS CONFERENCE MANAGEMENT ASSOCIATION	\$209.79
Group - Meetings	RELIGIOUS CONFERENCE MANAGEMENT ASSOCIATION	\$98.91
Group - Meetings	GROUP PROMOTION ITEMS	\$98.91
Email Marketing	SALESFORCE.COM	\$11,118.00
Research	DESTINATIONS INTERNATIONAL	\$701.25
Research	SWEETSPOT INTELLIGENCE	\$1,127.50
Group - Meetings	HELMSBRISCOE PERFORMANCE GROUP	\$675.00
Group - Meetings	KNOWLAND	\$708.75
Group - Meetings	SPINNAKER DME	\$1,980.00
Internet Advertising	FLIP TO LLC	\$8,048.22
Group Advertising	CVENT	\$4,001.64
Group Advertising	CVENT	\$1,035.00
Group Advertising	CVENT	\$11,102.02
Group Advertising	CVENT	\$1,369.90
Group - Meetings	HELMSBRISCOE PERFORMANCE GROUP	\$3,750.00
Group Tour	HEARTLAND SHOWCASE	\$1,242.00
SMERF Promotion	YOUR MILITARY REUNION CONNECTION	\$1,071.00
Group Tour	HEARTLAND SHOWCASE	\$370.01
Group Tour	HEARTLAND SHOWCASE	\$495.00
General Consumer Promotion	COM-CONNECT LLC	\$23,751.00
Mobile Visitor Center	COM-CONNECT LLC	\$4,050.00
Group Tour	TRAVEL ALLIANCE PARTNERSHIP	\$2,005.08
Group Tour	AMERICAN BUS ASSOCIATION	\$2,318.32
Group - Meetings	STRATEGIC DATABASE RESEARCH INC	\$4,050.00
International Promotion- Canada	TRAVEL SOLUTIONS BY DESIGN CORP	\$451.83
Group - Meetings	SPINNAKER DME	\$1,980.00
Sports Tourism	MHD SERVICES	\$3,135.00
International Promotion- Canada	TRAVEL SOLUTIONS BY DESIGN CORP	\$9,031.63

Website	VISUAL DESTINATIONS LLC	\$8,010.00
International Promotion- Canada	MY PASSION MEDIA INC- CANADIAN TRAVELER MAGAZINE	\$2,250.00
Research	RIGHT ANALYTICS LLC	\$10,154.88
Internet Promotion	ADOBE SYSTEMS INC	\$2,026.26
Group Tour	SUSAN LECLAIR	\$225.00
Event Marketing	PALMETTO PARTNERS FOR SCIENCE AND TECHNOLOGY	\$1,800.00
Group Tour	TRAVEL SOUTH	\$450.00
International Promotion	INTERNATIONAL TOURISM BOURSE	\$5,859.05
Group Tour	TRAVEL SOUTH	\$2,807.28
Group Tour	TRAVEL SOUTH	\$1,255.50
Group Tour	TRAVEL SOUTH	\$437.69
Group Tour	TRAVEL SOUTH	\$45.00
Group Tour	TRAVEL SOUTH	\$426.27
Group Tour	TRAVEL SOUTH	\$33.30
Group Tour	TEACH THEM DILIGENTLY	\$181.52
Group Tour	TRAVEL SOUTH	\$381.23
International Promotion	INTERNATIONAL TOURISM BOURSE	\$5,691.96
Group Tour	TRAVEL SOUTH	\$562.14
Group - Meetings	RELIGIOUS CONFERENCE MANAGEMENT ASSOCIATION	\$26.67
Group Tour	AMERICAN BUS ASSOCIATION	\$524.61
Group - Meetings	CHICAGO MRKTG/SALES INITIATIVE	\$6,165.00
International Promo- china	BRAND USA CHINA SALES MISSION	\$6,840.00
Group Tour	TRAVEL SOUTH	\$2,250.00
International Promo- china	ACTIVE AMERICA CHINA	\$171.78
International Promo- china	ACTIVE AMERICA CHINA	\$1,255.50
Group - Meetings	SDR SPRING FAM	\$12.85
Group - Meetings	SDR SPRING FAM	\$12.85
Group - Meetings	SDR SPRING FAM	\$12.85
Group - Meetings	SDR SPRING FAM	\$12.85
Group - Meetings	SDR SPRING FAM	\$513.91
Group - Meetings	SDR SPRING FAM	\$513.91
Group - Meetings	SDR SPRING FAM	\$513.91
Group - Meetings	SDR SPRING FAM	\$513.91
Group - Meetings	SDR SPRING FAM	\$126.43
Group Tour	TEACH THEM DILIGENTLY	\$26.85
Group Tour	TEACH THEM DILIGENTLY	\$413.09
Group Tour	TRAVEL SOUTH	\$3,588.09
Group Tour	TRAVEL SOUTH	\$27.63
Group Tour	TRAVEL SOUTH	\$252.64
Group Tour	TRAVEL SOUTH	\$1,009.94
Email Marketing	SALESFORCE.COM	\$11,118.00
Research	DESTINATIONS INTERNATIONAL	\$701.25
Research	SWEETSPOT INTELLIGENCE	\$1,127.50
Group - Meetings	HELMSBRISCOE PERFORMANCE GROUP	\$675.00
Group - Meetings	KNOWLAND	\$708.75
Internet Advertising	FLIP TO LLC	\$8,048.22
Group Advertising	CVENT	\$4,001.64
Group Advertising	CVENT	\$1,035.00

Group Advertising	CVENT	\$1,369.90
Group - Meetings	HELMSBRISCOE PERFORMANCE GROUP	\$3,750.00
International Promo- china	ACTIVE AMERICA CHINA SHOW	\$335.34
International Promotion	TRAVEL SOLUTIONS BY DESIGN CORP	\$1,293.53
General Consumer Promotion	MANN TRAVELS	\$560.70
General Consumer Promotion	MANN TRAVELS	\$583.20
General Consumer Promotion	MANN TRAVELS	\$601.20
Television Advertising	BRAND USA	\$186,000.00
Internet Advertising	BRAND USA	\$93,000.00
Destination Publicity	NATIVE SONS	\$214.60
Video Production	BATTLE STRATEGIES LLC	\$843.75
Television Advertising	CORINTHIAN MEDIA, INC.	\$23,947.50
Television Advertising	CORINTHIAN MEDIA, INC.	\$209.25
International Promotion- Canada	TORONTO SALES MISSION	\$2,250.00
General Consumer Promotion	MANN TRAVELS	\$523.55
General Consumer Promotion	MANN TRAVELS	\$488.99
General Consumer Promotion	MANN TRAVELS	\$549.54
General Consumer Promotion	MANN TRAVELS	\$464.36
International Promotion- Canada	TRAVEL SOLUTIONS BY DESIGN CORP	\$2,353.72
Destination Publicity	TRAVEL SOLUTIONS BY DESIGN CORP	\$88.72
International Promotion- Canada	TRAVEL SOLUTIONS BY DESIGN CORP	\$950.95
International Promotion- Canada	TRAVEL SOLUTIONS BY DESIGN CORP	\$684.74
International Promotion	TRAVEL SOLUTIONS BY DESIGN CORP	\$461.13
General Consumer Promotion	MANN TRAVELS	\$623.07
General Consumer Promotion	MANN TRAVELS	\$583.20
General Consumer Promotion	MANN TRAVELS	\$581.76
Sports Tourism	NATIVE SONS	\$66.71
Group Tour	HEARTLAND SHOWCASE	\$79.98
Group - Meetings	SDR SPRING FAM	\$103.01
Group Tour	AMERICAN BUS ASSOCIATION	\$3,771.00
Group Tour	AMERICAN BUS ASSOCIATION	\$2,470.50
General Consumer Promotion	MANN TRAVELS	\$588.60
General Consumer Promotion	MANN TRAVELS	\$527.73
General Consumer Promotion	MANN TRAVELS	\$2,202.14
Website	SIMPLEVIEW LLC	\$1,350.00
Research	UBERMEDIA	\$4,920.00
Group Advertising	GOOGLE INC.	\$7,901.38
Group Advertising	GOOGLE INC.	\$655.07
General Consumer Promotion	MANN TRAVELS	\$776.97
General Consumer Promotion	MANN TRAVELS	\$1,447.79
International Promotion- Canada	TORONTO SALES MISSION	\$189.23
International Promotion- Canada	TRAVEL SOLUTIONS BY DESIGN CORP	\$3,153.17
Air Service Advertising	VISIBILITY & CONVERSIONS, LLC	\$157,500.00
Internet Adv- Search	VISIBILITY & CONVERSIONS, LLC	\$309,133.69

Internet Adv- display	VISIBILITY & CONVERSIONS, LLC	\$234,109.72
Internet Adv- Video	VISIBILITY & CONVERSIONS, LLC	\$147,848.05
Internet Adv- Email	VISIBILITY & CONVERSIONS, LLC	\$36,944.03
Internet Adv- Social media	VISIBILITY & CONVERSIONS, LLC	\$283,885.40
Internet Adv- other	VISIBILITY & CONVERSIONS, LLC	\$4,746.67
International Promotion- Canada	CHICAGO SALES MISSION	\$97.20
Mobile Visitor Center	NATIVE SONS	\$589.10
Mobile Visitor Center	NATIVE SONS	\$61.20
Group Tour	TRAVEL SOUTH	\$963.00
Destination Publicity	FAHLGREN MORTINE	\$15,249.00
Destination Publicity	FAHLGREN MORTINE	\$15,249.00
Destination Publicity	FAHLGREN MORTINE	\$3,450.00
Air Service Advertising	FAHLGREN MORTINE	\$1,863.00
Destination Publicity	FAHLGREN MORTINE	\$379.50
Destination Publicity	FAHLGREN MORTINE	\$4,485.00
Destination Publicity	FAHLGREN MORTINE	\$276.00
Group Tour	TEACH THEM DILIGENTLY	\$276.88
Group Tour	TRAVEL SOUTH	\$20.68
Group Tour	AMERICAN BUS ASSOCIATION	\$2,110.50
Destination Publicity	FAHLGREN MORTINE	\$15,249.00
Destination Publicity	FAHLGREN MORTINE	\$103.50
Destination Publicity	FAHLGREN MORTINE	\$2,242.50
Destination Publicity	FAHLGREN MORTINE	\$138.00
Destination Publicity	FAHLGREN MORTINE	\$5,865.00
Air Service Advertising	FAHLGREN MORTINE	\$1,311.00
Print Advertising	DIRECTORY ADVERTISING	\$274.50
Sports Tourism	PARIS SPORTS MANAGEMENT	\$12,248.10
Group Tour	TRAVEL SOUTH	\$737.32
Inquiry Fulfillment	ENVOY NETWORK INC	\$809.24
General Consumer Promotion	MANN TRAVELS	\$1,672.27
General Consumer Promotion	MANN TRAVELS	\$570.87
General Consumer Promotion	MANN TRAVELS	\$334.63
International Promo- china	SYNTRANS	\$3,465.51
Sports Marketing	MID-AMERICAN CONFERENCE BASKETBALL TOURNAMENT PROMOTION	\$452.70
Sports Marketing	OHIO VALLEY CONFERENCE BASKETBALL PROMOTION	\$387.00
Mobile Visitor Center	MID-AMERICAN CONFERENCE BASKETBALL TOURNAMENT PROMOTION	\$748.60
Sports Marketing	MID-AMERICAN CONFERENCE BASKETBALL TOURNAMENT PROMOTION	\$400.52
Sports Marketing	OHIO VALLEY CONFERENCE BASKETBALL PROMOTION	\$12.10
Sports Marketing	OHIO VALLEY CONFERENCE BASKETBALL PROMOTION	\$25.66
Destination Publicity	MEDIA HOSTING	\$372.54
Ad Design	DROPBOX	\$89.10
Inquiry Fulfillment	UPS	\$21.21
Inquiry Fulfillment	UPS	\$27.95

Inquiry Fulfillment	UPS	\$487.78
Inquiry Fulfillment	UPS	\$39.06
Inquiry Fulfillment	UPS	\$145.12
Inquiry Fulfillment	UPS	\$686.93
Inquiry Fulfillment	UPS	\$129.35
Inquiry Fulfillment	UPS	\$48.59
Inquiry Fulfillment	UPS	\$32.70
Inquiry Fulfillment	UPS	\$388.85
Inquiry Fulfillment- Canada	UPS	\$118.50
Inquiry Fulfillment- Canada	UPS	\$106.38
Event Marketing	PALMETTO PARTNERS FOR SCIENCE AND TECHNOLOGY	\$236.77
Group Tour	TEACH THEM DILIGENTLY	\$29.39
Group Tour	TEACH THEM DILIGENTLY	\$102.62
Group Tour	AMERICAN BUS ASSOCIATION	\$25.86
Group - Meetings	SDR SPRING FAM	\$450.00
Group Tour	AMERICAN BUS ASSOCIATION	\$966.43
Group Tour	AMERICAN BUS ASSOCIATION	\$50.40
Group Tour	AMERICAN BUS ASSOCIATION	\$9.37
Group Tour	TEACH THEM DILIGENTLY	\$41.99
Group Tour	AMERICAN BUS ASSOCIATION	\$12.63
Group - Meetings	DESTINATION SHOWCASE WASHINGTON DC	\$22.50
Group - Meetings	DESTINATION SHOWCASE WASHINGTON DC	\$22.50
Group - Meetings	DESTINATION SHOWCASE WASHINGTON DC	\$14.78
Group - Meetings	CONNECT DIVERSITY SHOW	\$24.44
Group - Meetings	DESTINATION SHOWCASE WASHINGTON DC	\$10.35
Group - Meetings	CONNECT DIVERSITY SHOW	\$5.12
Group - Meetings	CONNECT DIVERSITY SHOW	\$10.68
Group - Meetings	CONNECT DIVERSITY SHOW	\$40.86
Group - Meetings	CONNECT DIVERSITY SHOW	\$225.00
Group - Meetings	CONNECT DIVERSITY SHOW	\$22.54
Group - Meetings	CONNECT DIVERSITY SHOW	\$885.42
Group - Meetings	DESTINATION SHOWCASE WASHINGTON DC	\$42.59
Group - Meetings	DESTINATION SHOWCASE WASHINGTON DC	\$56.20
Group - Meetings	DESTINATION SHOWCASE WASHINGTON DC	\$5.49
Group - Meetings	CONNECT DIVERSITY SHOW	\$2.91
Group - Meetings	CONNECT DIVERSITY SHOW	\$40.50
Group - Meetings	CONNECT DIVERSITY SHOW	\$94.50
Group - Meetings	CONNECT DIVERSITY SHOW	\$69.75
Group - Meetings	CONNECT DIVERSITY SHOW	\$38.70
Group - Meetings	DESTINATION SHOWCASE WASHINGTON DC	\$18.27
Group - Meetings	CONNECT DIVERSITY SHOW	\$51.30
Group - Meetings	DESTINATION SHOWCASE WASHINGTON DC	\$14.80

Group - Meetings	DESTINATION SHOWCASE WASHINGTON DC	\$0.90
Group - Meetings	DESTINATION SHOWCASE WASHINGTON DC	\$0.90
Group - Meetings	DESTINATION SHOWCASE WASHINGTON DC	\$6.95
International Promotion	MIPIM	\$10.37
International Promotion	MIPIM	\$1,037.47
Group Tour	TRAVEL SOUTH	\$24.98
Group Tour	HEARTLAND SHOWCASE	\$54.00
Group Tour	HEARTLAND SHOWCASE	\$54.00
Group Tour	HEARTLAND SHOWCASE	\$46.04
Group Tour	HEARTLAND SHOWCASE	\$12.60
Group Tour	HEARTLAND SHOWCASE	\$10.38
Group Tour	AMERICAN BUS ASSOCIATION	\$140.14
Group Tour	HEARTLAND SHOWCASE	\$18.67
Group Tour	AMERICAN BUS ASSOCIATION	\$323.78
Group Tour	AMERICAN BUS ASSOCIATION	\$900.00
Group Tour	HEARTLAND SHOWCASE	\$3.99
Group Tour	HEARTLAND SHOWCASE	\$627.77
Group Tour	HEARTLAND SHOWCASE	\$99.88
Group Tour	HEARTLAND SHOWCASE	\$13.51
Group Tour	TRAVEL SOUTH	\$22.35
Group Tour	HEARTLAND SHOWCASE	\$8.50
Group Tour	TRAVEL SOUTH	\$159.99
Group Tour	FAM TOUR	\$125.55
Group Tour	HEARTLAND SHOWCASE	\$11.65
Group Tour	HEARTLAND SHOWCASE	\$6.62
Group Tour	HEARTLAND SHOWCASE	\$15.84
Group Tour	HEARTLAND SHOWCASE	\$6.62
Sports Marketing	MID-AMERICAN CONFERENCE BASKETBALL TOURNAMENT PROMOTION	\$31.20
Sports Tourism	SITE VISIT	\$73.35
Ad Design	APPLE ITUNES	\$2.69
Video Production	VOICES.COM	\$11.34
Research	HOTJAR	\$0.73
Website Domains	GODADDY.COM	\$1,476.75
Research	HOTJAR	\$72.98
Internet Promotion	PATLIVE	\$408.56
Internet Promotion	TULSACONNECT	\$748.80
Video Production	VOICES.COM	\$1,134.00
Website Domains	NETWORK SOLUTIONS	\$2,429.37
Group Tour	FAM TOUR	\$90.47
Sports Tourism	SC SPORTS ALLIANCE	\$39.83
Group - Meetings	RELIGIOUS CONFERENCE MANAGEMENT ASSOCIATION	\$22.50
Group - Meetings	RELIGIOUS CONFERENCE MANAGEMENT ASSOCIATION	\$22.50
International Promotion- Canada	CHICAGO SALES MISSION	\$119.71
Group - Meetings	RELIGIOUS CONFERENCE MANAGEMENT ASSOCIATION	\$31.64

Group - Meetings	GROUP PROMOTION ITEMS	\$686.70
Group - Meetings	RELIGIOUS CONFERENCE	\$87.12
	MANAGEMENT ASSOCIATION	
Group - Meetings	RELIGIOUS CONFERENCE	\$686.48
	MANAGEMENT ASSOCIATION	
Group - Meetings	RELIGIOUS CONFERENCE	\$8.97
	MANAGEMENT ASSOCIATION	
Group Tour	TRAVEL SOUTH	\$2,074.95
Group - Meetings	RELIGIOUS CONFERENCE	\$8.87
	MANAGEMENT ASSOCIATION	
Group - Meetings	SITE VISITS	\$2,387.45
Group - Meetings	RELIGIOUS CONFERENCE	\$43.20
	MANAGEMENT ASSOCIATION	
Group - Meetings	SITE VISIT	\$4.50
Group - Meetings	SITE VISIT	\$21.60
Group - Meetings	SITE VISIT	\$150.18
Group - Meetings	HELMSBRISCOE PERFORMANCE	\$837.00
	GROUP	
Group - Meetings	RELIGIOUS CONFERENCE	\$97.49
	MANAGEMENT ASSOCIATION	
Group - Meetings	SITE VISIT	\$11.58
Group - Meetings	SITE VISIT	\$161.95
Group Advertising	FACEBOOK	\$810.00
Group Advertising	FACEBOOK	\$581.63
Website Domains	GODADDY.COM	\$4.90
Ad Design	DROPBOX	\$89.10
Inquiry Fulfillment	PITNEY BOWES	\$403.66
Inquiry Fulfillment	PITNEY BOWES	\$23.21
Inquiry Fulfillment	US POSTAL SERVICE	\$1,063.32
General Consumer Promotion	TRIP GIVEAWAY	\$2,250.00
Website	THE BRANDON AGENCY	\$58,478.00
Email Marketing	THE BRANDON AGENCY	\$40,172.06
Website Research	THE BRANDON AGENCY	\$1,680
Website domain names	THE BRANDON AGENCY	\$1,749.24
Social Media Marketing	THE BRANDON AGENCY/HOOTSUITE	\$53,448.24
General Consumer Promotions	THE BRANDON AGENCY	\$15,333.50
Magazine Print	USA TODAY	\$21,000
Marketing Research	NEILSON MEDIA	\$349.30
Golf Promotion Canada	CANADIAN GOLF TOURS	\$5,082.46
Social Media	PAIGE SPIRANIC	\$36,691.98
Golf Tournament Promotion	WORLD AMATEUR HANDICAP CHAMPIC	\$1,916.25
Trip Fulfillment	BAREFOOT DYE/LITCHFIELD	\$2,516.52
Golf Tournament Promotion	CHANTICLEER ATHLETIC FOUNDATION	\$3,102
Television Advertising	TL GOLF SERVICES/GOLF TALK LIVE	\$8,540

\$5,225,259.93

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.