



2018 TMCA Convention and Marketplace

February 18th -21th Memphis, TN



What comes to your mind when you think about Memphis? Maybe it would be the muddy Mississippi River. What about Blues on Beale Street or what about some of that good ole Memphis BBQ? If asked, I bet most of you would say Elvis Presley and of course why not. Elvis was the King of Rock and Roll. What better way to experience Elvis than stay at the new Guest House at Graceland. This beautiful new hotel is modeled after the King's mansion which is just up the street and will be our host property for the 2018 TMCA Convention & Marketplace.

Open less than a year the Guest House at Graceland is just what you expect when you think of Elvis. It was decorated to reflect everyone's love of Elvis from the pictures in the rooms to the lobby that is breathing taking to the onsite restaurants. In EP's Bar & Grill, you can order some of Elvis's favorite foods like a fried peanut butter and banana sandwich.

Now right up the street is the real home of Elvis and all those that come in for the pre-event can take the tour. In the last few months things have changed at Graceland. They have opened a new 200,000 -square foot state of the art entertainment and exhibit complex. One of the museums, Elvis The Entertainer Career Museum, includes his collection of gold and platinum records, his jumpsuits and other clothing and memorabilia from his entertainment career. We will have dinner during the pre-event at Presley Motors Automobile Museum. In this museum is displayed some of his iconic cars, boats, motorcycles and so more. This new facility immerses all the visitors in the life of the King. So, if you are an Elvis fan make sure to come in on Sunday for the pre-event.

Of course, on Monday and Tuesday we will have some education seminars as well as some interactive meetings. We will be bringing back Motorcoach Mania for the Operators and Tour Planners. Last year we did a Round Table with Operators and Associates. Everyone loved this so it is back on the schedule.

Colleen Palmertree with the Memphis CVB has planned 3 exciting fam tours for Tuesday morning. Space is limited to 50 seats per fam, so sign up early. Memphis has so many great evening venues, we had a hard time choosing what to do but for the Ice Breaker we will be going to Lafayette's Music Room for dinner and to hear a live band. On Tuesday Night, we have bought out Uncle Buck's at Bass Pro Pyramid. You can bowl, try your luck in the shoot gallery or just shop the massive store.

Wednesday is our Marketplace. This will be held at the hotel and we are expecting a record number of buyers to attend. Everyone is excited about Memphis. After the Marketplace, you can choose to go explore Beale Street or stay at the hotel and watch a movie in the Guest House's state of the art theater.

Accommodations

Our host hotel will be the **Guest House at Graceland**. The group rate for our members is **\$119.00** plus tax (20.95) per night. Members can make their reservations through our group reservation link located on the TMCA web site **www.TMCA.TRAVEL**. You will need to go to the annual convention page and then double click on the link and it will take you to our group reservations page, or you can make your reservations by calling **(800) 238-2000**. When calling in your reservation please tell them you are attending the Tennessee Motor Coach Association Meeting - **Group Code 180218TENN**. Check in time is 4 pm. The cut-off date for group reservations is **January 10, 2018**.

Registration

Advance registration **is required** on all participants to cover the cost of meeting materials, activities and meals. Guests and spouses will not be allowed on the marketplace floor on Wednesday. Early registration fees must be received no later than **January 10, 2018**, after which a \$50 pp late fee will apply. **Registrations will not be accepted after February 1st, 2018.**

Marketplace

The Marketplace event will be held in the ballroom at **Guest House at Graceland**. To help ease the crowding during the morning Marketplace sessions, we will divide our associate members into two groups. You will be given a ribbon at check-in indicating which group you are assigned. The ribbon will be placed on your name badge which must be worn during the entire convention.

Our Marketplace is conducted very simply. The operators will have assigned tables on the marketplace floor. There are **no assigned appointments**. Instead, you will move through the room and speak with those who are available. You will be **allowed 5 minutes per visit**. We will have a bell to signal the beginning and ending of your 5 minute sessions. You can bring any type of material to the operator. The only requirement is that it **be 3 hole punched** to be placed in the Operator's notebooks. Some companies may have several representatives from their company and others may only have one. We recommend speaking with one representative from each company and then returning to speak with additional representatives if time permits.

Dress

The dress for all events is business casual with the exception of the Marketplace, which is **business attire**. No jeans will be allowed on the marketplace floor. Weather in Memphis can vary, but the average temperature for February is 36/55 degrees.

Operators Tables

Our associates can bring items for the Operators and these items can be given out during the marketplace or preset on their tables on Tuesday afternoon from 5:00 pm to 6:00 pm. Estimated number would be 60 items.

Motorcoach Displays

This year our motorcoach display will be held outside near the convention facility. Coaches will be placed in the assigned area on Monday after lunch. Each manufacturer will be given 8 minutes to give an oral presentation outside to a rotating group of Operators. At the end the Operators will have time to come back and get more indepth with the sales person. To ensure participation by operator the TMCA will be holding a special drawing for those that attend.

OPTIONAL Service Booth Display

We will have ample space in the convention center for **service related booths**. Service refers to parts, insurance, software products and any other service that relates to the operation of the coach, dispatching or driver related. The booth will be **10 by 10 and the cost will be \$250**. Setup will be after 2 pm on February 20th. Please complete the floor and booth space form.

Registration Bag Items

If you would like to supply items for the convention bags, please contact the Association **prior to February 1st**. **These items must be shipped to the Association's office** in ample time prior to the event. Please complete this portion on the registration form. Please note the shipping instructions. Suggested amount of items is 350.

Silent Auction

This will be our 9th year that we will hold a Silent Auction to raise money for the **American Cancer Society**. If anyone would like to supply items for the Silent Auction, please complete the auction form and return it as soon as possible. We have lost many close friends in the past few years and this is our way of honoring their memory. We must receive the completed form and item prior to **February 1st** to be prepared.

Travel

The **Memphis International Airport (MEM)** serves the Memphis area with the following airlines Allegiant Air, American, Delta, Frontier, the hotel, Southwest and United. The Hotel is less than 10 miles from hotel. **The hotel does have a shuttle bus that runs from the airport to the hotel**. Taxi's or UBER is available.

Hints for a successful meeting

Associates

Be prepared- Bring plenty of business cards and at least **60 packages**. We highly recommend that you provide pricing and sample itineraries. All material for the Operators should be **3 hole punched**. Operator's profiles will be available a week prior to the event on our web site. www.tnmca.net and another copy will be supplied when you pick up your registration material.

Social Events- Plan to attend all social events. These events are great networking opportunities.

Meals- Try to sit with a different group of operators at each meal function.

Suggestion- Add a sheet listing what services you have to offer motorcoaches that visit your city, attraction, hotel, or etc. Let them know what makes your property or city "motorcoach friendly" and how they can take advantage of these services.

Please be punctual and remember that your actions reflects on you & your company.

Operators

Be prepared- Bring plenty of business cards.

Social Events- Plan to attend all social events. This is your opportunity to meet our vendors as well as other operators that you may not know. **We highly suggest you attend all events and seminars.**

Marketplace- Be receptive to all our vendors.... even if you only do charters! Use the information that the vendors supply to make suggestions to your customers to improve future trips. One of our biggest complaints from the associates is that some of our operator's leave marketplace early.

Please be at your table at 8:45 am and remain at your table to the end of marketplace.

Tour Planner and Group Leaders- Invite Tour Planners and Group Leaders to attend. Getting them excited about doing more trips will put money in your pocket when they charter your coach. Separate registration form provided.

Please be punctual and remember that your actions reflects on you & your company.

Familiarization Tours of Memphis

Our attendees can choose to participate in 1 of 3 exciting familiarization tours. Please indicate which you would like to do on your registration material. First come-first served

Tour A- History/Heritage

Victorian Village
National Civil Rights Museum
Slave Haven
W.C. Handy Home
Earnest Withers Collection
Lunch- Central BBO

Tour B-Memphis Jute Box

Walking on Beale Street
Memphis Rockn' Soul Museum
Stax Museum
Sun Studio Museum
Memphis Music Hall of Fame
Blues Hall of Fame
Lunch at B. B. Kings

Tour C- Taste with a Twist

Walking Tour of 5 memorable places
with a sampling of food along the way.

Schedule of events

Sunday- February 18th

1:00 pm - 5:00 pm **Registration**

2:00 pm - 4:00 pm **Board of Directors Meeting**
Break Sponsored by: Visit Bentonville



5:30 pm- 6:30 pm **Shuttles to Graceland for Manison Tour**



7:30 pm - 9:30 pm **Dinner at Presley Motors and more time to look at the displays**
Facility and Tours Sponsored by: Graceland
Dinner Sponsored by: TBA



10:00 pm- 11:30 pm **Hospitality room will be open**
Sponsored By: Hardin County CVB
Moonshine Tasting provided by: Ole Smoky



Monday- February 19th

9:00 am - 5:00 pm

Registration

7:30 am - 8:30 am

TMCA Operators Breakfast (Operators/Tour Planners/ Service Associates)

Sponsored by: Clarke Power Services & CH Bus Sales (TEMSA)



8:45 am- 9:45 am

Seminar TBA



10:00 am to 6:00 pm

Silent auction open for viewing

10:00 am - 10:30 am

Election of Officers and Board Members (Operators/Tour Planners)

10:45 am- 12:00 pm

Motorcoach Mania (Operators/Tour Planners)

Sponsored by: Stay Sky Hotel & Resort



12:00 pm - 1:30 pm

Lunch with Entertainment (All attendees)

Co-operative Lunch Sponsored by: Bush Brothers, Amaya Astron, Visit French Lick West Baden, Circle Wisconsin, Sardo Bus & Coach Upholstery



Entertainment Provided by: Award-Winning Comedy and Illusion brought to you by JW Entertainment. The funniest family-friendly Illusion Show you'll ever see!



2:00 pm - 3:00 pm

Seminar

Afternoon Break Sponsored by: Bridgestone



3:00 pm - 5:00 pm

Outdoor Coach Display

2:00 pm - 4:00 pm

Tour Planners: Work shop

3:00 pm - 4:30 pm

Associate Workshop- Exchange of Ideas

6:15 pm

Load coaches for Ice Breaker Event (All Attendees)

7:00 pm - 9:45 pm

Ice Breaker - Lafayette's Music Room

Sponsored by: Memphis CVB



10:00 pm - 11:30 pm

Hospitality Suite

Sponsored by: Visit French Lick West Baden

Moonshine Tasting provided by: Ole Smoky



Tuesday- February 20th

7:30 am - 8:30 am

Grab and go breakfast

Cosponsored by: Guest House at Graceland



8:45 am

Coaches Depart (loading will begin at 8:15 am)

8:45 am -2:00 pm

Familiarization Tour

You will have the choice of three different familiarization tours. Each will be limited to one coach each. Description of tours on next page. Please indicate on your registration form which you prefer to attend.

Option #A. *History & Heritage* #B. *Memphis Juke Box* #C. *Taste with a Twist*

Sponsored and provided by: The Memphis CVB



11:00 pm - 5:00 pm

Registration

2:00 pm- 6:00 pm

Silent auction room will be opened

Auction will be closed at 11:00 pm



2:30 pm - 5:00 pm

Buyers and Sellers Round Robin (All Attendees)

Improve your relationship with the operators by learning their needs. This is not a time to sell but a time to gather valuable information on how to be motorcoach friendly.

Break sponsored by: Greater Birmingham CVB



5:00 pm- 6:00 pm

Placement of items on operators tables and booth setup

6:15 pm

Load Coaches for evening event- Departing at 6:30

7:00 pm - 10:00 pm

Evening at Bass Pro Prymind

Dinner at Uncle Buck's located inside Bass Pro. After eating you can bowl, try your hand at shooting gallery or just explore the vast store.

Sponsored by: ABC Companies and Detroit Diesel



10:30 pm - 11:00 pm

Silent auction room will be opened (Auction ending at 11:00)

10:30 pm - 12:00 pm

Hospitality room

Sponsored by: Discovery Park of America

Moonshine Tasting provided by: Ole Smoky



Wednesday- February 21th

7:30 am- 8:45 am

Marketplace Drop in Breakfast
Sponsored by: Motor Coach Industries



9:00 am - 10:30 am

Marketplace 1 (Orange Ribbons)

9:00 am - 12:30 pm

Pay for Silent Auction Items

10:30am- 11:00 am

Morning Break
Sponsored by: TBA

11:00 am -12:30 pm

Marketplace 2 (Green Ribbons)

12:45 pm - 2:30 pm

Marketplace Lunch
Sponsored by: Mississippi Gulf Coast, IP Casino



2:45 pm - 5:30 pm

Pay for Silent Auction Items

2:45 pm - 5:00 pm

Marketplace 3 (All Ribbons)

4:00 pm- 4:15 pm

Afternoon Break
Sponsored by: TBA

5:15 pm - 5:30 pm

Marketplace Awards (Go Getters & Rookie)

5:30 pm - 6:00 pm

Wrap up Board Meeting

7:00 pm - 10:00 pm

Post Convention Activities

10:30 pm - 12:00 pm

Hospitality room
Sponsored by: Comfort Inn- Oxon Hill
Moonshine Tasting provided by: Ole Smoky



Sponsored Items:

Pens: Decature CVB



Pads: Lucky Ladd



Name Badges: Prevost Car **PREVOST**

Mini Schedules: TBA

Portfolio Bags: Lancer Insurance & Service Insurance Agency



Convention Directory: TBA

Notebooks: Fee/Hedrick Entertainment **FEE/HEDRICK**
 FAMILY ENTERTAINMENT GROUP