

EXPO Site Visit to New Orleans November 22 and 23, 2010

Attendees: Michael Melaniphy, Bob Buchanan, John Hollenhorst, Joe Gibson, William Urian, Paul Skoutelas, Ashley McNamara, Deb Devoe, Ann Derby, Eve Williams, Maryanne Roberts, Kim Gregory, Kim Emmerson, Donna Alilovic, David Corbin, Mark Magaldi, Helene Lamouche, Ed Gitelson, Gary Stauffer, Kim Prior, Ellen Drudy, Lenay Gore, Reba Malone, Don Scarpitta, Dave Fulton, Jeff Wharton and Katherine Pfeiffer

The site visit started with lunch at convention center on Monday, November 22 where the group was welcomed by the General Manager of the Morial Convention Center. Key staff from the center was introduced and their roles were explained. Additionally representatives from Freeman, NTP and Freeman a/v outlined their respective responsibilities. Presentations followed by: Aramark (food service at the center), Freeman Concierge, Convention Center utilities and services, and NTP for sponsorship opportunities. There was also time for general questions.

The status of DBE's and sales to date was reviewed. (See attached report for current figures). Following a discussion of how to recognize the 30th anniversary of EXPO, the group reviewed the floor plan and tram route. Justin Augustine with NORTA also updated the group on what is going on in New Orleans. We then toured the general session and meeting room areas. NORTA supplied a bus which took us thru the exhibit halls and then we drove by various overflow hotels and off site venues led by a representative from the New Orleans CVB. The day concluded with dinner co hosted by APTA and Arnaud's restaurant.

Tuesday morning started with breakfast at the Hilton and an information session on housing and hotels for the meeting. The list of exhibitors from the first EXPO was circulated and many in the group volunteered to review and determine who is still exhibiting and update the list for mergers, etc.

Freeman met with Wabtec and KINKISHARYO about their special needs for railcars, while the rest of the group toured suites at the hotel and explored more off site venue locations and overflow hotel locations with the CVB.



APTA EXPO 2011 Sales Update As of December 31, 2010

Sales Trend Comparison

Sales Trend Comparison December 2010 vs December 2007	2011	2008
NSF Show Goal	277,500	297,500
NSF Sold	232,200	263,400
Exhibiting Companies	460	571
% of NSF Show Goal	84%	88%

DBE Overview

DBE Status December 2010 vs December 2007	2011	2008
NSF Show Goal	12,600	12,600
NSF Sold	5,700	12,000
Exhibiting Companies	28*	55
% of NSF Show Goal	45%	94%

*Awaiting Proof of DBE Certification on 3 companies

Sales Activities:

- Total net square feet of 232,200 to 460 companies. There has been 3,500nsf in cancellations due to companies filing bankruptcy or going out of business, and 3,400nsf in downgrades due to mergers, for a total 4th quarter loss of 6,900nsf.
- Sales have increased over the past month offsetting this large number. The past 28 days have demonstrated gains in new companies while seeing large downgrades from some of the key, large exhibitors. We gained 17 new companies and 3,800nsf in new space and upgrades over the past 4 weeks. We have directed these new companies to APTA for membership.
- NGV America met with NTP and finalized the re-configuration of the Natural Gas Pavilion. 16 new companies have been secured with additional contracts to be received after the first of the year. These companies are not included in the above number since the floorplan needs to be modified.
- We are in the process of reconfiguring and re-locating some exhibitors in Hall I/J to accommodate the 3,600nsf for the light rail provided by Kinkisharyo. Again this number is not included in total nsf.

- Awaiting approval on the Freeman/APTA incentive package for DBE companies. Once approved, we will aggressively target approximately 1,000 organizations with an email campaign highlighting incentives for participation and will follow up with a post card mailer and call campaign in late January.
- The remaining 150 DBE postcards highlighting the free web banner ad were mailed mid-December and we are completing a follow up call campaign. Once again, several companies will make the decision after the 1st of the year. This lack of urgency among smaller exhibitors is a trend we are experiencing with many of our shows.
- With the EXPO Sponsorship Opportunity Guide approved, we have secured \$44,500 in sponsorship revenue. In January, we will complete an email/call campaign to all exhibitors highlighting the opportunities/custom packages available to expand their presence at EXPO. We have had a nice response and are working with 6 companies on new opportunities. MV Transportation has secured the lanyard sponsorship.