

The 72 target market promotions covered all 14 target market areas. Additional markets such as Arizona, Hawaii, Nevada and Alaska were also impacted. Over \$2,000,000 USD of media was generated by the target market promotions. (see attachment A)

#### Target Market Presentations

Target market presentations were given to travel related organizations that had the propensity to travel or that influenced travel planners, as well as employee groups of major corporations. Over 103 presentations were made during the period from August of 1985 to June of 1986.

Management Resources was instrumental in bringing about a marketing partnership between Disney and Expo 86 that opened the door to deliver the Expo message to Disney's six million plus Magic Kingdom Club Members. This was accomplished primarily through Disney's News Magazine as well as by being featured in Disney's regular meetings with Magic Kingdom Club Chapter Directors. Disney's travel company put together travel packages that combine Expo with other Pacific Northwest destinations. The Magic Kingdom Club is the largest recreation club in the world and has virtually every sizable organization in California, Washington and Oregon as chapter members.

Management Resources conducted a direct mail invitation introducing the "Expo Speakers Bureau" to travel related organizations. The response was overwhelming bringing the Expo story before some very large travel organizations. Many of these presentations were done in conjunction with the Tour and Travel Department of Expo's planned travel show and seminar schedule. Where possible, Management Resources and Expo combined efforts to maximize impact. In other words, if Expo was conducting or attending a tour and travel show or seminar, Management Resources would organize additional activity for the Expo representatives with newspapers interviews, radio interviews, etc.

Special interest groups included organizations such as the Tour and Travel Research Association based in Los Angeles. Expo's Advertising Director, Michael Powell, was asked to address this prestigious group. Also, a special Expo presentation was made to the exclusive Commonwealth Club of San Francisco by Expo 86's top governmental official, Patrick Reid - Commissioner General. (see attachment B)