

EXECUTIVE SUMMARY

UMA: The United Motorcoach Association is North America's largest association of professional bus and motorcoach companies. Membership includes over 900 motorcoach companies along with 250 associate members made up of motorcoach manufacturers, suppliers and related businesses.

CHALLENGES FACED BY UMA

UMA needed a no-risk solution to better engage exhibitors and build non-dues revenue through their communications platforms.

They wanted to deliver a seamless experience for exhibitors and vendors who had both advertising and event space needs.

RESULTS

As a long time client of Naylor Event Solutions, UMA began working with Naylor Communication Solutions in an effort to build non-dues revenue and enhance their offerings for members and exhibitors alike. Working with Naylor on both the event and communications front has delivered big returns.

- By addressing advertising and event sales jointly, Naylor surpassed overall revenue goals by 105%.
- The number of new exhibitors has increased by 25%.
- Membership directory revenue is up by 63.7% and retention rates have increased to 58%.
- Rebooking exhibitors during the annual conference delivered increases in the number of companies rebooking, total rebooking revenue, and total overall show square footage.

Working together to provide a single source solution for advertisers and exhibitors, Naylor has grown both advertising and event revenues for UMA and delivers an improved experience for UMA's vendors.

They are now able to focus their internal resources on their primary objective: providing industry support to motor coach operators.



**Naylor provides member engagement and revenue solutions to
1,800+ associations throughout North America.**

To learn more, go to: Naylor.com

NAYLOR

ASSOCIATION SOLUTIONS

CASE STUDY

HOW NAYLOR ASSOCIATION SOLUTIONS HELPED

Naylor developed and executed a program to effectively sell new and returning exhibitor's booth space, as well as custom promotional and advertising packages designed around each exhibitors' specific needs, providing a cohesive solution for advertisers that want both.

Together, the event and communications team leads speak to exhibitors to better understand their goals and develop custom communications packages based on each exhibitor's budget and objectives.

This holistic approach to servicing the end customer ensures consistency in communication for both the exhibitors and the client.



THE NAYLOR & UMA RELATIONSHIP

Naylor manages exhibit and sponsorship sales for UMA's annual conference as well as ad sales for its membership directory, Bus & Motorcoach News, website positions on BusRates.com, conference show daily digital newsletter, and the print and digital versions of its conference show guide.

UMA is always looking for non-dues revenue opportunity. With David Petrillo's help we have seen great growth in our tradeshow exhibit sales as well as sponsorship sales. He has done a wonderful job for us.

We also work with John Bacon in Naylor's Communication department on our Membership directory, advertising sales in our printed publication Bus & Motorcoach News, BusRates.com, and our show guide and show daily. Together, Dave and John, have done a great job working together to optimize sales and implemented a great onsite sales system at our EXPO where exhibitors can sign up for everything at once. Not only did this produce more sales, but it strengthened Naylor's relationship with our members.

We enjoy having such a strong partner in Naylor through Dave and John's assistance.

- Maggie Vander Eems
UMA's Vice President of Operations

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