



TAKING YOU PLACES YOU'VE ONLY DREAMED OF

Get from there...to here.

OMCA is an expert at connecting you to the biggest clients in the motor coach tour industry. You have something to contribute, and we know how to get it out there. Whether you're looking to market your product or service, OMCA connections are the route to travel.

Attend the OMCA Annual Conference and Ontario Transportation Expo to meet potential clients, receive updates and pertinent industry information from our team of highly qualified experts, and let yourself be heard through OMCA advocacy campaigns.

If you're looking to get ahead in the business, and to promote the product or service you have to offer – turn the page over to learn more about what OMCA can do for you.

www.omca.com

Business Development & Cost Savings

- Ontario Transportation Expo and Trade Show
- OMCA Annual Conference
- Strategic alliances with industry-related organizations
- Annual Golf Tournament
- Ad-hoc/regional meetings on current issues

Government Influence

OMCA works with the government on issues affecting your business.

On-line Resources

- OMCA website
- Hyperlink connections to member websites
- On-line access to own company profile
- On-line event registration
- Website access to newsletters
- Advertising opportunities
- Downloadable list of members



Exposure & Access Through Sponsorship & Advertising

- OMCA Resource Guide
- OMCA website
- Ontario Transportation Expo and Trade Show
- Road Explorer Magazine
- OMCA Annual Conference
- Annual Golf Tournament
- Silent Auction



Publications

- OMCA Resource Guide (detailed listing of all members)
- Road Explorer Magazine
- Weekly newsletter OMCA REPORT
- Ad-hoc publications of various industry statistics and trends

Professional Development

Industry focused seminars and workshops

Industry Awareness & Advancement

OMCA is involved in a wide variety of industry campaigns and partnerships to educate the consumer and governments regarding the convenience, comfort, and safety of motor coach travel. This translates business for operators, and in turn, for your company!

Activities include:

- OMCA Marketing and Communications Plan
- Submissions to government and standing committees
- Media releases, TV, radio, newspaper and magazine articles
- Targeted brochures to educate consumers