



📍 BAUGHMAN ROCK, OHIO PYLE STATE PARK

15TH Annual MATPRA Media Marketplace **NEMACOLIN WOODLANDS RESORT**

Pennsylvania's Laurel Highlands | September 25-27, 2018



📍 FRANK LLOYD WRIGHT'S FALLINGWATER®

📍 NEMACOLIN WOODLANDS RESORT

· HISTORY, CULTURE & EXCITEMENT AWAIT YOU IN PENNSYLVANIA! ·

About your Hosts:



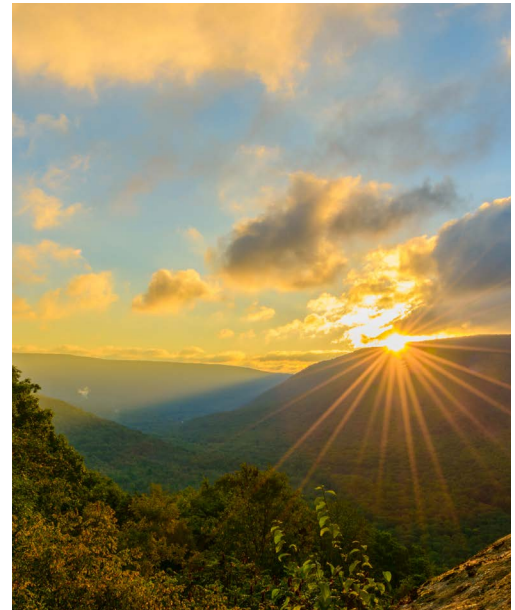
Laurel Highlands Visitors Bureau

120 EAST MAIN STREET, LIGONIER, PA 15658
(724) 238-5661 | WWW.LAURELHIGHLANDS.ORG

A magnificent mountainous region, the Laurel Highlands spans 3,000 square miles of Fayette, Somerset and Westmoreland counties in southwestern Pennsylvania. Located just east of Pittsburgh, our beautiful four-season destination offers spectacular natural scenery, outstanding outdoor recreation venues, historic sites and attractions, family activities and world-class resorts.

The region's beauty provides a picturesque backdrop for notable attractions, such as Frank Lloyd Wright's Fallingwater®, built over a waterfall. The AAA Five-Diamond award-winning Nemaquin Woodlands Resort provides a luxurious getaway on 2,000 wooded acres. Even George Washington documented his thoughts about the area while at Fort Necessity and Fort Ligonier.

The region offers one-of-a-kind class I-IV whitewater rafting, hiking, biking and ski trails. The union of Seven Springs, Hidden Valley and Laurel Mountain offers snow enthusiasts slopes, trails, and terrain parks. The Great Allegheny Passage connects with the C&O Towpath to offer a 335-mile biking trail experience from Pittsburgh to Washington, D.C.



Accommodations

Nemaquin Woodlands Resort

1001 LAFAYETTE DRIVE, FARMINGTON, PA 15437
(866) 344-6957 | WWW.NEMACOLIN.COM



One of North America's premier luxury resort destinations situated on nearly 2,000 acres in Pennsylvania's Laurel Highlands, Nemaquin Woodlands Resort features 320 luxurious guestrooms, suites, townhouses and private upscale homes. The resort offers championship golf, including two Pete Dye-designed golf courses – the newly opened Shepherd's Rock and Mystic Rock. Outdoor enthusiasts can enjoy the Shooting Academy; Wildlife Academy that features everything from safari tours to dog sledding; Adventure Center, complete with zip lines and climbing wall; and Jeep Off-Road Driving Academy. Guests can test their luck at our Lady Luck Casino Nemaquin, featuring approximately 600 slots and 28 table games. Nemaquin also boasts an internationally acclaimed spa collection and 15 restaurants and lounges, including Lautrec, a Forbes Five Star and AAA Five Diamond restaurant experience. For meetings and events, Nemaquin's 32,000 square feet of conference space includes three ballrooms, a lecture hall and 25 meeting rooms.

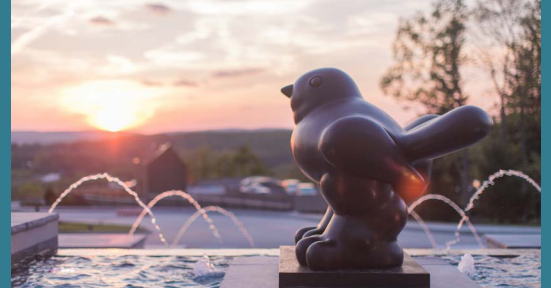
PARKING

Nemaquin is known for first-class treatment and that service begins at arrival! Valet service will greet you as you arrive at the iconic Chateau Lafayette.

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Schedule of Events:

TENTATIVE



Tuesday, September 25, 2018

- 12-5 p.m., DMO and media registration, Lafayette Hospitality
- After registration, please take some time to relax, explore the resort's sprawling property and get reacquainted with your fellow Marketplace attendees.
- 4 p.m., Hotel check-in
- 5-7 p.m., Media registration, Marquis entrance
- 6 p.m., Welcome Reception and Dinner, Marquis Ballroom

Wednesday, September 26, 2018

- 7 a.m.-12 p.m., Registration for late arrivals, Marquis entrance
- 7:30-8:45 a.m., Buffet breakfast, Marquis Ballroom Salons 3 and 4
- 9 a.m.-12 p.m., Media Marketplace in Marquis Ballroom
- 12 p.m., Boxed lunches displayed, Marquis Foyer
- 12:15 p.m., FAM tour shuttles begin to depart, location TBD
- 12:15-7:15 p.m., FAM tours and dinner out-and-about
- Please be ready for a full-day of fun in the Laurel Highlands! We will not return to the resort until approximately 7 p.m.
- 7:30 p.m., Dessert reception, Marquis Ballroom

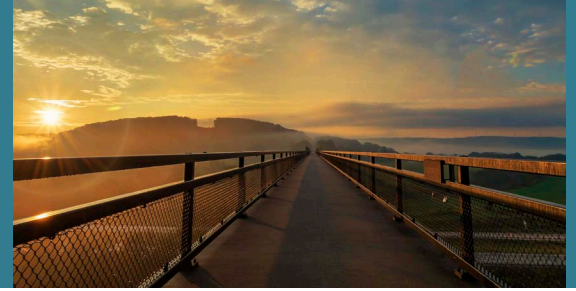
Thursday, September 27, 2018

- 7:30-8:45 a.m., Buffet breakfast, Marquis Ballroom
- 9 a.m.-12 p.m., FAM tours of Nemacolin Woodlands Resort
- 12:30-2 p.m., Lunch, panel discussion and 2019 Marketplace announcement, Marquis Ballroom
- Approx. 2 p.m., Event concludes and attendees depart



HISTORY, CULTURE & EXCITEMENT AWAITS YOU IN PENNSYLVANIA!

Wednesday FAM Tours:



Wednesday, September 26, 2018

We're going to have a blast exploring the Laurel Highlands! In order to do so, we have changed things up from years past. Once we board the shuttle buses after Marketplace, we'll be out and about with our crew for the entire day, returning to Nemacolin after dinner for an after-hours reception.



HIGH-OCTANE FUN

The heart of the fun in the Laurel Highlands is the fast-flowing Youghiogheny River, which attracts whitewater boaters from spring to early fall. With Class III and IV rapids, the 7.5 mile Lower Yough is the busiest section of whitewater east of the Mississippi River.

But you don't have to be an experienced paddler to join in on the adrenaline-pumping fun. The section known as the Middle Yough features Class I and II rapids, making it ideal for novice kayakers, families with young children, and anglers. You will work up an appetite after this full day of adventure! We will enjoy dinner at a local restaurant where wet rafters gathered around a table are a typical site. Don't worry! If you are included in this FAM tour, we will send you a suggested packing list well in advance so you can properly pack



THE RIDE OF YOUR LIFE

The Great Allegheny Passage offers an idyllic long-haul adventure for bikers and hikers alike. Riders can gear up for all 150 miles, or pick a section and bike from trail town to trail town for shorter trips. This converted trail, which once felt the heavy rumble of freight trains, now offers a gentle grade for a nearly-level ride along the Youghiogheny River through the Laurel Highlands.

The longest multi-use trail in Pennsylvania, the Great Allegheny Passage (GAP) stretches 150 miles from southeast from Pittsburgh to Cumberland, Maryland. There, the GAP connects with the C&O Canal towpath, extending all the way to the Georgetown district of Washington, D.C. for a total length of 334.5 miles.

This tour will give participants a taste of the Great Allegheny Passage with a ride from Ohiopyle to Confluence. This section of the GAP **is very easy and perfect for a never-ever, beginner or intermediate rider.** We will enjoy dinner at a local restaurant that welcomes bikers with open arms. Don't worry! If you are included in this FAM tour, we will send you a suggested packing list well in advance so you can properly pack.



EXPLORE CHARMING LIGONIER

Recognized by Country Living Magazine as one of "The Most Charming Small Towns in America" and by The Washington Post as a "Small-Town Charmer," Ligonier is steeped in history, dating back to the French and Indian War at the newly-expanded and remodeled Fort Ligonier. The town hosts over 60 specialty shops, galleries, restaurants and places to stay. Our first stop will be Idlewild & SoakZone. The park has offered to open select rides and amusements for us! Afterwards, we will enjoy retail therapy in Ligonier before heading to Fort Ligonier, where we will learn about its important role in American history and about a young George Washington. Our evening will wrap up with dinner on the fort grounds with our friends from the "Honoring Our Heroes" tour. We certainly recommend light layers and comfortable shoes for this excursion.



GET IT WRIGHT

Perhaps America's greatest architect, Frank Lloyd Wright found inspiration in the landscape of the Laurel Highlands in southwestern Pennsylvania. Four of his homes can be found in the area, each capturing the magnificent surrounding natural landscapes in the architecture. This tour will allow for visits to two must-sees – Fallingwater®, Frank Lloyd Wright's masterpiece and one of his most well-known, and Kentuck Knob, a beautiful privately-owned home. If logistics permit, we may also visit Duncan House and the brand new Lindholm House, both offer the rare opportunity for overnight stays. Explore the Wright homes and find your Usonian, organic architectural inspiration in the Laurel Highlands.

After immersing ourselves in all things Wright, we will enjoy a wonderful dinner at TreeTops, the on-site restaurant at Polymath Park.

Comfortable shoes and light layers are a must on this tour. Please remember - photography is not permitted inside the Wright homes. High-resolution imagery is available for journalists. Just ask your hostess, Anna Weltz, after the event. Please leave purses secured in your rooms. Small clutch-type purses are acceptable. This precaution is to prevent inadvertently bumping into artwork in the homes.



WON'T YOU BE OUR NEIGHBOR?

Welcome to Mr. Rogers' and golf legend Arnold Palmer's neighborhood! On this tour, we will first visit the Westmoreland Museum of American Art, where we will see artworks that reflect the region's rich agrarian and industrial past. Afterwards, we will pay a visit to the Fred Rogers Center at Saint Vincent College where we will see artifacts from Mister Rogers' Neighborhood, including his iconic cardigan sweater and tennis shoes! Our group will enjoy dinner at a lovely local restaurant before heading back to the resort.



HONOR THE HEROES OF FLIGHT 93

On September 11, 2001, four commercial airliners were hijacked in a planned attack against the United States. Two jet liners were flown into the World Trade Center Twin Towers and a third aircraft into the Pentagon. A fourth aircraft, United Airlines Flight 93, crashed into an open field near Shanksville, Pennsylvania, in the Laurel Highlands.

The 40 passengers and crew of Flight 93 had time to realize that this was unlike any previous hijacking, and they developed a plan to try to take back the plane and not let it reach its intended target, Washington, D.C. They succeeded in this effort, but, unfortunately, lost their lives.

During this tour, journalists and MATPRA members will get an up-close look at the new Tower of Voices, which is scheduled to open Sept. 11, 2018; tour the Flight 93 National Memorial Visitor Center Complex for self-guided understanding to the emotional experience of walking along and viewing the crash site itself; and finally view the crash site from the Memorial Plaza. The names of the 40 passengers and crew are inscribed on the wall of the plaza as it follows the flight of the plane.

En route to the memorial or on the return trip, this group may be able to stop by some of the beautiful covered bridges in the Laurel Highlands, just as the fall foliage is beginning to shine. After this tour, we will head to Fort Ligonier to enjoy dinner with the folks on the "Explore Charming Ligonier" tour.

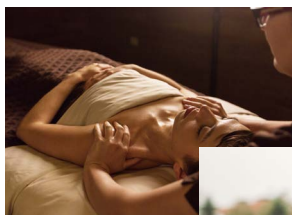
We recommend wearing comfortable shoes and light layers. It tends to be a little windy at the memorial site, so perhaps bring along a hat. And don't forget your camera!

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Thursday FAM Tours:



Thursday, September 27, 2018 - Nemacolin Woodlands



WOODLANDS SPA AT NEMACOLIN

Enjoy a customized facial designed to address your specific skin concerns with the Woodlands Personalized Facial, or a relaxing full-body Swedish massage that uses long, smooth strokes to soothe aches and pains and ease tension. Choose from a 50-minute Woodlands Personalized Facial or 50-minute Swedish massage



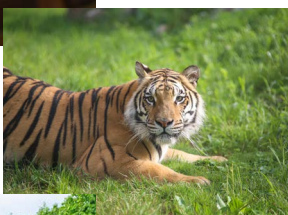
TIME TO TEE IT UP AT NEMACOLIN

Enjoy nine holes of picturesque golf at the resort's brand new Shepherd's Rock golf course, or at Mystic Rock.



TAKE A SHOT AT SPORTING CLAYS

Ideal for both novice and seasoned clay shooters, this instructional activity uses sporting clay targets that are projected to imitate wild game birds and are thrown at a variety of angles, heights and distances.



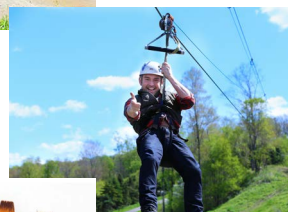
A WALK ON THE WILD SIDE ON A SAFARI TOUR

Hop aboard the resort's safari cart to get a behind-the-scenes look at some of Nemacolin's most exotic animals, including wolves, tigers, lions, zebras, bears and more.



JEEP OFF-ROAD DRIVING

Hit the trail...behind the wheel! After an experienced guide familiarizes you with a featured Jeep® Rubicon, each passenger will have a chance to drive a portion of 20 miles of rugged trails and terrain.



HIGH-FLYING FUN!

The resort's Adventure Center at the Sundial Lodge is where all the action begins. Enjoy a trio of adrenaline-pumping activities, including the Fatbird Superflyer Zip Line that races at speeds up to 60 mph, a 20-foot mid-air Ropes Course and the three-sided, 50-foot Climbing Wall.



POSITIVELY PAINTING ART CLASS

For those looking to unleash their inner Picasso, the instructor-led, 90-minute "Positively Painting" class challenges you to flex creative muscles you never knew existed, and take home your own acrylic masterpiece on canvas.

