

Are you looking for exposure on VISIT FLORIDA's many websites? A web listing on VISITFLORIDA.com may meet your needs. There are two levels from which you can choose - Free and Enhanced (\$365/year). Below is a list of features included with each web listing.

	Free	Enhanced \$365/year
VISITFLORIDA.com		
Consumer website listing including contact information, photo, hyperlink and a business description.	✓	✓
Consumer website listing on applicable microsites (including: golf, fishing and trails) and on the mobile version of VISITFLORIDA.com.	✓	✓
Multiple listing displays (via intuitive search) in grid, Google map and list views.	✓	✓
Receive large rotating gallery display for more than 20 images on profile page.		✓
Post up to 5 deals and gain rotating exposure on dedicated deals and city pages. Some deals will also appear on applicable VISIT FLORIDA microsites.		✓
Ability to post unlimited events, which display on VISITFLORIDA.com, on the mobile site and on the Florida Information Network (FIN) at our Official Florida Welcome Centers.		✓
Ability to upload multiple videos to display on your listing.		✓
Post links to your social media sites, including: Facebook, Twitter, YouTube, and Google+.		✓
Inclusion in the BookDirect online reservations booking engine (accommodations only).		✓

Meetings.VISITFLORIDA.com *** Eligible if you have more than 2,500 square feet of dedicated meeting space.*

Meeting Professionals website listing including a unique hyperlink, contact information, meeting-specific photos, floor plan(s) and RFP functionality.		✓
Provide specific description to speak to the meeting professional.		✓
Priority exposure through highlighted listing and thumbnail photo in grid, Google map and list views.		✓
Ability to promote 5 meetings-related deals.		✓

Weddings.VISITFLORIDA.com **** Eligible if you provide wedding and honeymoon services.*

Weddings website listing including a unique hyperlink, contact information, wedding-specific photos and a business description to speak to the wedding audience.		✓
Priority search results positioning.		✓
Thumbnail photo on the search results grid.		✓
Ability to promote 5 wedding and honeymoon-specific deals.		✓

FloridaVacationAuction.com

Priority exposure for packages on your complimentary FloridaVacationAuction.com listing.		✓
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While Web Partners are eligible to participate in many of our marketing programs, they are not eligible to participate in Marketing Partner-only programs (such as Promotions, Welcome Center Lobby Booth and Cooperative Advertising Discounts). To explore the Marketing Partner level, see next page.

To enroll today, go to VISITFLORIDA.org/join. For questions, call our Industry Hotline at (877) 435-2872 or email us at Partnerinfo@VISITFLORIDA.org.

A Marketing Partnership allows you to leverage your marketing dollars and take advantage of VISIT FLORIDA's cooperative advertising, research, sales, promotions and public relations programs. Depending on the size and type of your business, you will qualify for either the **Premier (\$1,500/year)** or **Small Business* (\$395/year)** level.

Advertising Opportunities

- Leverage VISIT FLORIDA's buying power and receive added value and discounts of up to 25 percent off published rates.
- Current cooperative advertising opportunities span multiple media outlets (broadcast, print, direct mail, Internet/mobile) and include more than 100 programs reaching domestic and international markets.

Extend Your Sales Efforts and Reach Key Target Audiences

- VISIT FLORIDA offers "pay to play" opportunities through domestic and international sales programs. From sales missions to trade shows and brochure distribution, there are a multitude of ways to promote your business to consumers, travel agents and meeting professionals.
- Download free tour operator, meeting professional and travel agent leads from qualifying sales programs. Build your own prospect database at no additional cost.
- Exhibit at Florida Encounter – an appointment-based trade show for qualified meeting professionals.

Access Valuable Research

- Free research statistics relating to market shifts, travel industry indicators and trends, factors affecting travel and implications in marketing strategies.
- Download our annual Florida Visitor Study (\$150 value) for free. This study is a comprehensive report commissioned every year by VISIT FLORIDA and reveals valuable information about the Florida visitor, including state and country of origin; length of stay; visitor activities; and visitor expenditures.

Official Florida Welcome Centers

- VISIT FLORIDA manages the five Official Florida Welcome Centers, which serve more than 2 million visitors annually. These are located at the state entry points along I-10, US-231, I-75, I-95 and inside the Capitol building in Tallahassee.
- Set up and work a lobby booth display, hold special giveaways, participate in a themed month or take over a Welcome Center for a day to promote your business, destination or event.
- Receive discounts on brochure rack space, transparency display, Welcome Center Seasonal Festivals, the Florida Information Network (FIN) program and other customized opportunities.

Garner Media Exposure

- Let the VISIT FLORIDA Public Relations team distribute your message to domestic and worldwide media contacts.
- Access qualified Editorial Leads, and post news releases to our media website, media.VISITFLORIDA.org.
- Reach media through press release distribution at VISIT FLORIDA Media Missions and Receptions.
- Obtain exposure through promotional programs – barter your vacation product for media exposure in key markets.

Website Exposure on VISITFLORIDA.com

- An Enhanced Web Listing on VISITFLORIDA.com and additional micro-sites is included with the Marketing Partnership.
- Some key features of the Enhanced Web Listing include: priority search results positioning, the ability to post deals and events, linking to your social media sites, as well as adding multiple photos and videos.

Education and Professional Benefits

- Access free webinars on marketing techniques and industry trends through the VISIT FLORIDA Learning Library.
- Receive discounted registration at the annual Florida Governor's Conference on Tourism.
- Legislative advocacy – as part of the Partnership for Florida's Tourism, VISIT FLORIDA works with our Partners and industry associations to keep our elected officials educated on the value and importance of tourism funding.
- Receive *News to Use*, a customized bi-weekly e-newsletter including editorial leads, program reminders and Partner-to-Partner Specials, where you can offer or take advantage of discounts.

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* For eligibility, your gross revenues may not exceed \$1.25 million per year or your business must be a 501(C)(3) organization under IRS guidelines.