



Partner-to-Partner Specials FAQ & Guidelines

What is a Partner-to-Partner Special?

Partner-to-Partner Specials are discounts offered specifically to VISIT FLORIDA Partners by other VISIT FLORIDA Partners.

Where & When Are These Discounts Published?

Partner-to-Partner Specials are published in the *News to Use*, a bi-weekly Partner communication produced by the Industry Relations Team at VISIT FLORIDA. Deals also receive exposure online on the Partner-to-Partner Specials page (VISITFLORIDA.org/partnerspecials).

Guidelines

- Only Marketing Partners (Premier, Small Business or Business-to-Business) may run Partner-to-Partner Specials.
- VISIT FLORIDA has discretion and final approval in publishing Partner-to-Partner Specials
- There is limited space in the *News to Use* communiqué, so the opportunity is a first-come, first-served basis.
- Partner-to-Partner Special submissions must be received by noon Thursday for consideration in the following week's publication of *News to Use*.
- Each Partner-to-Partner Special must be a unique deal for VISIT FLORIDA Partners as well as contain a specific promotional code or point of contact.
- Partner-to-Partner Special submissions may not exceed 75 words.
- Submissions may include a hyperlink to a web site, e-mail address or file.
- Partner-to-Partner Specials may not include images.
- The same Partner-to-Partner Special may not run more than once during a quarter (Jan-Mar; Apr-June; July-Sept; Oct-Dec).
- Specials may not appear on the Partner-to-Partner Specials page for more than 90 days and/or will be removed at the end of each quarter.

How do I get published?

Send information to VISIT FLORIDA News at news@VISITFLORIDA.org.

Questions?

Contact the Industry Relations hotline at 877-435-2872.